

The Day After Utopia

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"The Day After Utopia" takes place in the town of San José, Uruguay. A place where everything seems calm, where there is no visible drama and where the silence of the streets creates a sense of permanent order. Many houses are pink. Too many not to wonder why.

San José appears to respond to a carefully rehearsed idea of perfection. Uruguay is often presented as a democratic model within the Latin American context, a stable territory surrounded by chaos. The town works as a domestic version of that narrative: quiet, friendly, correct.

But when everything seems to work too well, something becomes suspicious. The line between perfection and boredom is thin. Silence carries weight. Color soothes, but it also standardizes. Not everything that looks good is necessarily desirable. This series plays with the stereotypes of utopia and the perfect community in order to question them. Rather than proposing an ideal place, The Day After Utopia asks what we really expect from a society, how we define well-being, and what we are willing to accept — or to overlook — in order to maintain the illusion that everything is fine.

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