

Documentary "7.10 Sur Rojo" wins Best Film and Best Director awards at Jewish Film Festival

The film about the October 7 terrorist attack in Israel is a co-production of Fundación Norma y Leo Werthein and Aleph Media, and was directed by Uriel Sokolowicz.

Buenos Aires, February 24, 2026 - The moving documentary "**7.10 Sur Rojo**", which recounts the atrocity of the terrorist attack perpetrated by Hamas against Israel on October 7, 2023, was the big winner at the latest edition of the Jewish Film Festival, receiving the awards for Best Film and Best Director.

"This powerful work manages to delve into the cracks of human pain, transforming the accounts of October 7, 2023, into an audiovisual testimony of devastating power. The film confronts the viewer with the harshness of an inescapable reality, dissecting the layers of the conflict as a tool for collective catharsis through masterful editing," noted the jury in its award statement.

The Jewish Film Festival was held in Punta del Este, Uruguay, between February 21 and 24, and brought together more than 70 productions from 25 countries, including feature films and short films.

Co-produced by Fundación Norma y Leo Werthein and Aleph Media, and directed by Argentine filmmaker Uriel Sokolowicz, "7.10 Sur Rojo" uses an innovative narrative with the aim of preserving the memory of the victims and those who remain hostages of the terrorists.

"It is an honor to receive this acknowledgment, especially because it reasserts the fact that our work transcends the artistic and is part of an ethical responsibility. *7.10 Sur Rojo* was also born out of the deep pain caused by the horror of the attack perpetrated by Hamas, which left so many young people dead and victims of brutal violence. In the face of events of this magnitude, we believe that art can contribute to sustaining memory, promoting dialogue, and strengthening coexistence among peoples" said Alvaro Rufiner, director of Fundación Norma y Leo Werthein.

Rufiner added that one of the objectives was "to prompt deep reflection on the impact and limits of violence in contemporary society and on the urgent need to build peace."

The members of the jury emphasized that the documentary film won because of "its ability to hold the gaze in the face of horror." "This piece redefines the concept of urgent cinema by turning chaos into a profound reflection on the human condition in times of war", they said when awarding "7.10 Sur Rojo" with "Best Film" and "Best Director" honors.

"We are immensely proud to receive these awards at the Jewish Film Festival, because for us this film is, above all, a necessary historical testimony. These awards validate a type of cinema that does not seek revenge, but rather promotes human values and mutual understanding," said Uriel Sokolowicz.

The documentary features testimonies from survivors, relatives of victims, and experts, revealing the horrors faced by Israeli civilians. The narrative, constructed from real images, original audio recordings, and a sensitive look at the consequences of the conflict, invites the audience to reflect on the limits of violence and the right to memory, tolerance, and coexistence among peoples.

Where to watch "7.10 Sur Rojo"

After touring international film festivals, **7.10 Sur Rojo** arrived on DIRECTV in Latin America. The documentary premiered on the DNEWS news channel, available to all satellite TV customers, and on the live TV and streaming platform DGO in Argentina, Chile, Colombia, Ecuador, Peru, and Uruguay, where it is currently available on demand. In Brazil, it can be viewed in Portuguese via the SKY+ platform.