

Life and legacy: Don Eugenio Garza Sada documentary premieres in Mty



Eugenio, the first documentary to cover different **facets** of the life of **Don Eugenio Garza Sada**, premiered on September 24 at the Luis Elizondo Auditorium on the [Tec's](#) Monterrey campus.

The film, directed by **Professor Branko Pérez Restovic**, explores **five key aspects** of Don Eugenio's life: what he was like as a **person**, his work as a **businessman**, his role as the **founder** of Tec, his **death, and his legacy**.

This takes place through a series of **interviews** with the humanist leader's family members and Tecnológico de Monterrey directors, professors, and students.

*"The documentary allows us to get to know Don Eugenio as a **human being**, with his likes, interests, fears, frustrations, and passions. It's a documentary that **humanizes him**,"* said the director.

This film's premiere was attended by family members, the Tec community, and the general public, who were also treated to an **exhibition of the businessman's belongings**, such as his **glasses, notebook, and hat**.



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***Eugenio*, the human side of the Tec founder**

During a discussion prior to the premiere, filmmaker Branko Pérez explained that he called the documentary ***Eugenio*** because he was inspired by the Tec founder's **human side**.

*"I felt like I was getting closer to a person like me, someone who had dreams, aspirations, fears, frustrations, and passions like me. **Removing the 'Don' humanizes him,**"* said the professor from the School of Humanities and Education.

The director highlighted that Don Eugenio dedicated time to his **family, gardening, reading,** and observing and listening to people.

"He could tell when a student was sad and identify whether a worker had been in the office after hours," he shared.



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The director highlighted the **participation of Don Eugenio Garza Sada's family** in the documentary, who had shared information about the various facets of the Tec founder.

*“Getting close to his family added a **special nuance** to the film. It gives (the documentary) perspectives that otherwise would have been difficult to obtain,”* said the professor.

Judith Ruiz Godoy, Dean of the School of Humanities and Education, also participated in the talk.

The idea of developing a documentary about Eugenio Garza Sada was conceived as one of the projects to celebrate the occasion of the Tec's **80th anniversary** in 2023.

This documentary will be shown at other Tec de Monterrey campuses and will be available later on [Live.TEC](#).

“It's a documentary that humanizes him.” - Branko Pérez.

About the director

The documentary's director, Branko Pérez Restovic, holds a **Bachelor's Degree in Communication** from the Tec's Monterrey campus.

He also studied Native American Cinema and Social Interest and Cultural Analysis at the **University of Berkeley** in California, United States.

He has been a professor at Tecnológico de Monterrey for **more than twelve years**.

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