el doce

artear

LOS RICOS NO PIDEN PERMISO

SYNOPSIS

Far from the big city, Villalba ranch stands imposingly on a wide expanse of fertile land which, generation after generation, has strengthened the economic power and social recognition of this traditional family.

Under the matriarchal and despotic cloak of Angélica **(Norma Aleandro)** ? widow of Carlos María, the true manager of the family fortune ? the ?Villalba clan? has three children: Antonio **(Juan Darthés)**; Ana **(Sabrina Garciarena)** and Agustín **(Gonzalo Heredia).** Antonio, the oldest, is a frugal man who could never establish a genuine bond with his mother; meanwhile Ana has a complex, unpredictable personality branding her ?the weird one? in the family. Agustín is the only one who adores his mother and truly accepts her the way she is.

Despite all their differences, the descendants and future heirs to the family fortune have one thing in common: none of them get along with Lisandro **(Raúl Taibo)**, their uncle on their father?s side, an ambitious man trying to become the sole manager of all the Villalba property, including his lavish stay. The reason he is interested in the property is still a secret: the lagoon crossing the property might make a millionaire out of who finds it.

Thus, in the ?affluent world? of ?those on top? there is a power struggle to control the assets: on one side Lisandro; and on the other side the three children together with their mother and

Bernarda **(Leonor Benedetto)**, Angélica?s sister, faithful governess of the house and trusted by her niece and nephews.

But there is also a ?parallel universe? behind the doors of the Villalba residence, more precisely in the basement. This is where the employees live: housekeepers, cooks, foremen, laborers, all serving the family. Seen as the flipside of the luxuries and excesses of the ?rich?, the ?ones below? live to serve the family. They also take sides in the family clashes, creating enemies and alliances amongst themselves.

Rafael **(Luciano Castro)** is the new foreman. He?s a tireless, responsible worker whose life takes a turn when he meets and instantly falls in love with Julia (Araceli González), the new teacher who comes to the ranch. But Antonio Villalba **(Darthés)** also likes her. Thus, the first ?class war? breaks out over love for the same woman.

However, the real problem the ?rich? and ?poor? must deal with comes later. The day after the wedding between Agustín **(Heredia)** and Josefina **(Eva De Dominici**), Angélica (head of the Villalba clan) is mysteriously found dead in a wheat field. Everything points to Rafael, the foreman, as the prime suspect.

While looking for the real culprit behind the crime, other ?distinguished citizens? of the town create a rivalry, as in the case of Marcial **(Luciano Cáceres)**, the mayor?s son, ally to Lisandro **(Taibo)** and Victoria **(Julieta Cardinali),** a biochemist who comes to analyze the water, but who is also hiding something?

Meanwhile, the family can?t forget the domestic workers, especially Esther **(Leonor Manso),** the ranch?s head chef who knows the Villalbas better than anyone; and Elena **(Agustina Cherri),** a new housekeeper who has a secret that could affect the Villalba reputation.

Two very different worlds, linked by love, revenge and betrayal. But connected by a common aspect: the search, no matter how hard, for the truth behind Angélica?s murder.

CAST

- Luciano Castro: Rafael
- Araceli González: Julia
- Gonzalo Heredia: Agustin Villalba
- Juan Darthés: Antonio Villalba
- Luciano Cáceres: Marcial
- Agustina Cherri: Elena
- Julieta Cardinali: Victoria
- Sabrina Garciarena: Ana Villalba

- Alberto Ajaka: Negro
- Leonor Benedetto: Bernarda
- Raúl Taibo: Lisandro Villalba
- Leonor Manso: Eesther
- Guillermo Arengo: Osvaldo
- Malena Solda: Marisol
- Nicolás Riera: Juan Domingo
- Eva De Dominici: Josefina
- Alberto Martín: Cura Evaristo
- Rafael Ferro: Esteban

AD RATES

eltrece *(Buenos Aires)*: **$28,000**
El Doce *(Córdoba)*: **$3,100**
Canal Siete *(Bahía Blanca)*: **$1,380**
Canal Diez *(Tucumán)*: **$1,540**
Canal Diez *(Mar del Plata)*: **$1,600**
Canal Nueve *(Litoral)*: **$1,500**
Canal Nueve *(Resistencia)*: **$1,150**
Televisión Rionegrina *(Río Negro)*: **$1,280**

PNT

* Barridas de hasta 15 segundos como apertura o cierre de bloque.
* Separadores de escena de 3 segundos.

(*)Propuesta Comercial para eltrece Buenos Aires.