

original 

# Raphaelismo

*THE DOCUMENTARY*





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# INTRODUCTION





**Raphaelismo** is a genre in itself; an artistic movement that goes above and beyond the individual personality. It is the legacy of the artist to future generations in the form of a documentary series divided into four episodes. An intimate portrait that delves into the secrets, yearnings, thoughts and dreams of an inimitable human being who arouses controversy and passion in equal measure, who lives in the moment and never gives in, even when faced with the greatest adversity.

Raphaelismo takes a fresh look at Raphael and the true scale of his figure, which has transcended borders and generations, withstood the passage of time, and weathered trends and criticisms to become what very few could ever aspire to achieve: a living legend of music and an icon of modernity.


Raphaelismo is the definitive documentary of the life and career of Raphael on the occasion of his sixtieth anniversary as a performer.

## Introduction



# DIRECTOR'S AND PRODUCER'S NOTES





With *Lola* and *Raphaelismo* we have introduced a new line of documentary biographies of great contemporary figures in our non-fiction genre. The aim is to continue the quest for our collective identity that began with ETA, The End of Silence, Palomares and El Palmar de Troya through lives that define the history of our country, of each and every one of us. And through their songs, through the power of music to arouse the emotions that we felt when we heard them for the very first time.

What might seem to be a look back into the past is quite the opposite in conceptual terms. Sometimes we need to look back in order to see the way forward. While Lola Flores was an icon who still endures in the twenty-first century, Raphael is the artist who always looks towards the future. How many artists can boast a performing career of 60 years? The Rolling Stones are almost there, or at least will be next year. Raphael is up on that Mount Olympus alongside Mick Jagger.

This can only be achieved if every time you step on the stage you think it is the most important moment. With this documentary series, Raphael, for the first time, gets personally involved in looking back over this life, in telling his story,

together with his family and thanks to Dadá Films & Entertainment, Universal Music Spain and RLM. And he does so with the desire to keep going for another sixty years, stronger than ever and always looking to the future.

Jorge Ortiz de Landázuri  
Content Manager of #0 and Producción Propia



# Raphael: a one-off phenomenon

They say that in July 2061, Halley's comet will pass close to the earth again, and when it leaves it will not be seen again by a new generation for many decades. Like the errant comet, Raphael is an unique phenomenon that only occurs once every hundred years. An endangered species, a unique specimen, a pure-breed with an impeccable pedigree. The ultimate artist, only he knows the secret formula to continue conquering generation after generation from the stage. From Madison Square Garden to the central stage at the Sonorama Festival, from the now-obsolete Palace of Music to the magical nights of London's Talk of the Town, from the Mexican fiestas of El Patio to sell-out concerts in Madrid's Santiago Bernabéu stadium, Raphael seems to have no limits.

Raphael has accomplished the difficult task of leaving no-one indifferent to him. He created a style and has taken it to its ultimate

consummation. As the last artist of Spain's hunger years, Raphael went from performing in small-town night clubs to elevating the profession on the stage of the Zarzuela Theatre. It was he who opened the doors to the world and left them ajar for other artists, the one who, with a cheeky smile, greeted Ed Sullivan and took over the spotlight, knowing that the entire United States was watching with surprise. Fearlessly. His only fear being to never disappoint his fans.

When we started thinking about *Raphaelismo*, we asked ourselves a question: Is there anything still left to know about Raphael? What can we tell that has not already been told? Few artists have managed to achieve such a huge media profile over such a long time and in so many places. Television series, Christmas specials, films, books, thousands of interviews in every corner of the globe...

However, we put a big emphasis on one thing: finding the traces of Rafael Martos under the layers of the global media star. Is there anything left of the man himself? What is he like up close? What is Raphael like when the spotlights are switched off and he confronts his fears? Today, we can say that we have succeeded. *Raphaelismo* is not just

the definitive documentary series, but reveals an unforeseen aspect: a calm, reflective artist who is ready to talk about his life as never before.

Thanks to the invaluable assistance of his nearest and dearest, the testimonials of more than fifty people from different fields, and access to his most private archives, we have reached the heart beating under his ubiquitous black shirt.

Raphael has gifted us with some of the most glorious entertainment moments of our lives. There can be no greater luck than the chance to tell the story of someone who is a living legend. Like him or not. Love him or hate him. Life needs artists who define their times and point the way forward. Raphael's vocation is to move forward. Ours is to relate his life and continue enjoying for many years to come the secret of how to be the CONSUMMATE ARTIST.

Charlie Arnaiz y Alberto Ortega  
Directors and Executive Producers of *Raphaelismo*





Charlie Arnaiz and Alberto Ortega began their careers as directors and executive producers of documentaries, debuting with *Aunque tú no lo sepas. La poesía de Luis García Montero* (RTVE, Por Amor al Arte Producciones, Canal Sur, 2016).

At the end of 2017 they founded the production company Dadá Films & Entertainment S.L., since when they have produced work such as *Un país en Labordeta* (RTVE, 2019), *Manuel Carrasco. Me dijeron de pequeño* (Amazon Prime, 2019), *Ramoncín. Una vida en el filo* (Warner, RTVE, 2017), *Poesía eres tú* (Fundación Loewe, 2018), *Niña Pastori. Una noche en el Real* (Sony Music, 2018) and *Camilo Sinfónico* (Sony Music, RTVE, 2019).

They have also directed and executively produced other formats such as the online documentary *Memoria de futuro. García Montero y la nueva poesía* (Lab de RTVE), the drama series *El Punto Frío* (Playz), and the micro-documentary on contemporary Spanish photographers *Generación Instantánea* (Playz).

In 2020 they released the collaborative film on artist Alejandro Sanz: *El Mundo Fuera* and the

Goya-nominated documentary *Anatomía de un Dandy* on the legend that is Francisco Umbral.

In 2021 they will premiere the documentary entitled *The Science of Life: Longevity* (National Geographic/Fox) and *Llámallo X*, a programme on sexuality that will be shown on Playz-RTVE.

Meanwhile, the Movistar+ original documentary series *Raphaelismo* will premiere in 2022.

Dadá Films  
& Entertainment



## Universal Music Spain

“Few artists can lay claim to still be performing after a sixty-year career during which they have achieved success after success and retained the love and acclaim of the audience, keeping alive the essence and values that turned him into such a unique and inimitable artist. For the whole team at Universal Music it has been a true privilege to support him from the record label side, to share his genius as an artist and as a human being. He represents the living history of music, has inspired generation after generation, and has taught us that you need to keep dreaming big in life.”

José Ramón del Río Ballart  
Creative Director  
Audiovisual Premium Content  
**Universal Music Spain**





“As far as we’re concerned at RLM (Raphael’s management and booking office), working with the artist represents a daily master class in authenticity, vision, discipline and commitment to the most beautiful profession in the world: music and the performing arts.

Raphael is a completely self-made artist who has always established his own language and universe in developing his art. Sixty years of a stellar trajectory have resulted in an accumulation of milestones and achievements that are within the reach of very few people. Nobody can occupy the stage like him, and no-one performs like him or has a voice like his. The boy from Linares, ‘The Voice’, the ‘indie boss’, the icon of Spanish pop... these are just some of the epithets that the public and the media have used to refer to the man who is the consummate Spanish artist.

Rosa Lagarrigue, General Manager of RLM

RLM



# RAPHAELISMO: A MOVISTAR+ ORIGINAL DOCUMENTARY SERIES





What is the enigma behind Raphael's elevation to iconic status? What is the power that has driven him all these years to remain at the very peak of his profession? With these questions in mind, directors Charlie Arnaiz and Alberto Ortega embarked on this project with the initial idea of showing what is behind an artist of the stature of Raphael as he celebrates 60 years on the stage.

This was no easy challenge, but they have succeeded. The answers to their questions began emerging as the series took shape. And they emerged from the only source they possibly could: from Raphael himself and his family. His wife, Natalia Figueroa, and his three children Jacobo, Alejandra and Manuel Martos, were generous enough to open the door to their home and share their old Super 8 videos and family photos that have never been seen before. The story of Raphael, the legend, the artist, thus took on the human dimension the producers were looking for, evincing moments of great tenderness and emotion.

Yet this great story, which started shooting in March in Madrid and continued in Barcelona, Linares (Jaen), Guadalajara, Benidorm (Alicante), Mexico, Miami and Los Angeles, not only featured

Raphael's family and circle of close friends but also a host of other participants including journalists, music experts, producers, and Spanish and international artists, who extol Raphael as one of the most influential artists of all time.

Raphaelismo is not just the story of Raphael but also a journey through our own immediate history. An exciting journey from the early post-war years to the millennial generation. A history of the music industry from the gramophone to Spotify. From the time when record companies were awash with money to the disappearance of the physical format and the reinvention of an entire industry. From the first concerts on the backroads of Spain in primitive conditions to the biggest and most important venues on the planet. Raphael has always been there... and we will bear witness to it.

With all the respect that this legendary artist deserves, Movistar+ begins this journey from the perspective of the man, that thoughtful Rafael Martos who looks back to the past, remembers who he is, and continues adding chapters to his amazing story.



# PARTICIPANTS



**Raphaelismo** is the first documentary series on Raphael that includes the direct involvement of his family, friends and internationally-renowned artists in his milieu. These include:

**Family and friends:**

His wife NATALIA FIGUEROA and children JACOBO, MANUEL and ALEJANDRA MARTOS.  
JAIME AZPILICUETA, theatre director and close friend of Raphael.  
PEDRO PIQUERAS, journalist and close friend.  
SOLEDAD JARA, widow of Paco Gordillo, his first manager and a great friend.  
DR ENRIQUE MORENO, the surgeon who performed his liver transplant.

**His musical circle:**

MANUEL ALEJANDRO, composer of many of his hits.  
JOSÉ LUIS PERALES, composer of some of his songs (*Yo sigo siendo aquél, Eternamente tuyo*).  
WILLY CHIRINO, author of *Escándalo*.  
ROSA LAGARRIGUE, Raphael's representative.  
GABBY DÍAZ, his road manager for more than a decade.  
JUAN ESTEBAN CUACCI, Raphael's musical director.  
JUAN PIETRANERA, pianist.

JACOBO CALDERÓN, musical producer.  
MIGUEL ALEMÁN, Mexican businessman.  
MANUEL VARELA, SANTIAGO REYES and JOSÉ LUIS NIETO, his musicians from his earliest days.  
JESÚS LÓPEZ (signed Raphael to Universal).

**Other artists and well-known personalities:**

MIGUEL RÍOS, VÍCTOR MANUEL, ENRIQUE BUNBURY, DAVID BISBAL, ALASKA, ANDRÉS CALAMARO, PABLO LÓPEZ, IVÁN FERREIRO, VEGA, LUCAS VIDAL, ALBERTO JIMÉNEZ (Miss Caféína), MARTA RIBERA, CARLOS RIVERA, ALEX DE LA IGLESIA, ENRIQUE CEREZO and GLORIA TREVI.

**Journalists:**

ROSA MARÍA CALAF, IÑAKI GABILONDO, JOSÉ RAMÓN PARDO, ANDRÉS ARCONADA, ANTONIO ÁNGEL HERRERA, FERNANDO NEIRA and PEDRO RUÍZ.

# Participants





# EPISODES



# Episode 1

From childhood to business



1965. Raphael makes his debut in the Zarzuela Theatre in his own inimitable way, generating a tsunami in the history of music in Spain.

The artist with the “ph” had just been born, who would go on definitively elevate the profession.

In this episode, Raphael remembers his humble origins, his early days as a singer, his triumph at the Benidorm Festival, the hunger years and *El Tamborilero* (The Little Drummer Boy), closing just before he was about to embark on his first Eurovision adventure.





# Episode 2

## Viva Raphael

Raphael represented Spain at the Eurovision Song Contest twice, which had a boomerang effect across the whole of Europe. In this episode, we witness his ever-growing success at the Olympia in Paris, his triumphs in Latin America, London and New York, and his appearance on the Ed Sullivan show.

And when it seemed that Raphael had no limits, he came up against his first crisis after the Las Vegas concerts. In this episode, he meets Natalia Figueroa, the love of his life, and his professional and personal life start looking up again. However, the 1980s and the social, political and musical changes on the horizon meant that Raphael would have to fight against adversity once more...

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© Family archive of Raphael



## Episode 3

The 1980s caused a contracultural uprising that swept away many of the mainstream artists of the previous decades and focused on new markets. However, Raphael's career continued on track. He never stopped. When some people believed he was finished, he released a series of huge hits (*Qué sabe nadie*, *Estar enamorado*, *En carne viva...*) which culminated in a massive concert in Madrid's Santiago Bernabéu stadium.

In this episode, Raphael also reveals his most private and personal side through his family. They revisit his issues with alcohol and disease, and his liver transplant before his renaissance on the stage of the Zarzuela Theatre.

*Qué sabe nadie (Nobody Knows)*





## Endless Dances

The twenty-first century dawned, and Raphael continued adapting to the new times. He is an artist who never changes and yet manages to evolve. He returns to the cinema, directed by Álex de la Iglesia, becomes a big star with indie audiences, performing at festivals such as Sonorama, and welcomes collaborations with young talents in the music world. A living legend, and at the same time an icon of modernity.

In this final episode we also examine the “phan” phenomenon, with a particular emphasis on his tour of Russia, ending with the eternal question of: *Y mañana... qué?* (What Will Tomorrow Bring?).

# Episode 4







# DOWNLOAD MATERIAL

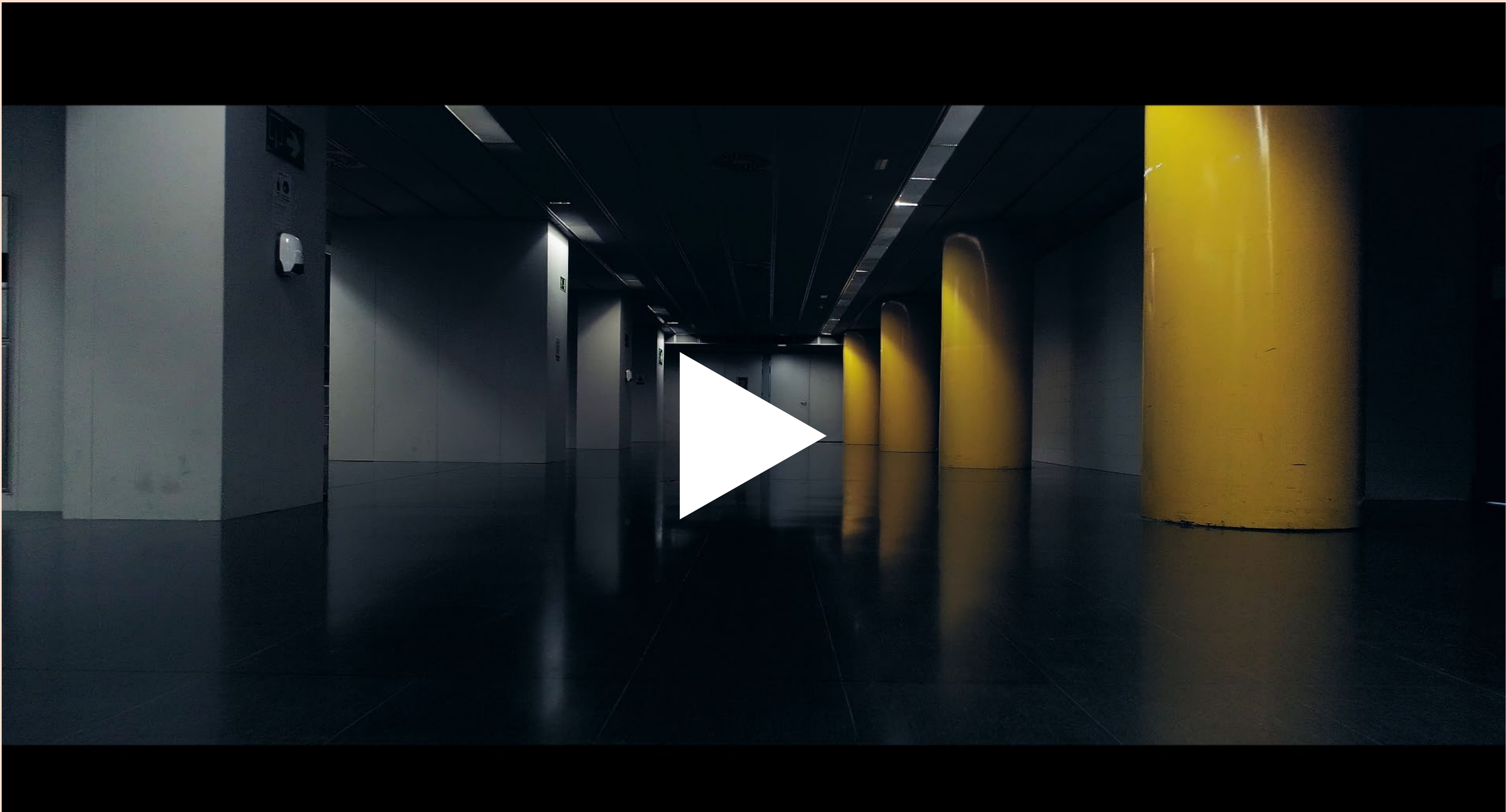


Photos



Making off.

Videos





# DATASHEET



# Datasheet

**A MOVISTAR+ ORIGINAL DOCUMENTARY  
SERIES IN ASSOCIATION WITH DADÁ FILMS &  
ENTERTAINMENT SL AND GTS ENTERTAINMENT |  
A UNIVERSAL MUSIC SPAIN**

Four 50-minute episodes

**ORIGINAL IDEA**  
DADÁ FILMS & ENTERTAINMENT SL

**PRODUCER**  
DADÁ FILMS & ENTERTAINMENT SL

**MOVISTAR + EXECUTIVE PRODUCERS**  
JORGE ORTIZ DE LANDÁZURI/MARIJO LARRAÑAGA

**DADÁ FILMS & ENTERTAINMENT SL  
EXECUTIVE PRODUCERS**  
CHARLIE ARNAIZ & ALBERTO ORTEGA

**GTS ENTERTAINMENT | A UNIVERSAL MUSIC  
SPAIN EXECUTIVE PRODUCER**  
JOSÉ RAMÓN DEL RÍO

**DIRECTORS OF RAPHAELISMO**  
CHARLIE ARNAIZ & ALBERTO ORTEGA

**PRODUCTION MANAGER**  
ALEJANDRA ORTAS

**DIRECTOR OF PHOTOGRAPHY**  
WILLY JAUREGUI

**SCRIPT**  
CASANDRA VALDÉS/LUÍS SÁNCHEZ-POLACK

**EDITING**  
EMILIO GONZÁLEZ/JAVIER DAMPIERRE

**MOVISTAR+ CONTENT MANAGER**  
REBECA GONZÁLEZ

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