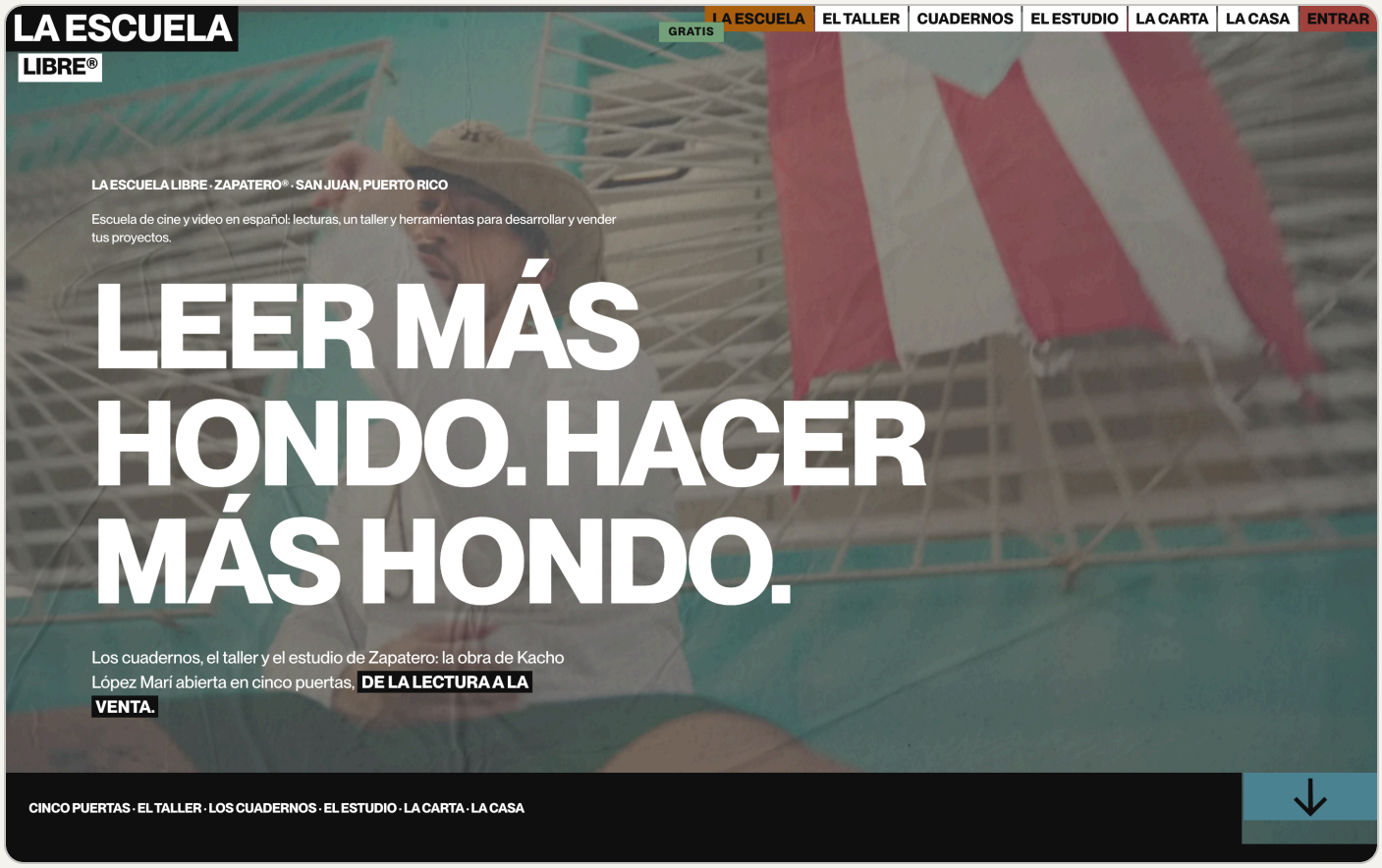
KACHO LÓPEZ MARI · ZAPATERO®

La Escuela Libre

Kacho López Mari's life work, written and built by him: the memoir, the books, the cuadernos and a taller with his own method. Mutiny Labs made it a house that can sustain itself, then gave the house his studio's own face: a full redesign in the Zapatero brand and El Estudio, seven stations from first look to pitch.



56
PAGES REMOUNTED IN THE STUDIO'S BRAND

7
STATIONS, FROM FIRST LOOK TO PITCH

6 min
FROM INTERVIEW TO A DESIGNED TREATMENT

PLATFORM | CULTURE | AI

// 01

The context

Kacho López Mari is the director behind two decades of Puerto Rican music video, from Calle 13 and Tego Calderón to Bad Bunny's Callaíta. Over years he wrote a memoir, two more books and dozens of essays, and hand-authored them as an editorial site: La Página Expandida, forty pages of expanded books, cuadernos and a taller, every page self-contained. The authorship is entirely his. What the project lacked was an engine and a business: no accounts, no way to subscribe, no studio, no launch. A second act followed: his studio's brand book, thirty-six pages of Carbón, Caribbean color and one grotesque typeface, became a living design system, and the whole school was remounted in it.

// 02

The challenge

Turn a single author's hand-built site into a viable school without touching his voice. The reading had to stay free, fast and protected from AI training; the taller had to open with subscriptions, credits and scholarships (becas, no muros); and the flagship product, a studio that interviews a director and writes a treatment in Kacho's method, had to be built from his lessons, not invented. All of it in Spanish, in his typography, with no trackers and no dark patterns.

// 03

How we worked

We kept the pages exactly as he wrote them and built the house around them: images and fonts moved to an edge-delivered layer (pages went from 88 MB to 5 MB), a managed Postgres content engine, magic-link accounts, subscription and credit billing, scholarship grants and campaign codes. The newsletter became a publication of its own: one template carrying the school's seal, its typeface and the reading typography of the site, so a letter in the inbox and a page on the site are recognizably the same house, with double opt-in and no tracking pixel. The taller lessons became server-gated previews with an umbral. El Tratamiento was extracted from his Curso 5 into a method file with provenance, then wired to generative AI as draft, critique and revision, the way he works: uno critica al otro. For the redesign we extracted tokens, components and a motion treatment (the cut, never the fade) from the brand book, remounted all fifty-six pages, and built El Estudio: seven stations that carry one project from observation to sale, saved in the browser and backed up to the account, with an eighteen-event conversion schema wired end to end.

> *Kacho López Mari's life work, written and built by him: the memoir, the*

CLIENT

Kacho López Mari · Zapatero®

SECTOR

Culture & Education

YEAR

2026

LIVE

laescuela.tv

BUILT WITH

Self-contained editorial pages with an edge-delivered image and font layer, a brand design system extracted from the studio's own brand book, serverless API layer over managed Postgres, magic-link accounts, subscription and credit billing, project store synced across devices, a branded correspondence system with double opt-in and one-click unsubscribe, generative AI with a structured critique pass, eighteen-event conversion analytics, four-layer rights and anti-training protection

// 04

What we built

01 The Zapatero redesign

The studio's own brand book became a working design system: tokens, chips, the corner arrow, a paper texture and a motion treatment where everything cuts and nothing fades. Fifty-six pages remounted in Neue Montreal on Carbón, with a stamped logotype for the school and a projector-reel hero that blinks through the archive.

02 El Estudio, seven stations

A recorrido from La Mirada to El Pitch: observe, generate ideas from your own material, choose a path, build a reference board, write the twelve-part treatment, test it in a scene, turn it into a pitch. One project inherits station to station, lives in the browser and backs up to the account.

03 El taller, with an umbral

Twelve lessons across five courses. The first is free; the rest show their hero, the opening sample and an umbral with the price and the line every locked page carries: no puedes pagarlo? hay becas. The full text is served only to an entitled session.

04 El Tratamiento, the studio

An installable app that interviews the director song first, then walks the twelve elements of Kacho's method, and writes a ten-page treatment in three passes: draft, critique, revision. Two page designs, watermarked share links and clean PDF export per credit.

05 La Carta, accounts and the rights shield

The house writes to its readers as a publication, not a broadcast: numbered volumes in the school's own seal and typeface, in the first person and signed, three formats rotating on one counter so new readers receive the back volumes as their welcome. Underneath, magic-link sign-in, Estudiante plans, credit packs, scholarships drawn from the list, and four layers keeping the work out of AI training sets.

UNDER THE HOOD — Self-contained editorial pages with an edge-delivered image and font layer, a brand design system extracted from the studio's own brand book, serverless API layer over managed Postgres, magic-link accounts, subscription and credit billing, project store synced across devices, a branded correspondence system with double opt-in and one-click unsubscribe, generative AI with a structured critique pass, eighteen-event conversion analytics, four-layer rights and anti-training protection

// 05

How El Tratamiento works

01

The song comes first

The interview opens with the song: title, artist, lyrics or a description, what it asks for and what it does not. Its register conditions everything after, the way Flow HP's treatment talks like Flow HP.

02

Twelve questions of a director

One warm question per element of the method, from the cover to the closing signature, each with what the element is, how to write it and a real example from Callaíta, Flow HP or Di Que Sientes Tú. Skipping is allowed: it does not have to be right yet.

03

The method, with provenance

The method file was extracted from Kacho's own lessons: eight principles, twelve elements, twenty-nine verbatim quotes, each traced to its source page. Nothing in it was invented for the machine.

04

Draft, then a critic

Generative AI writes the full treatment against the method, then a second pass reads it as the studio's critic: specificity, imagery, marriage with the song, structure, an anchoring image. Twelve notes, the important ones first.

05

Revision

The draft is rewritten with the notes, without losing what already worked. The whole run takes about six minutes in the background; the director can close the tab and come back.

06

A designed document

The result is laid out on a Bauhaus or a Carson axis, with slots for the director's own reference images, a watermarked link to share and a clean PDF export, one credit each, free with the subscription or a beca.

UNDER THE HOOD

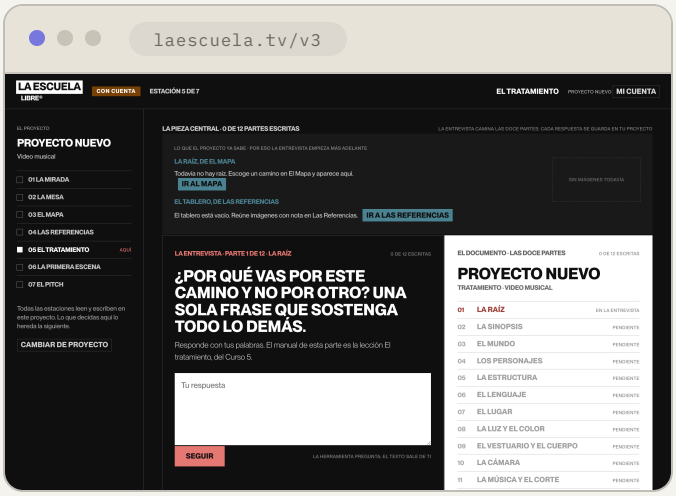
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// 06

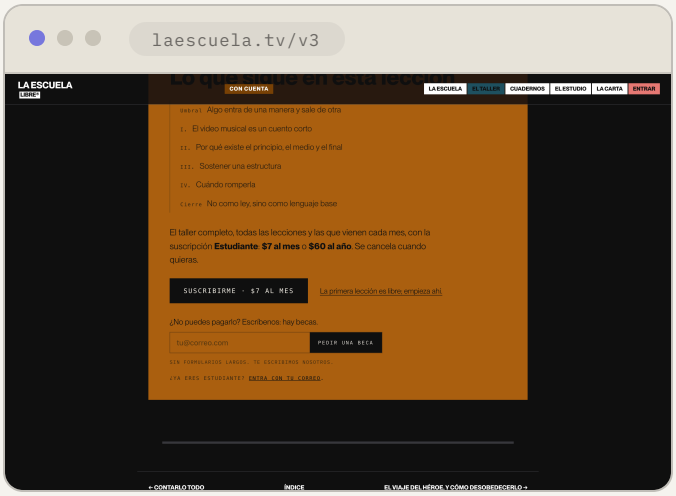
Inside the new house



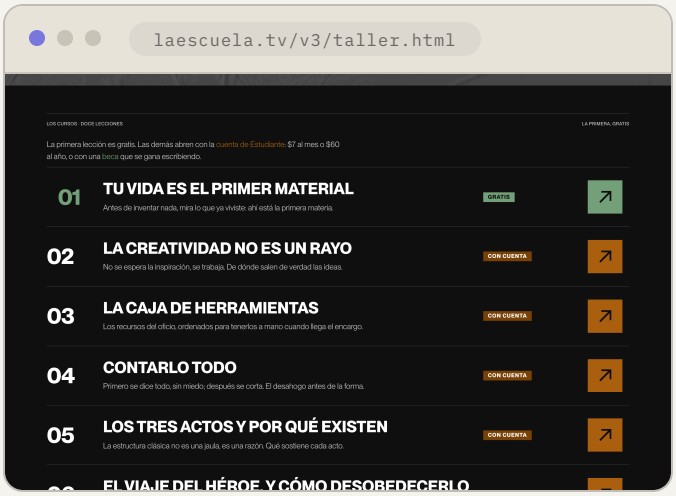
El Estudio: seven stations in order of work, one project inherited station to station.



A station: the project rail on the left, the tool in front, progress saved as you answer.



A locked lesson in the new skin: the sample ends, the umbral opens, the price and the becas line.



El taller: twelve lessons, the first free, each with its access marked before the click.

// 07

At scale

56
PAGES IN THE ZAPATERO REDESIGN

7
ESTUDIO STATIONS, ALL FUNCTIONAL

12
TALLER LESSONS ACROSS FIVE COURSES

18
CONVERSION EVENTS, NO PERSONAL DATA

94%
LIGHTER PAGES, 88 MB TO 5 MB

45
AI CRAWLERS REFUSED AT THE EDGE



// 08

What this demonstrates

- Editorial platform engineering
- Generative-AI product design
- Commercial launch systems: subscriptions, credits, patronage



LA CARTA: NUMBERED VOLUMES IN THE SCHOOL'S OWN SEAL AND TYPEFACE, WRITTEN IN THE FIRST PERSON AND SIGNED BY THE DIRECTOR

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> *The writing is his. The brand is his. The house that can carry them both is what we built.*

ABOUT MUTINY LABS

Mutiny Labs is an innovation and strategy studio in Puerto Rico. We build digital infrastructure for organizations that move the island forward, designed with the people who use it and built to be run by the teams that own it.

Products & Platforms

Web applications, portals and operations software shaped around real workflows.

Applied AI

Generative and analytical AI placed deliberately, private by construction.

3D & Immersive

Virtual museums, gaussian-splat capture and experiences that carry culture.

Data & Measurement

Impact platforms, dashboards and reporting that funders can trust.

Let's build yours. mutiny-labs.com