

Director Endry Rovaz Presents Explosive Collaboration Between Los Rabanes and Jowell, Shot Between La Perla and Miami

Award-winning director Endry Rovaz unveils a powerful visual piece filmed between Puerto Rico and Florida, blending cinematic aesthetics, Caribbean rhythms, and the energy of Latin rock and reggaeton icons.



Endry Rovaz presents his latest project: a vibrant music video that brings together two major icons of Latin American rhythm—**Los Rabanes**, the Grammy-winning Panamanian band, and renowned urban artist **Jowell**, from the legendary duo **Jowell & Randy**.

Directed by Rovaz, the video was filmed in **La Perla, Puerto Rico**, an iconic Caribbean location known for its strong cinematic appeal. It has served as the backdrop for major productions such as *Under Suspicion* (2000), starring Morgan Freeman and Gene Hackman, and the globally acclaimed video *Despacito* by Daddy Yankee and Luis Fonsi.

Titled "**Hashtag**", the audiovisual piece also showcases the colorful streets of **Old San Juan**, known for its colonial architecture and vibrant urban vibe. Part of the production took place in **Miami, Florida**, using a classic 1950s Art Deco hotel that adds a distinct visual style. The concept reflects Rovaz's extensive experience in music video direction, having worked with international artists and earning awards for his innovative visual storytelling.

"Jowell is a proud advocate of Puerto Rican culture. When I asked him if we could film in La Perla, he didn't hesitate: 'Of course! I'll take you to scout the locations myself,'" shares Rovaz.

The production was made possible by the combined efforts of technical crews from both countries and is already being hailed as one of the most visually striking collaborations of the year. With a carefully crafted color palette featuring blues, whites, and pink accents, the video strikes a balance between urban grit and cinematic elegance. The song was produced by **Grammy Award-winner Raniero Palm**, **Victoria Kuhne**, and **Randy Cuevas**, with audiovisual production by **Astral Films**.

Los Rabanes, who recently launched a new album produced by **Emilio Estefan**, hosted a release event in Panama featuring **Jowell** and members of the press.

"When I saw the final video and how both locations came together, I couldn't believe it. It's one of the best pieces I've done since my collaboration with J Balvin," said Jowell during the media presentation.

The music video is now available on **YouTube** [Los Rabanes, Jowell - #hashtag \(Official Video\)](#) and other digital platforms, supported by a promotional campaign aimed at fans of **Latin rock**, **reggaeton**, and **contemporary tropical fusions**.

For additional information and reference, please see the following links:

[Endry Rovaz – Official Website](#)

[Los Rabanes – Instagram](#)

[Jowell - Instagram](#)



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