



**'Here, now and like this',  
Estrella Damm's new campaign**



**Barcelona, 27 June 2022.**– "The time we are living is right now, it is my life, and now I know how I want to live it". This is the leitmotiv of "Here, now and like this", Estrella Damm's new campaign that invites us, once again, to enjoy the summer, the fleeting stories and the pleasures of this time of year. In short, to live in the present, the here and now, without thinking about the past or what is to come.

"Here, now and like this", tells the story of **Éric**, a young baker who decides to embark on a journey of self-discovery, of new friendships - while making new ones he has already forgotten - and in which he dares to live experiences he would never have thought possible. A declaration of intentions that will take place on a bicycle between mountain passes until reaching the Mediterranean, the final destination of his journey.

"Here, now and like this" is the original idea of **Oriol Villar** brought to life by **Nacho Gayán** and is also the name of the soundtrack of the piece. Written by **Rigoberta Bandini** - who composed and performed "A ver qué pasa", the theme song of the 2021 campaign - it is performed by **Santi**

**Balmes** - who once again provides his voice, as he did in "Otra manera de vivir" (2019)- and **Clara Viñals** (Renaldo & Clara). The track is already available on music platforms such as Spotify, Apple Music, YouTube Music, Amazon Music and Tidal, among others.

Estrella Damm's new campaign can now be seen at <https://www.estrelladamm.com/en>.

### **AUDIOVISUAL RESOURCES**

#### **Video "Here, now and like this"**

<https://www.youtube.com/watch?v=Ex7-BOhvZW0>

#### **Photo shooting**

<https://we.tl/t-zDrFbdT07F>

#### **Frames**

<https://we.tl/t-1RKWzkQu2E>

#### **Song "Aquí, ahora y así – Estrella Damm 2022"**

<https://estrelladamm.lnk.to/aquiahorayasi>

### **More information:**

**Twitter** ([@EstrellaDammEs](https://twitter.com/EstrellaDammEs)) | **Instagram** ([@estrelladamm](https://www.instagram.com/estrelladamm)) | **Facebook** ([@EstrellaDamm](https://www.facebook.com/EstrellaDamm))

**Youtube** (<https://www.youtube.com/estrelladamm>)