

↓ BASSIERO MASSIF. BRULLE PEAK (2,904 M) & GOURDON PEAK (2,897 M)

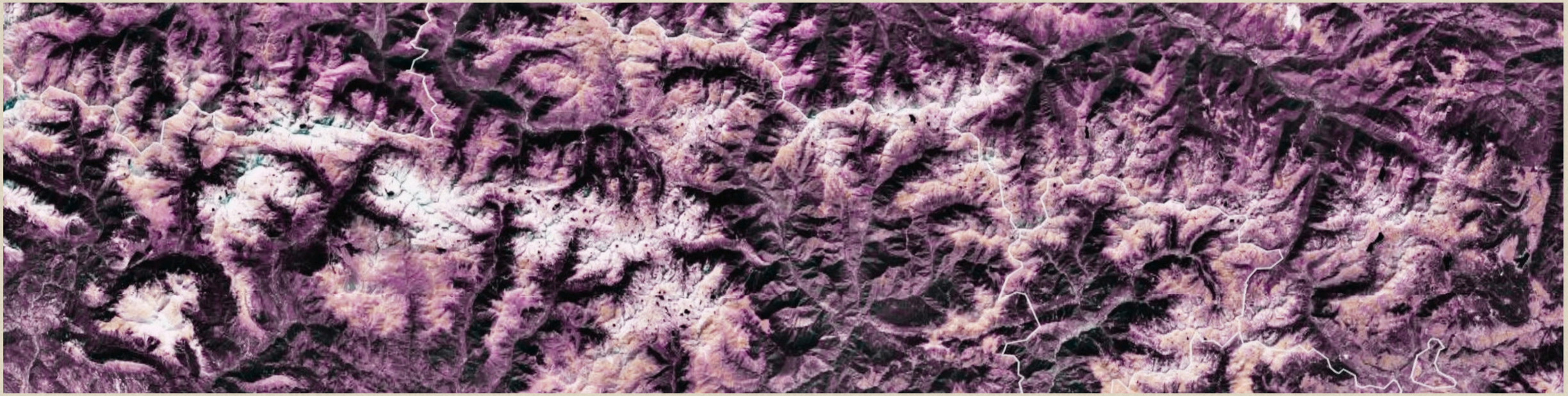
PRESENTED BY MARIA CAPDEVILA

"Les Maudides"

THE DAMNED MOUNTAINS

BEYOND THE RIDABLE

THE MALADETAS, PYRENEAN PEAKS, MOUNTAINS OF ETERNAL SNOW
SINCE THE DAWN OF TIME.
NOW, WE WATCH IN SORROW THE FADING OF THEIR WHITE GOWN,
RUTHLESSLY STOLEN BY HUMAN HANDS.



THE MALADETAS, MOUNTAINS ONCE CALLED "THE DAMNED MOUNTAINS" (*LES MALEÏDES*) BY POPULAR TRADITION. THEY WERE CONSIDERED A HELL OF ROCK, COLD, AND SNOW.

THE VERY OPPOSITE OF PARADISE.

PEOPLE BELIEVED THEY WERE INHOSPITABLE PLACES DUE TO THEIR RUGGED, BLEAK, AND DANGEROUS APPEARANCE, WHERE NOTHING GREW BECAUSE OF AN ANCIENT DIVINE CURSE.



Hi. I'm Maria!

the PROJECT

THE CORE OF THIS PROJECT IS TO RIDE AN APPROXIMATELY **700KM CIRCULAR TRAVERSE WITH OVER 25,000 M OF ELEVATION GAIN** THROUGH THE **HEART OF THE PYRENEES,** CONNECTING THE *MALADETA* AND *PICA D'ESTATS* MASSIFS AND CROSSING THREE COUNTRIES: SPAIN, FRANCE AND ANDORRA.

FAR FROM A CONVENTIONAL GRAVEL ROUTE, MUCH OF THIS JOURNEY WILL TAKE PLACE ON R**EMOTE MOUNTAIN TERRAIN,** WHERE **RIDING WILL ALTERNATE WITH LONG HIKING SECTIONS, CARRYING THE BIKE ON MY BACK** WHENEVER THE TERRAIN BECOMES TOO STEEP OR FRAGILE TO RIDE.

When? September 2027



Goal: Minimal Impact

THE ROUTE WILL CROSS AREAS OF EXCEPTIONAL BIOLOGICAL VALUE, INCLUDING THE *POSETS-MALADETA NATURAL PARK,* THE SURROUNDINGS OF *AIGÜESTORTES I ESTANY DE SANT MAURICI NATIONAL PARK*, AND *ALT PIRINEU NATURAL PARK*, MAKING ITS WAY THROUGH THE TRAILS AND VALLEYS SURROUNDING SOME OF THE PYRENEES' MOST EMBLEMATIC PEAKS, SUCH AS *ANETO* (3,404 M) THE HIGHEST PEAK IN THE PYRENEES, *TUCA DE VALLIBIERNA* (3,062 M), *PICA D'ESTATS* (3,143 M), AND *COMAPEDROSA* (2,942 M).

THERE IS **NO EXISTING PUBLISHED GPX** FILE TO FOLLOW, JUST AN ITINERARY TRACED ON A MAP BY LOCALS.
STUDYING THE TERRAIN AND FINDING THE ROUTE THROUGH THE OLD TRAILS IS PART OF THE CHALLENGE: NAVIGATING THROUGH THE MOUNTAINS, READING THE WEATHER, ANTICIPATING THE CONDITIONS AND CONSTANTLY ADAPTING TO PROGRESS THROUGH THE TERRAIN AND MAKING DECISIONS ALONG THE WAY.

Scouting & planning

Watts, ~~Speed~~... Skills ☑

THE ROUTE

Not sure...
there's no track

DISTANCE: 650 - 700 KM
ELEVATION GAIN: 25,000M
HIGHEST POINT: 2,721 M
EST. DURATION: 8-10 DAYS







THE RIDER

MY NAME IS MARIA CAPDEVILA, AND TODAY I AM AN ULTRA-DISTANCE CYCLIST AND A PHARMACIST. BUT SOMEHOW, I SEE MYSELF AS SOMEONE WHO HAS LIVED MANY LIVES.
BEFORE THIS, I WAS A PROFESSIONAL ENDURANCE HORSE RIDER, A ROCK CLIMBER, A SKIER, A VETERINARIAN, A MOUNTAINEER...
ALL THESE PASSIONS COEXIST WITHIN ME. SOMETIMES, THEY HAVE PULLED ME IN OPPOSITE DIRECTIONS, AS I TRIED TO FIGURE OUT WHO I AM.
NOW, THEY CONVERGE.

THE MOTIVATION

I HAVE SPENT MANY YEARS SKIING, CLIMBING, HIKING, RUNNING AND CYCLING THROUGH THE PYRENEES. A TERRITORY THAT HAS SEEN ME GROW.

YET, THESE MOUNTIANS ARE NEVER ENTIRELY YOURS TO COMMAND. ACCESS TO THEM DEPENDS ON THE HARSHNESS OF THE WEATHER AND THE CONDITIONS OF THE MOMENT. SOMETIMES, THE MOUNTAIN SIMPLY DOESN'T LET YOU IN, AND THAT IS PART OF WHAT MAKES IT SO SPECIAL.

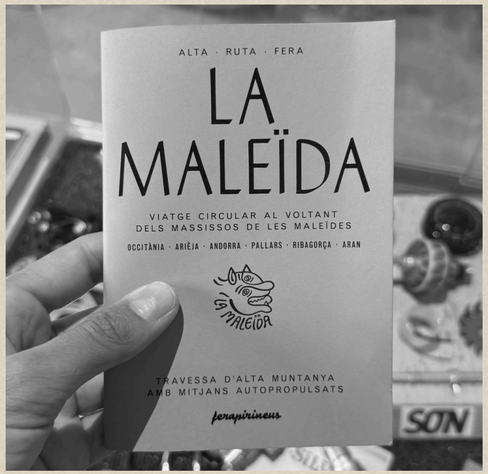
RATHER THAN SIMPLY CROSSING THE PYRENEES BY BIKE, THE AIM IS **TO EXPERIENCE THEM FROM WITHIN.** TO BE PRESENT WHEN THE PERFECT WINDOW OPENS AND TO PURSUE SOMETHING EXTREME ON NATURE'S TERMS. TO MOVE SLOWLY WHEN NECESSARY, TO CARRY THE BIKE WHEN THE MOUNTAIN REQUIRES IT, AND TO **DOCUMENT A JOURNEY** THROUGH A TERRITORY WHERE NATURE, HISTORY, MYTHOLOGY AND HUMAN MOVEMENT HAVE BEEN INTERTWINED FOR CENTURIES.

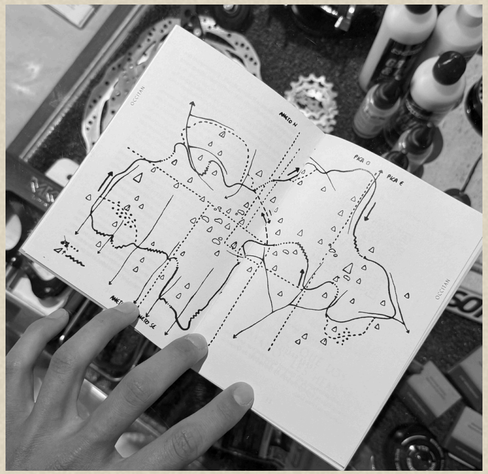
THIS IS A PROJECT ABOUT **EXPLORATION, ENDURANCE AND BELONGING.**

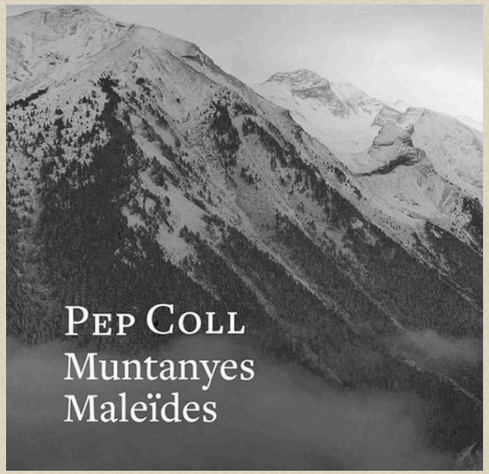




THE INSPIRATION







Fera Pirineus® is an initiative founded by local cyclists in the Pyrenees that has created a network of routes, including a **drawn map on pdf** (no gpx file) of La Maleïda, **accessible only by consulting a physical booklet available at a very limited number of locations** across the territory. Fera Pirineus® is committed to a model of tourism that respects and cares for the ecosystems and communities that host it.
The routes are designed as cycling projects that everyone can make their own while respecting local regulations, the environment and the communities that call these mountains home.

→ *Shared values*

Muntanyes Maleïdes by Pep Coll is a **novel** rooted in the Pyrenees, in the remote valleys and mountains of the Maladeta massif. It tells stories blending legends, local traditions and historical events. The book portrays the deep relationship between mountain communities and their land, as well as the hardships, beliefs and conflicts that have shaped life in the Pyrenees.

Legacy ↓



The STRATEGY

1. **20-30 MIN. VIDEO DOCUMENTARY**
   - YOUTUBE RELEASE
   - PUBLIC VIDEO SCREENING

2. **PHOTOGRAPHY & SHORT VIDEO CLIPS**

3. **SOCIAL MEDIA**
   - VIDEO TEASERS(15S)
     - ATHLETE'S PERSONAL ACCOUNT
     - SPONSORS' ACCOUNTS (CUSTOM TEASER FOR EACH SPONSOR)
   - POST
     - ATHLETE'S PERSONAL ACCOUNT
     - COLLABORATIVE POSTS WITH BRAND ACCOUNTS

4. **PRESS**
   - PUBLICATION IN CYCLING MAGAZINES

what I offer





THE FILM

THIS IS **NOT A CONVENTIONAL CYCLING PRODUCTION.**

FOCUS:
GOAL:
VALUES:

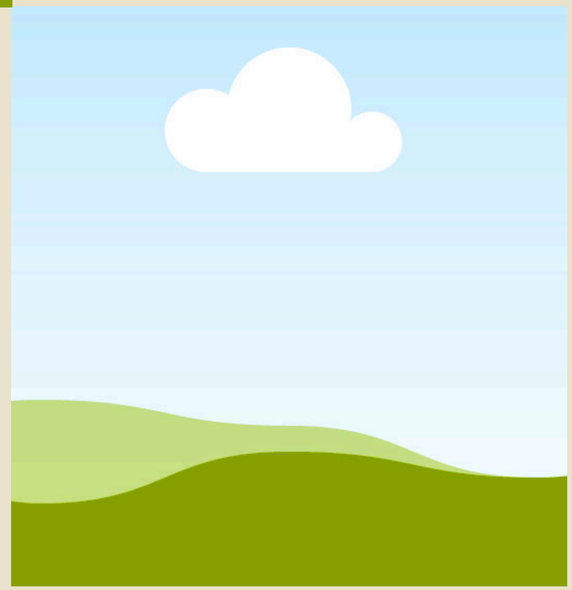
RACTICALITIES
20-30' SHORTFILM
CHANNELS... ETC
PRODUCTION OF LIQEN STUDIO

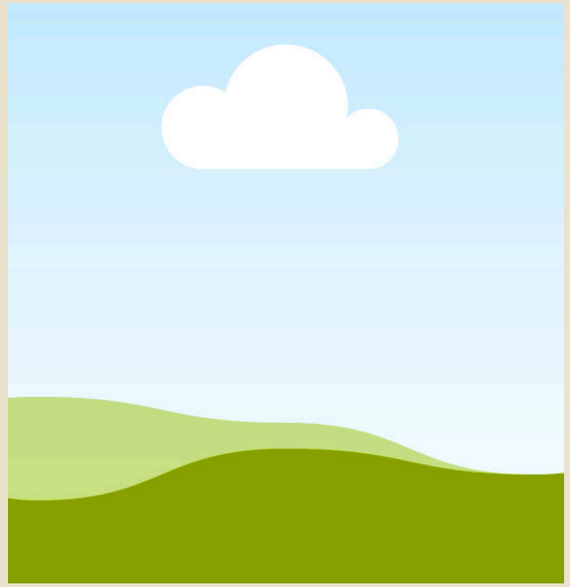
THE MEDIA TEAM

THE DOCUMENTARY WILL BE DEVELOPED IN COLLABORATION WITH ADRIÀ MARTINEZ & XXXXX FROM **LIQEN STUDIO**, AN OUTDOOR FILM PRODUCTION STUDIO WITH EXPERIENCE DOCUMENTING DEMANDING MOUNTAIN ADVENTURES AND ATHLETES PUSHING THEIR LIMITS IN REMOTE ENVIRONMENTS.

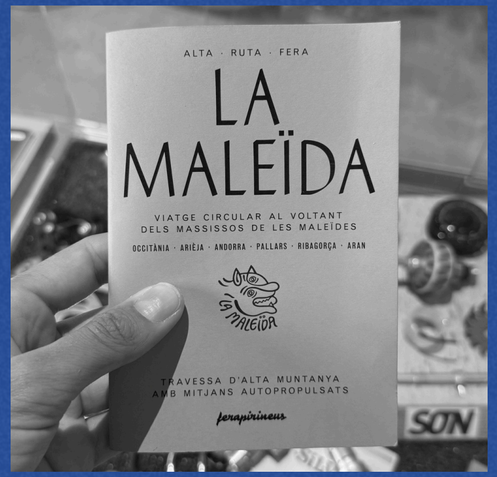
FOR THIS PROJECT, THEIR PERSPECTIVE WILL HELP US **MOVE BEYOND CONVENTIONAL CYCLING CONTENT** AND CREATE A CINEMATIC DOCUMENTARY THAT CAPTURES NOT ONLY THE PHYSICAL CHALLENGE, BUT ALSO THE RAWNESS OF THE PYRENEES, THE UNCERTAINTY OF AN UNEXPLORED ROUTE AND THE RELATIONSHIP BETWEEN AN ATHLETE AND THE MOUNTAINS SHE CALLS HOME.

PROJECTS →

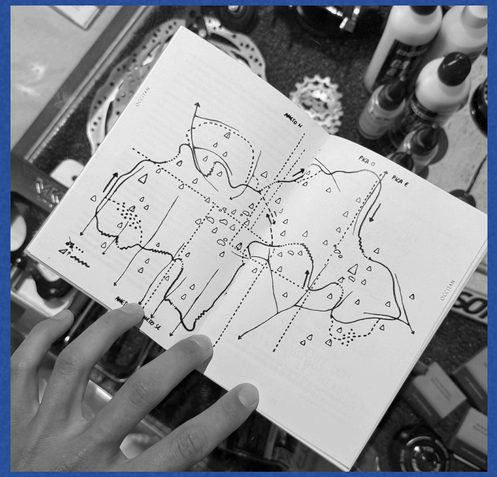




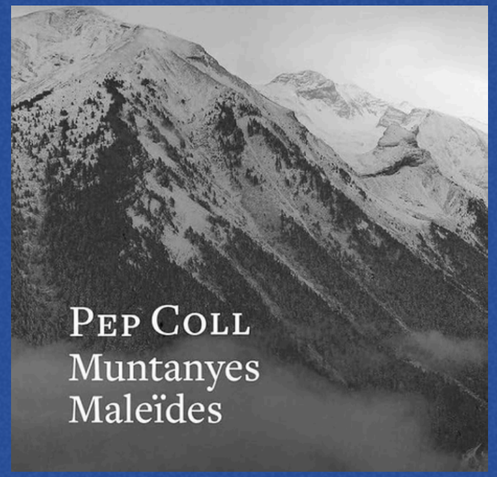
THE MEDIA TEAM



Adri Martinez. Liqen Studio
Adri is an experienced outdoor filmmaker located in the pyrenean glacial valley of Vall de Boí, section included in the course of this adventure.
He is an adventurer himself, that has collaborated extensively with renowned athletes and filmed in extreme conditions.



xxxxx, Liqen Studio



Muntanyes Maleïdes by Pep Coll is a **novel** rooted in the Pyrenees, in the remote valleys and mountains of the Maladeta massif. It tells stories blending legends, local traditions and historical events. The book portrays the deep relationship between mountain communities and their land, as well as the hardships, beliefs and conflicts that have shaped life in the Pyrenees.



THE BUDGET

RIDER FILMMAKER FEE + EDITING	€
EXTERNAL FILMMAKER FEE	€
LODGING + MEALS + LOGISTICS	€
EXTRA GEAR	€
POST-PRODUCTION	€
10% CONTINGENCY	€
TOTAL	€





THE DAMNED MOUNTAINS

PRESENTED BY MARIA CAPDEVILA

2027

SPONSORSHIP TIERS

MAIN SPONSOR

- > 6,000 €
- NAME IN THE TITLE
- LOGO IN OPENING + FINAL CREDITS (FIRST)
- 3 CUSTOM TEASERS
- FIRST TO RECEIVE THE CONTENT
- PREMIERE RIGTHS IN FLAGSHIP STORE/EVENT
- 1 PRESENTATION / TALK
- CONTENT PACKAGE: 30 PHOTOS
- CONTENT RIGHTS FOR 24 MONTHS + USE IN CAMPAIGNS

PRO SPONSOR

- 3,000 - 5,000 €
- LOGO IN OPENING + FINAL CREDITS (PRIORITY)
- 2 CUSOTOM TEASERS
- SCREENING AFTER THE PREMIERE IS RELEASED
- CONTENT PACKAGE: 15 PHOTOS
- CONTENT RIGHTS FOR 12 MONTHS
- VIDEO SCREENING RIGHTS

SUPPORTER SPONSOR

- 1,000 - 2,000 €
- LOGO IN FINAL CREDITS
- 1 CUSTOM TEASER
- CONTENT PACKAGE: 5 PHOTOS
- RIGHTS FOR ORGANIC USE FOR 12 MONTHS

GEAR PARTNER

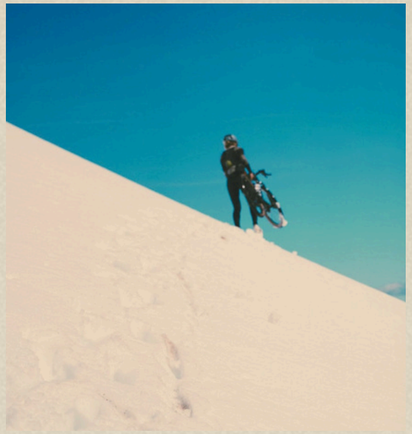
- PRODUCT
- FINAL CREDITS (GEAR SECTION)
- 1 GEAR REVIEW
- CONTENT PACKAGE: 5 PHOTOS OF THE PRODUCT
- RIGHTS FOR ORGANIC USE FOR 12 MONTHS

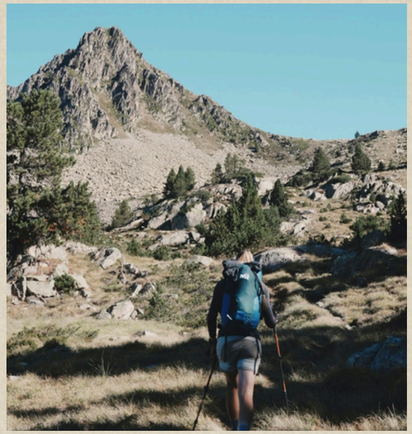
09\11

Any request?

CUSTOM PACKAGES AVAILABLE

STAY IN *touch*







MARIACAPDEVILADC@GMAIL.COM

+34 618177397

@MARIACAPDEVILADC

THANK YOU



11\11