

LUCHA LIBRE

COLIMA 71
ART · COMMUNITY · HOTEL

**THE
MEMBERSHIP
EXPERIENCE**



The origins of Lucha Libre can be traced back to the 19th century, when Enrique Ugartechea developed a free-style wrestling format that differed from the traditional Greco-Roman style. However, it wasn't until the 1930s that lucha libre really took off as a popular form of entertainment in Mexico.

In 1933, Salvador Lutteroth González, known as the “father of lucha libre”, established the Empresa Mexicana de Lucha Libre, now the Consejo Mundial

de Lucha Libre or World Wrestling Council. Lutteroth brought in wrestlers from the United States to compete, but over time Mexican luchadores (wrestlers) began to establish their own distinct style and culture.

The Significance of Masks

A key aspect of lucha libre is the use of masks by the wrestlers. The tradition of masked wrestlers, known as enmascarados, dates back to pre-Columbian Mesoamerican warrior traditions, where soldiers would wear animal masks to intimidate opponents.

Masks were also an integral part of ritual, ceremony, and theatrical performances in these ancient cultures.





High priests would use masks to embody deities, while warriors would don masks of animals like jaguars and eagles to channel their power. Masks were also used in funeral rites for elite members of society, crafted from precious materials like jade, shell, and obsidian.

The masks allow wrestlers to take on larger-than-life personas and add an element of mystery and mystique to the sport.

The Dichotomy of Rudos and Técnicos. (Bad guys vs good guys)

Lucha libre is built around the eternal struggle between good and evil, with rudos and técnicos (bad guys vs good guys) representing these opposing forces

The rudos are portrayed as the villainous, tyrannical, and rule-



breaking wrestlers who will use any tactic to achieve their goals. They embody the role of the “bad guys” who the audience loves to hate.

In contrast, the técnicos are the heroic, rule-abiding wrestlers who fight with skill and honor. They represent the “good guys” that the audience cheers for and identifies with.

Origins and Significance

This dichotomy of rudos and técnicos is believed to have originated from the influence of theatrical and dramatic elements in the development of lucha libre. The clear delineation between the two sides allows for compelling storylines and the projection of societal struggles onto the wrestling ring.





Over time, the rudos and técnicos dynamic has become deeply ingrained in lucha libre culture, with fans passionately supporting their preferred side. This dynamic is seen as a key part of what makes lucha libre such an iconic and beloved form of entertainment in Mexico.

By embodying the eternal battle of good versus evil, the rudos and técnicos construct provide lucha libre with a powerful metaphorical framework that resonates with audiences. It allows them to vicariously experience this struggle through the wrestlers' performances.

The Golden Age and Rise of Icons

Lucha libre experienced a "Golden Age" in the 1950s, fueled by the immense popularity of legendary wrestlers like El Santo, Blue Demon, and Huracán

Ramírez. El Santo in particular became an iconic figure, transcending wrestling to become a folk hero, cultural force, and movie star.

These iconic luchadores helped cement lucha libre as a beloved part of Mexican popular culture, with their masked personas, high-flying moves, and epic good-versus-evil storylines captivating audiences world wide.

Aluxes from Mayan Spirits

The aluxes (also known as aluxo'ob) are supernatural spirits or creatures from Mayan mythology.

Some key characteristics of the aluxes:

- They are small humanoid beings around knee-high in size to an average person.

- They are considered guardians of nature and protectors of homes.
- They have a mischievous nature and a deep connection to the earth, but can be dangerous if angered.
- They are believed to be able to make themselves visible and communicate with humans, sometimes asking for offerings. If not appeased, they can cause problems and illnesses.
- Some believe the aluxes are the spirits of Mayan ancestors or the land itself.

Aluxes in Lucha libre:

The character of Alushe (also known as Kemonito) in Mexican lucha libre is inspired by the aluxes, Some key points are:



- Alushe was the inseparable mascot of the famous Mexican wrestler Tinieblas.
- Alushe's name and appearance were inspired by the aluxes,
- Alushe started out as just Tinieblas' mascot, but eventually became his ally and participated in matches, winning the affection of lucha libre fans.
- In the 2000s, Alushe evolved into the character of Kemonito, a blue-masked plush monkey mascot who continues to be popular with lucha libre audiences today.
- the Alushe/Kemonito character is a direct representation of the mythical aluxes in the world of Mexican professional wrestling, blending Mayan folklore with the spectacle of lucha libre.



While lucha libre's popularity has ebbed and flowed over the decades, it remains an integral part of Mexican identity and continues to evolve, attracting new generations of fans both in Mexico and internationally.

- **Immerse yourself in an exclusive Lucha Libre experience, delving into Mexican culture.**
- **Private driver & private guide.**
- **Witness electrifying wrestling matches up close.**
- **After the spectacle, enjoy mezcal cocktails at a top Roma Norte bar.**
- **Price: USD 1,000.00
For Two People**

