

TRIANGLE

Alejandro H. Madrid Cinematographer



Alejandro H. Madrid is a man with a real passion for making things look good on camera. He's been doing this for over 12 years, which means he's spent a significant part of his life chasing beautiful images and arguing with light — and occasionally making friends with it.

His love affair with film began when he realised that movies weren't just magic; they were made by people. So he decided to become one of those people. He studied at ESCAC and UCAB, where he learned the technical side of filmmaking and how to achieve great results with limited resources.

Since then, Alejandro has worked on all kinds of projects, from tiny indie films to big, flashy commercials. He's happiest when collaborating with directors and crews to bring a vision to life — and maybe add a little of his own secret sauce.

What really sets him apart? He's obsessed with details: how light hits a face, the exact shade of a shadow and whether the camera movement is smooth. He's always testing new ideas, chasing new styles and trying to create images that look and feel great.

Currently, he is particularly interested in high-speed and motion control work, essentially making fast things look epic and beautiful. It's a combination of precision, creativity and a touch of magic, and Alejandro is fully committed to it.

In short, if it moves, shines or tells a story, he'll find a way to make it look unforgettable — and probably enjoy doing it! New day, new problems!