

12.6.2020

## Inspired in self-isolation: Sergio Serrano

With Covid-19 lockdowns worldwide and health authorities urging people to self-isolate and practice social distancing on a massive scale as part of an enormous effort to #FlattenTheCurve of this global pandemic ... we are reaching out to industry friends, colleagues, associates, partners, etc., and asking them to share their #StayAtHome and #QuarantineAndChill activities with us during this extraordinary time.

Vibrant Mexico City is production manager and rental company owner Sergio's hometown and his company LED Project is one of the biggest lighting and video companies in Mexico. Sergio has been part of the entertainment industry for over 30 years and has toured in more than 40 countries. This year - January to March - he worked at the Electronic Daisy Carnival, Vive Latino, the Spotify Awards, the Hell and Heaven Festival and on some tours with high profile artists including J Balvin and Maroon 5.

Robe: Where are you right now?

Sergio: Mexico City.

Robe: How are you spending time whilst isolating / on lockdown?

Sergio: My son was born last month (in the middle of this pandemic) so I'm currently changing diapers and taking care of him! I'm also taking courses, watching some movies and series I haven't had the time to see before, and most importantly I've been talking to many of my colleagues whom I admire and respect to exchange and engage in business ideas for future projects.

Robe: What's the most creative thing you're able to do whilst in isolation?

Sergio: I currently also work as an advisor at a show agency and right now we are proposing new digital campaigns to substitute for the live concerts. We are selling music streaming to different brands; we're implementing new dynamics ways in which to participate and we are even bringing romantic dinners with virtual concerts to peoples' homes!

Robe: Are you looking after anyone else during the Covid-19 crisis? Like neighbours or others in the family?

Sergio: I am mostly taking care of my new-born, my older son and my wife.

Robe: Has anyone particularly inspired you since this crisis started?

Sergio: Yes. I feel very inspired when I talk to my fellow lighting designers, sound engineers, stage, production and artist managers from all over the world about the process of reinventing ourselves for when the pandemic ends.

Robe: What has been your favourite book / movie / Netflix or TV series / viral video

Games / music?

Sergio: I've spent several hours watching the amazing Circe du Soleil shows such as "O" and "Ka" with my family.

The movie that I have liked the most is definitely Jojo Rabbit (2019 American comedy-drama film written and directed by Taika Waititi) and the huge Netflix phenomena Money Heist ("La casa de Papel").

I've also watched some concerts, my favourite being "One World: Together at Home".

Robe: What's the first thing you'd like to do when we are through this crisis?

Sergio: I look forward to going to a park where people meet up on the weekends to play music and just sit on the grass, eat some ice-cream and interact with other people! I would also love to go to the theatre and see a play.

Robe: Own question / answer / message of solidarity or something you'd like to say?

Sergio: What is this crisis teaching us? That being united with family, friends and co-workers make us better people, better professionals and above all: better human beings.

