

CASTING BREAKDOWN

Hello,

we are EduPerezCasting/EdenStudio, a casting direction team for advertising and film.

We are producing along with top spanish production company Agosto and its director Nacho Gayán the new campaign for Cerveza Alhambra titled "La Rueda," which will be filmed in Granada (Andalusia, Spain) in January 2026.

The film shows a man on a cyrwheel moving through one of Granada's old streets. The movement of his wheel reflects the worries and rush that people are immersed in today. The cyr wheel man begins to travel through the city and other people join the path—women and men on their own cyrwheels—creating a choreography of crossings and parallel movements. Finally, we see the man elegantly jumping out of his cyrwheel, almost as if floating in the air. The other characters also glide out softly and step away from their wheels, joining him. The film ends with the characters in the middle of nature, enjoying a calm moment together as they share a beer, relaxed and at peace.

The film will lean toward videodance and performance, filled with poetic imagery, similar to campaigns like Burberry's "Open Spaces" or "Festive." The style will be highly cinematic, as is customary in the work of Nacho Gayán, considered the most important commercial director in Spanish advertising history. <http://www.agosto.tv/director/nacho-gayan/>

PRODUCTION DATES

Travel & Rehearsal dates: 16-17-18-19th january 2026

Shooting dates: 20-21-22nd january 2026

Location: Granada, Spain

Talent official confirmation: 14th january 2026 (but most probably before Christmas)

CHARACTER BREAKDOWN: CYRWHEEL ARTISTS

1x Principal CyrWheel Man

A man between 25 and 40 years old, a high-level cyr-wheel specialist (must be over 21 for legal reasons in Spain). With a photogenic face full of personality, a cinematic look, and the ability to perform in an elegant and thoughtful way. European-Mediterranean look, without leaning too far toward a Nordic look. Experience in contemporary dance is valued, as well as experience with rigging/harness/trapeze, since rigging will likely be used in the scenes where they float in the air. Must be in excellent physical condition to perform the shoot, free from injuries. Must be based in Europe and hold an EU/UK passport allowing legal work within the EU (DNI/NIE in the case of residents in Spain). Must agree to slight adjustments to hair, beard, or mustache to fit the character. Must be comfortable drinking beer on the film set

2-3x Secondary CyrWheel Women

A few women between 21 and 45 years old, high-level cyr-wheel specialists (must be over 21 for legal reasons in Spain). With photogenic, cinematic-style faces and the ability to perform in an elegant and reflective way. European-Mediterranean appearance, without leaning too far toward a Nordic look. Experience in contemporary dance is valued, as well as experience with rigging/harness/trapeze, since rigging will likely be used in the scenes where they float in the air. They must be in excellent physical condition to perform the shoot, free from injuries. They must be based in Europe and hold an EU/UK passport that allows to work legal ly within the EU (DNI/NIE in the case of residents in Spain). They must agree to slight hair adjustments to fit the character. They must be comfortable drinking beer on the film set.

2-3x Secondary CyrWheel Men

A few men between 21 and 45 years old, high-level cyr-wheel specialists (must be over 21 for legal reasons in Spain). With photogenic, cinematic-style faces and the ability to perform in an elegant and reflective way. European-Mediterranean appearance, without leaning too far toward a Nordic look. Experience in contemporary dance is valued, as well as experience with rigging/harness/trapeze, since rigging will likely be used in the scenes where they float in the air. They must be in excellent physical condition to perform the shoot, free from injuries. They must be based in Europe and hold an EU/UK passport that allows to work legal ly within the EU (DNI/NIE in the case of residents in Spain). They must agree to slight hair/facial hair adjustments to fit the character. They must be comfortable drinking beer on the film set.

FELLOW CYR WHEEL ARTISTS

Artists who receive the call are allowed to share the casting call content privately with other cyr-wheel artists they regularly work or train with, since we are looking for a group that can work together. The casting registration form will ask if they have fellow artists they have performed or trained with who are also applying for this audition. It is not allowed to share it in public in any traditional media, open whatsapp groups or social medias.

SHOOTING FEES & IMAGE RIGHTS BUYOUT

The shooting fees and image-rights payments are the responsibility of the production company Agosto.tv and are described in the last pages of this pdf.

Payment for the use of image rights is subject to the talent's image being effectively and recognizably used in the final edit. Amounts are gross, and the corresponding legal withholdings/taxes will be applied.

For the Principal CyrWheel Man, the commitment includes 3 shoot days, 2 rehearsal days, 1 wardrobe fitting, and 2 travel days.

For the Secondary CyrWheel Women & Men, the commitment includes 1 or 2 shoot days, 1 or 2 rehearsal days, 1 wardrobe fitting, and 2 travel days. Depending on the number of required shoot/rehearsal days, the fee will increase or decrease accordingly.

Principal CyrWheel Man shooting fee: 3.500 euros (includes 3 shooting days, 2 rehearsal days, 1 wardrobe fitting, 2 travel days)

Principal CyrWheel Man image rights buyout: 1.500 euros (1 year Spain all moving & print media)

Secondary CyrWheel Women & Men shooting fee: 1.435/2.005/2.300 euros (depending on shooting & rehearsal days, 1 wardrobe fitting, 2 travel days)

Secondary CyrWheel Women & Men image rights buyout: 1.000 euros (1 year Spain all moving & print media)

Talent agency/management commission: +20% on top of all figures for talents represented by registered artistic talent agents.

All flights, hotels and meals are fully covered by Agosto.tv

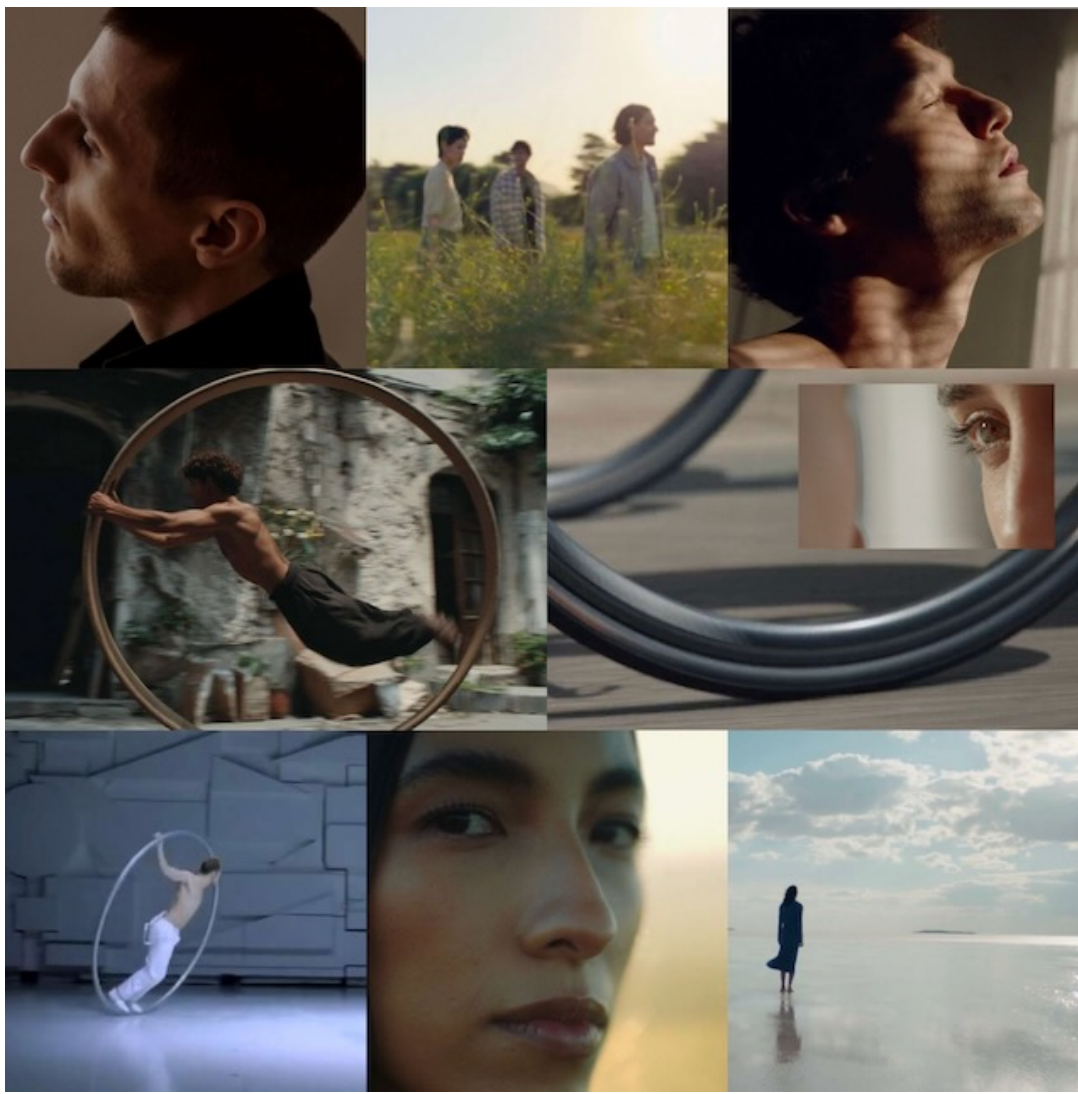
Cyrwheels and wardrobe will be provided by Agosto.tv, but talents may be asked to bring their own equipment for rehearsals.

AUDITION BY SELFTAPE

Cyr-wheel artists who receive the casting call must read the contents of the attached PDF Alhambra LaRueda selftape instructions, proceed to record the required videos, and register for the audition. The deadline to submit is Sunday, November 16th at 22:00.

PRE-SELECTION AND CALLBACKS

A selection of cyr-wheel artists is expected around November 25–26. If a callback/final casting is needed, it will be organized with the pre-selected artists.



SELFTAPE INSTRUCTIONS

Thank you for applying to this casting for the new Alhambra Beer “La Rueda” advertising campaign, directed by Nacho Gayán and produced by Agosto (www.agosto.tv/nacho-gayan.com). In the film we will see a lead role man, moving in a cyr wheel on the streets of Granada’s old town, followed by a few other secondary characters, girls & guys in cyrwheels as well, creating all together an extremely beautiful and poetic choreography of synchronized movements. The characters will end up sharing a beer in a wild nature landscape.

First of all, you must read the contents of this PDF, film the required video/photo files, **sign up in the Casting Link below with your personal information and upload the required files in the upload areas of our platform. A folder under your name will be created in the project with all your data, videos and photos inside.** It is not necessary to edit or compress videos, our platform does it automatically. Please, make sure the files are stored in the device you are using to complete the registration, as if the files are located in iCloud/GoogleDrive it will cause problems during the upload.

You can film it using your mobile phone, tablet, laptop or digital camera. For the introduction video, find a nice area of your apartment/house where you receive soft natural light from a window or balcony. It is not necessary to move the furniture, nor use a wall with a white or neutral gray background, we can see your real apartment in the background. The Cyrwheel test can be filmed in your rehearsal studio or outdoors on the street, as you wish. You can film it vertically or horizontally, whatever suits you best for the scene according to the space you have available at home.

We do not receive castings via email or Wetransfer. For any problem during the registration you can write an email to info@eduperezcasting.com

ALHAMBRA LA RUEDA CASTING LINK

<https://form.jotform.com/eduperezcasting/casting-alhambra-cyr-wheel>

DRESSCODE FOR THE AUDITION

You can wear comfortable but modern, minimalist, and elegant clothing—something suitable for a performance at a festival, a museum, or an art gallery: for the guys, a white shirt and dark trousers are perfect, for the girls a tank top/tshirt and leggings are fine. Avoid clothing that is too flashy or colorful.

PICTURES:

Take a selfie and a full body shot during the audition and add 4-5 photos from your portfolio, phone gallery or Instagram that match the character you are auditioning for and visual style of the campaign.

1) INTRODUCTION VIDEO

(medium shot, 45-60 seconds, English, french or español)

Please tell us your name, age, and city/town of residence (name the country if not Spain)

Please, tell us about your artistic career as a cyr-wheel artist and which relevant productions or companies you’ve worked with throughout your career. Tell us if you have worked with rigging/harness or trapeze, and also if you have a background in contemporary dance.

Let us know if you have appeared in any advertising campaigns in the past three years, especially for beer or alcohol. If so, specify the brand, year of production, and countries where it was released.

Tell us whether you would be open to slight adjustments to your hair, beard, or mustache to fit the character.

Also, let us know if you would be willing to drink beer on set for the final scene.

As an ending, please show both side profiles of your face and your hands to the camera, holding each side for a couple of seconds.

2) CYR WHEEL LINE TEST

(wide shot, 45-60 seconds)

You can film this video in a rehearsal room or any large space that allows you to move several meters in a straight line.

You can start close to the camera to tell us how feasible you think it is to perform linear forward movements on old cobblestone streets, slopes, or asphalt of Granada. If you have any recommendations or advice, feel free to share them with us.

Then step back into a wide shot, get into your cyr wheel, and show some straight-line movements, as well as any other cyr-wheel moves you feel could fit the script.

You can finish by jumping out of the wheel in an elegant, fluid way and walking toward the camera, standing in a medium shot and looking at the camera in a serene look. The wheel can remain behind you while completing a coin spin.

If you perform or train with other cyr-wheel artists, you can improvise a short group choreography, with some parallel movements and some crossings as much as possible. You can finish by stepping out of the wheel and approaching the camera in the same way.

3) CYR WHEEL TWO EXISTING VIDEOS

Please attach the two most relevant CyrWheel videos you’d like to share. Ideally, one video should be from a stage performance and the other from a street performance.

You must upload them as downloadable video files so we can review them throughout the casting process.

We’ve included a section in the registration form where you can add additional YouTube/Vimeo/Instagram/TikTok links.

Deadline to submit the audition will be sunday 16th november at 22h, but we will ask to talents to send their audition the sooner the better.

REMUNERATION & HIRING CONDITIONS BY AGOSTO.TV**ALHAMBRA / "LA RUEDA"**

PRODUCTORA/PRODUCTION COMPANY: AGOSTO

DIRECTOR: NACHO GAYAN

FECHAS DE RODAJE / SHOOTING DAYS: **20, 21 & 22 JANUARY 2026**

OUTBOUND TRAVEL / FITTING / REHEARSAL: To be confirmed between 16 & 19 JANUARY

TALENT CONFIRMATION: 14th JANUARY

CALLBACK: to be confirmed

*Chequear disponibilidad de todos los artistas entre el 16 y el 23 de Enero/

*Check the availability of all artists between January 16th and 23rd.*LOCALIZACIONES/ LOCATIONS: **GRANADA (SPAIN)****TARIFAS DE RODAJE Y DERECHOS/ SHOOTING & IMAGE RIGHT FEES - PRINCIPAL CYRWHEEL MAN****TARIFA PACK RODAJE/ SHOOTING FLAT FEE: 3.500€ BRUTOS / GROSS FEE****Incluye 3 días de rodaje, 2 jornadas de viaje, 2 días de ensayos y prueba de vestuario.*****Includes 3 shooting days, 2 travel days, 2 rehearsal days and fitting.*****TARIFA DERECHOS PRINCIPAL MAN / BUYOUT FEE: 1.500€ BRUTOS / GROSS FEE*****A confirmar una vez se emita el spot y los actores se reconozcan en los montajes/fotos finales.*****To be confirmed once the spot is aired and the actors are recognizable in the final edits/photos.*****La productora cubre los gastos de alojamiento, transportes y dietas.*****The production company covers accommodation, transportation, and meal expenses.*****TARIFAS DE RODAJE Y DERECHOS / SHOOTING & IMAGE RIGHTS FEES - SECONDARY CYRWHEEL WOMEN & MEN**

Los artistas CYR Secundarios tendrán 2 jornadas de viaje, y pueden tener 1 o 2 días de ensayos, y 1 o 2 días de rodaje. Se establecen 3 tarifas diferentes que se asignarán a cada artista en base a las necesidades finales del proyecto.

*The secondary CYR artists will have 2 travel days and may have 1 or 2 rehearsal days and 1 or 2 shooting days. Three different rates will be established and assigned to each artist based on the final needs of the project.***TARIFA SECUNDARIOS A / FEE SECONDARIES A: 1.435€ BRUTOS/ GROSS FEE****Incluye 2 jornadas de viaje, 1 día de ensayos, 1 día de rodaje y prueba de vestuario.*****Includes 2 travel days, 1 rehearsal day, 1 shooting day & wardrobe fitting.*****TARIFA SECUNDARIOS B / FEE SECONDARIES B: 2.005€ BRUTOS / GROSS FEE****Incluye 2 jornadas de viaje, 2 días de ensayos, 2 días de rodaje y prueba de vestuario.*****Includes 2 travel days, 1 rehearsal day, 2 shooting days & wardrobe fitting.*****TARIFA SECUNDARIOS C / FEE SECONDARIES C: 2.300€ BRUTOS / GROSS FEE****Incluye 2 jornadas de viaje, 2 días de ensayos, 2 días de rodaje y prueba de vestuario.*****Includes 2 travel days, 2 rehearsal day, 2 shooting day & wardrobe fitting.*****JORNADA EXTRA RODAJE / EXTRA SHOOTING DAY: 573€ BRUTOS / GROSS FEE****JORNADA EXTRA ENSAYOS / EXTRA REHEARSAL DAY: 286,50€ BRUTOS / GROSS FEE****TARIFA DERECHOS SECUNDARIOS / BUYOUT FEE: 1.000€ BRUTOS / GROSS FEE****A confirmar una vez se emita el spot y los actores se reconozcan en los montajes/fotos finales.*****To be confirmed once the spot is aired and the actors are recognizable in the final edits/photos.*****TRAVEL & ACCOMMODATION COSTS**

La productora cubre los gastos de alojamiento, transportes y dietas de los artistas que viajen.

*The production company covers accommodation, transportation, and meal expenses.***TALENT AGENCY COMMISSION**

Para los artistas representados por agencias de talento/management la tarifa de +20% comisión de agencia está contemplada encima de todas las tarifas & derechos de imagen (buyouts).

*All the talents represented by talent agencies/management have a +20% agency commission added on top of all figures & image right buyouts.***CONFIDENCIALIDAD / CONFIDENTIALITY**

Los talents no pueden compartir públicamente ni en redes sociales el contenido del casting call, pero pueden compartir en privado.

Talents shall not share the content of this casting call in public or in socialmedias, but can share it privately.

DERECHOS DE IMAGEN DETALLADOS / BUYOUT DESCRIPTION

Territorio / Territory: ESPAÑA / SPAIN
Periodo/ Period: 1 AÑO / 1 YEAR
Media: TV + DIGITAL (includes SOCIAL MEDIA & PR) + POS + DOOH
PRINT: PRENSA+LONAS+PLV+OOH / PRESS+ BILLBOARD+POS+OOH

También Incluye / Also includes:

3 AÑOS REPOSITORIO MEDIOS MARCA / 3 YEARS NO COMMERCIAL INTERNET WW (client's web, social media)
USO DE FOTOGRAFÍAS DEL SPOT PARA INTERNET / STILL FRAMES FROM THE FILM ON DIGITAL
MAKING OF RIGHTS

Los derechos incluyen las diferentes versiones que se editen para los medios confirmados (cualquier pieza de cualquier duración para digital aunque no sea exactamente una de las del spot o la misma acción)
La fecha de emisión marcará la fecha de comienzo de los derechos de imagen.

Los derechos de los actores NO ESTÁN GARANTIZADOS, se confirmarán una vez se emita el spot y los actores se reconozcan en los montajes/fotos finales.

Buyouts includes the different versions that may be edited for the confirmed media (any piece of any duration for digital use, even if it is not exactly one of the original spots or the same action).

The broadcast date will mark the start date of the image rights.

The actors' rights are NOT GUARANTEED and will be confirmed once the spot is aired and the actors are recognizable in the final edits/photos.

CONDICIONES DE TRABAJO / WORKING CONDITIONS

JORNADA / SHOOTING WORK DAY: 8h+1h lunch break+ 1h make up/wardrobe

HORAS EXTRA / OVERTIME: Según Convenio de Actores y Productores/ In accordance with spanish Actors's & Producers Agreement

Se permiten 45 minutos desde el alojamiento hasta el set de rodaje, tanto de ida como de vuelta, de acuerdo con el Convenio vigente.
Travel time from the accommodation to the shooting location is allowed up to 45 minutes each way, in accordance with the current Collective Agreement.

Tanto la prestación física (según las fechas y el trabajo arriba expuestos) como los derechos (también arriba detallados) están incluidos en las tarifas indicadas. En caso de nocturnidad o festividad no se incrementaría la tarifa de la jornada ni la de las horas extras. Indicar algún tipo de alergias (gatos, alimentos...).

El modelo deberá indicar si ha realizado en el último año algún otro spot como protagonista destacado.

El/la modelo no podrá realizar ningún cambio de imagen significativo entre el casting y el rodaje (tinte de pelo, corte del mismo, operaciones estéticas, etc.) y se compromete a ello desde el momento en el que se presenta al casting. Todos los actores aceptarán que puedan ser doblados por algún locutor y no usarse su voz real en el spot.

*Both the physical performance (according to the dates and work described above) and the rights (also detailed above) are included in the indicated fees. In the case of night or holiday work, the daily rate or overtime rate will not be increased. Please indicate any type of allergies (cats, food, etc.). The talent must state whether they have participated in the past year in any other commercial as a featured protagonist. **The talent may not make any significant changes to their appearance between the casting and the shoot (such as hair color, haircut, cosmetic surgery, etc.) and agrees to this from the moment they attend the casting.** All actors agree that their voices may be dubbed by another voice artist and that their real voice may not be used in the spot.*

MODO DE CONTRATACIÓN / HIRING METHOD

Todos los artistas serán dados de alta en la Seguridad Social de España a través de nómina en el régimen de artistas.

El importe de la tarifa pactada se ingresará mediante nómina a la cuenta titularidad del actor/actriz.

Para poder tramitar el alta los artistas deben tener DNI español o un pasaporte de la Unión Europea/UK o cualquiera de los países exentos de visado para trabajar en España.

Todas las tarifas son en bruto y se aplicarán las retenciones pertinentes de acuerdo con la legislación.

Los derechos de imagen (buyouts), una vez confirmados, se pagarán mediante factura aplicando la retención correspondiente

All the talents will be hired in the Spanish Social Welfare system, under an official artist paysheet.

The agreed fee amount will be paid via payroll into the bank account held by the talent.

All the talents need to hold a valid passport from: European Union/United Kingdom/or any country exempt of work permit.

All the amounts are gross and tax deductions will apply to all amounts according to spanish law.

Image rights buyouts, once confirmed after the final edit, will be paid by invoice, applying the corresponding tax withholding.

FIRMADO POR EL ARTISTA/ SIGNED BY TALENT:

Edu Perez

Casting Director

email: casting@eduperez.com

mobile: +34 607663428

website: www.eduperezcasting.com

DATA PROTECTION:

CONTROLLER: EDU PÉREZ CASTING PURPOSE: To answer questions, manage the relationship that binds us and provide information about our products and / or services. LEGAL BASIS: legitimate interest of the controller to provide information about their activity. RECIPIENTS: No transfers are foreseen, except for suppliers for the provision of services. INTERNATIONAL TRANSFER: U.S.A. DATA RETENTION: the necessary period to fulfil the purpose and determine the possible responsibilities arisen from it. SUBJECT RIGHTS: access, rectification, erasure, object, portability, restriction of processing, in writing, accompanying a photocopy of NIF or equivalent to info@eduperez.com. You can also contact the Control Authority (Spanish Agency for Data Protection, www.aepd.es). MORE INFORMATION: www.eduperezcasting.com