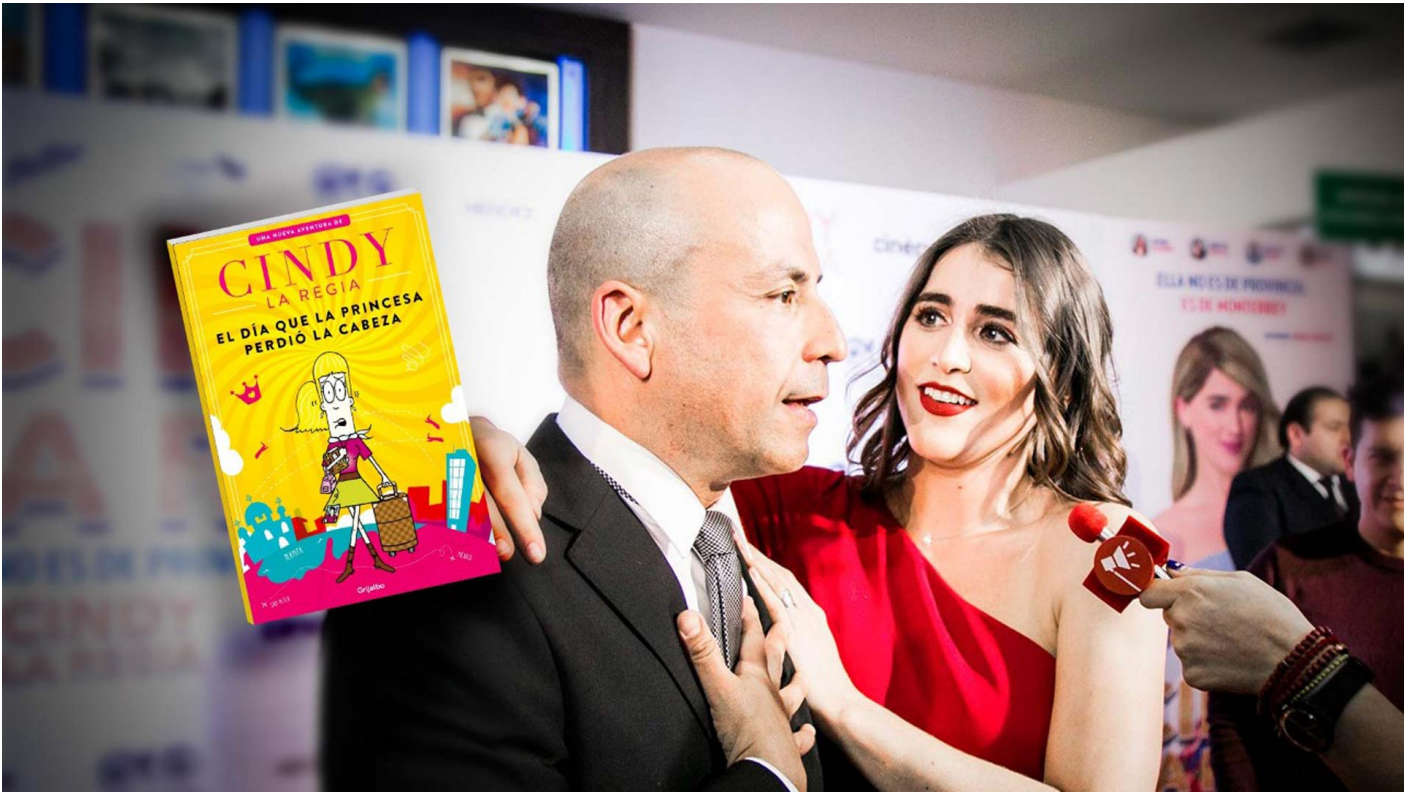


# From comic to cinema: this is how Cindy la Regia was created



Ricardo Cucamonga never thought that **one of his comic strip characters** would make the leap to the **big screen**. But [Cindy La Regia](#) has done just that.

The movie based on Ricardo's character premieres on **January 24 in Mexico**, and joins a **list of his achievements**, including having **one of the best-selling books in 2012**.

The movie was **produced** by **Francisco González Compeán**, who was also producer on the film **Amores Perros**.

At the premiere, held a few days ago in the city of Monterrey, Ricardo finally got the chance to see Cindy in the flesh.

*"I never thought **so many people would turn up in support**. I cried at the end of the movie. I remembered **all the people who've supported me, the fans and the public**. I've dedicated my latest book to them,"* he said in an interview with **CONECTA**.



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## THE CREATION OF A SATIRICAL CHARACTER

Ricardo Velderrain, known as **Ricardo Cucamonga**, began **creating characters** while studying **Marketing** at [Tec de Monterrey](#).

The graduate created **Cindy la Regia** between 2005 and 2006, based on **anecdotes from one of his colleagues** while he was working at an advertising agency.

*“Cindy was based on things I saw in Monterrey. There was **pressure on girls to get married**, where it was very evident that they had to find the **perfect match**, and it lent itself to comedy,”* said Ricardo.

<https://twitter.com/CucamongaMX/status/1219386875523166208>

Cucamonga **created the character** in order to make **satirical observations** to get people talking about topics such as **feminism or classism**.

*“There was a lot of criticism on the internet. Some people **believed that what the character says is what I thought**. The same criticism has come up again with the premiere of the film,”* he said.

Ricardo believes that the **success of his character** is precisely because **people have opinions about Cindy** and there’s a **debate** between those in favor and those against.



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## HOW HIS BOOKS TOOK HIM TO THE CINEMA

At the end of 2004, his **comic strip** began to **become popular on social networks** such as **MySpace**.

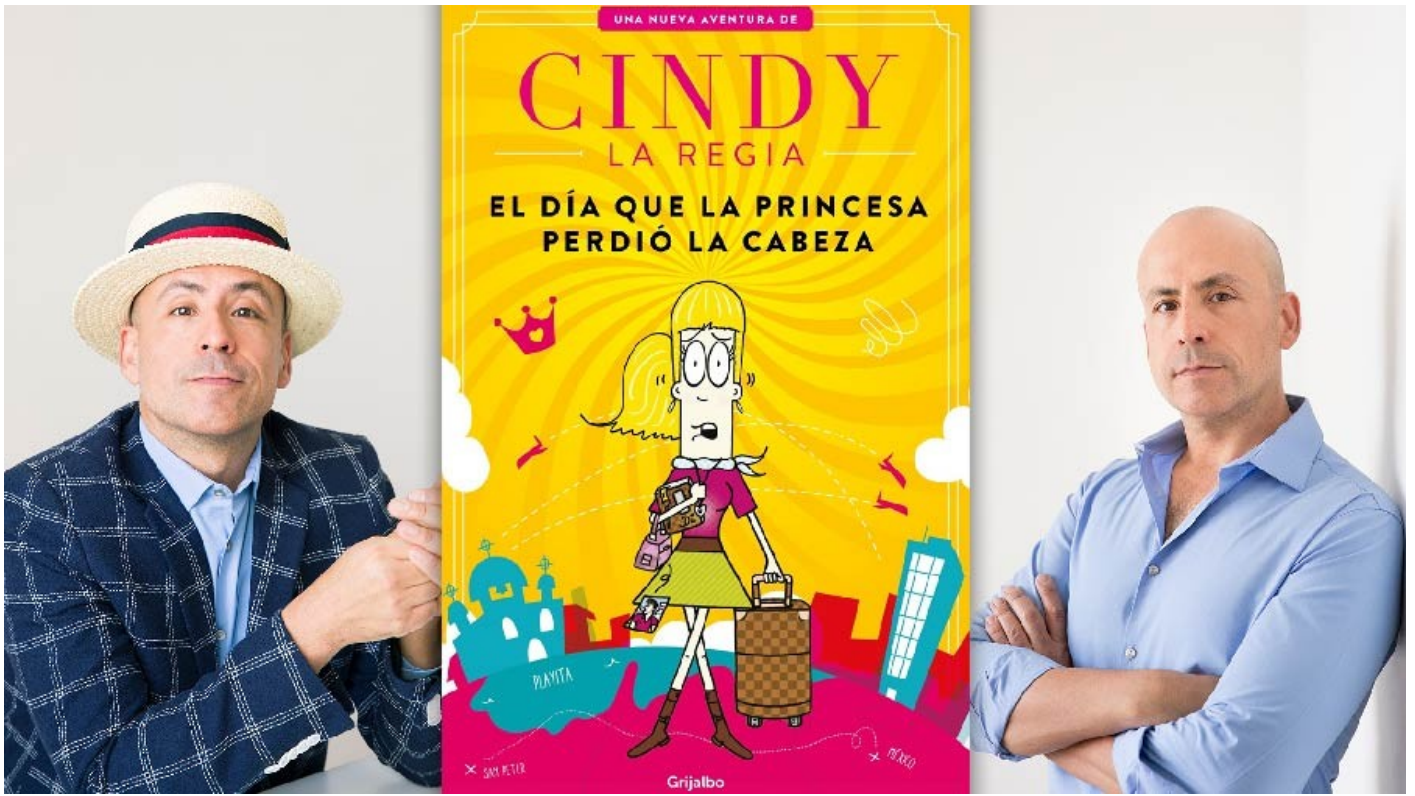
At the same time, Ricardo **created a blog** where he published **weekly comics**, which began to gain **notoriety** through **Twitter and Facebook**.

As a result of that, **Cucamonga** was invited to publish in newspapers such as **Milenio**, **Publimetro**, and **El Universal**, as well as **Récord**, where he created **another comic** called **Regiolandia**.

*“When I was **at school**, I just did **drawings** for my friends. I suddenly found I’d created a **vocation for myself**,”* said Ricardo.

In **2012**, Cindy la Regia became a **book** called **“Cómo casarse tipo bien”** (How to marry well), the first of four.

**“Cómo ser una niña tipo bien”** (How to be a good girl) would come out in 2013, **“Cómo superar a tu Ex”** (How to get over your Ex) in 2015, and **“El día que la princesa perdió la cabeza”** (The day the princess lost it) in 2019.



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**Francisco Compeán**, producer of the movie *Amores Perros*, approached him over **Twitter**.

*“He told me who he was and that **he’d liked my character** and wanted to **do something** with it,”* said Ricardo.

Compeán was later joined by **Martha Sosa**, whom he hadn’t worked with since *Amores Perros*, **María Hinojosa**, who wrote the script, and **Cassandra Sánchez-Navarro** as the lead.

The movie was directed by **Catalina Aguilar Mastretta** and **Santiago Limón**, and includes performances from **Regina Blandón** and **Martha Debayle**. It premieres on January 24 in Mexico.



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## IS CINDY LA REGIA A FEMINIST?

Ricardo says that **the premise of the movie** has been adapted to a **modern setting**, where there are now **more opportunities for women than just getting married or finding the love of their life.**

*“It was a **10-year-long** process. We had an original idea when we began, but **Maria Hinojosa updated the character to the present time,**”* said Ricardo.

The movie tells the **story of Cindy**, originally from San Pedro, Nuevo León, who **flees to Mexico City** after deciding that **she doesn’t want to marry her boyfriend.**

There, she will have to **face new challenges** and will have **opportunities** in her **personal and professional** life.

*“It’s a very female project. **The movie is a completely feminist story,**”* said Ricardo.

[https://www.instagram.com/p/B7KELgQBL\\_b/](https://www.instagram.com/p/B7KELgQBL_b/)

## CINDY LA REGIA HERE TO STAY

Now, Ricardo will continue working on his passion after the publication of his latest book: “El día que la princesa perdió la cabeza” (The day the princess lost it).

Here, Cucamonga narrates Cindy’s adventures in Mexico City in search of love in the modern era.

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