



PONTIFICIA  
UNIVERSIDAD  
CATÓLICA  
DE CHILE

# ESTUDIO GIGANTE

Kreutzberger Muchnick  
Family

A collection of Don Francisco's career gathered by his wife Temy Muchnick.



## ***Hologram Message:***

Hello. I am Don Francisco, and I want to welcome you to this exhibition which, more than being about television, is about what we can achieve when we come together. I invite you to explore it calmly and with an open heart. Because what you will see here is not just about entertainment—it's about emotions and moments that shaped our lives. And what happened after the lights and cameras went off. What remained was a message, hope, and a helping hand.

That is why this exhibition is called Beyond the Applause. Here you will find three very important moments in my life. Three stories where television was much more than a program: it was connection, it was comfort, it was hope.

The first is the Telethon. A dream that began with a very simple idea: that all of us, regardless of our circumstances, deserve an opportunity. Thanks to millions of generous hearts, that dream became a great work of love and dignity.

Then, Chile Helps Chile. Campaigns that brought us together in the face of earthquakes, floods, and pandemics—where, once again, we rose up together as a country.

And finally, the Hope Camp. There we stood alongside the families of the thirty-three trapped miners. Difficult days, full of uncertainty, but also of faith, unity, and strength.

This exhibition is also a tribute to everyone who made it possible: the work teams, the volunteers, and each one of you who contributed from your homes, from your city, from your heart.

Thank you for being here. Thank you for continuing to believe in solidarity.



For more than six decades of his career, Mario Kreuzberger has received countless recognitions, some of which are gathered here today on this wall as a collective tribute. Each of them represents a gesture of gratitude, a sign of affection, and a testament to the deep connection that Don Francisco has cultivated with various organizations, both in Chile and in many other parts of the world. This exhibit invites viewers to consider this selection as a broad and cohesive portrait of a life devoted to communication, fostering connection, and promoting solidarity.



Mario Kreutzberger was born in Talca, into a family of immigrants seeking a new beginning. From an early age, he showed empathy and a genuine concern for others—qualities he later channeled into his passion for communications, discovered during a trip abroad. It was there that he came to understand the power of television as a space to connect and to help.

With his charisma and commitment to solidarity, he turned public visibility into a tool for reaching out and building community. Throughout his life, he has shown that solidarity is neither a fleeting gesture nor a media strategy, but a deep conviction cultivated day by day.

Today, at over eighty years old, he continues to lead initiatives that have transcended generations, leaving behind a legacy that unites, inspires, and celebrates the value of sharing.



### ***The 33 of Atacama***

In October 2010, the entire world turned its eyes to Chile, following with astonishment and hope the rescue of the 33 miners trapped in the San José mine. Before the historic outcome, Don Francisco visited the families who were waiting for a miracle and, through *Sábado Gigante*, shared with all the Americas a vigil marked by faith, unity, and solidarity. The happy ending went on to inspire films, books, and unforgettable memories, a story that illuminated the country and the world, reminding us that even deep underground, hope can remain alive.

### ***Chile Helps Chile***

After each earthquake, Chilean television—led by Don Francisco—became a channel of unity and hope. From the 1985 disaster and especially after the 2010 earthquake, millions of people responded to the call for solidarity to help rebuild the country. This model represents one of the most significant achievements of that collective effort: the construction of 300 schools in affected areas, spaces that provided food, education, and a future for thousands of children. It stands as an example of how solidarity can rebuild far more than just walls.

### ***Telethon: A Seed That Bore Many Fruits***

The Telethon was born in Chile in 1978 as a gesture of unity and empathy, marking a milestone in the history of solidarity through the media. Its first edition tripled the initial fundraising goal, revealing the strength of a country united around a common cause. That seed soon crossed borders and today flourishes in more than 10 countries across Latin America that are part of ORITEL, which promotes rehabilitation and inclusion. Shown here is how the Chilean logo inspired new international versions, keeping its spirit of solidarity alive.



### ***Solidarity Knows No Borders***

Throughout his international career, Don Francisco actively participated in charitable campaigns that crossed continents and languages. In emergencies such as Hurricane Katrina in 2005 and the Haiti earthquake in 2010, he mobilized media outlets and Latin American artists to bring aid and comfort to thousands of families. This sculpture and the distinctions that accompany it symbolize the recognition of his humanitarian work—a reminder that solidarity needs no passport; it travels through voice, action, and the will to do good.

### ***Hope Has the Face of a Child***

In every charitable campaign in which Don Francisco has participated, one image appears repeatedly: the faces of children who inspire and give purpose to his work. His efforts in rehabilitation, education, and inclusion for children have been recognized by organizations across Latin America and the United States as a tangible contribution to their well-being. These keepsakes, filled with affection, represent the gratitude of those who have found in his work a bridge to new opportunities, unity, and hope.

### ***Solidarity Beyond the Camera***

Don Francisco also lived out solidarity far from the spotlight. In everyday life, he quietly supported individuals and communities, offering help, advice, or a word of encouragement when it was most needed. Among these gestures is a recognition from a taxi drivers' union —a symbol of the workers who travel the country's streets and who saw in him someone always willing to mobilize in every sense of the word: solidarity as a genuine expression of humanity that required no stage.

### ***A Life in Service of Others***

Don Francisco transformed television into a space for connection, hope, and collective action. His commitment to social causes has transcended generations, inspiring millions both within Chile and beyond. Throughout his career, he has received recognition from public, private, and community institutions. Among them stands out the acknowledgment from Conecta Mayor UC for his support of the Vamos Chilenos campaign, which, during the pandemic, accompanied and improved the quality of life of older adults —testimony to how commitment can transform lives even in the most difficult times.



From that “Let’s achieve the miracle” in 1978 to “Your heart is the heart of the Telethon” in 2025, this campaign has shaped generations with a single message: inclusion is everyone’s responsibility. It is not only about the historic 27 hours of love, but about a lasting commitment that unites us as a country around solidarity. The Telethon reminds us that true national pride lies in accompanying, embracing, and opening pathways every day.



### ***Showing commitment***

The Telethon is not only seen on screen—it is lived, sung, and shared throughout Chile year after year. This celebration of solidarity has brought together millions of people through music, games, challenges, and memories. The objects displayed here, bearing emblems and colors from different editions, reflect the pride of those who, by showing commitment, made the cause their own and helped turn it into a tradition that mobilizes and unites the nation.

### ***27 Hours That Last All Year***

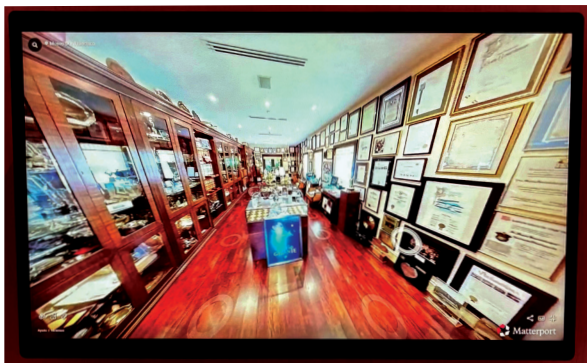
Each year, the Telethon brings together millions of people on a great day of collective solidarity. Yet its spirit is not limited to those 27 hours—it remains alive 365 days a year, supporting those who need it most. These medals, awarded to participants and collaborators from different editions, reflect the continuity of an initiative that has shaped generations. Alongside them is a piece created in a Telethon art workshop, a gesture of gratitude toward one of its key driving forces, whose commitment continues to inspire day after day.

### ***Becoming Part of a Nation's Pride***

The history of the Telethon is also the story of a deep bond between Don Francisco and the Chilean people. This display brings together representations of the host created by anonymous hands as gestures of gratitude and affection, along with two distinctions that evoke the heart of Chile: an emblematic symbol of the Bicentennial in 2010. Through his image and voice, Don Francisco became a reference of unity, hope, and resilience—the face that, for decades, reminded us that when Chile comes together, it is always possible to rise again.

## ***A Grateful Country***

Don Francisco transformed television into a space for Recognition for the Telethon comes not only from the families who have been part of its history. Over time, public, private, and community institutions have also expressed their pride in an initiative that embodies the best of Chile's spirit. These tributes symbolize that shared impact and gratitude toward Don Francisco for his leadership, dedication, and unwavering commitment to a cause that has managed to unite an entire country.



Virtual tour of Mario Kreutzberger's house in Miami that invites us to discover the refuge his wife, Temy, lovingly filled with memories, awards, and gifts received from around the world. It was a warm and welcoming place, where the joy of sharing could be felt in the air, and where the heart remained full and content when the applause ended and the stage lights went out.



Chile is a vast and challenging country to travel across, but it is inhabited by a generous people who always open their hearts to share. Mario Kreutzberger visited many of its corners and, in each one, he found gestures of affection and gratitude. This selection of memories bears witness to that collective embrace: communities that, from north to south, have wanted to express their gratitude for his support, his presence, and the strength of his companionship.