



Joana Granero

WORK HISTORY

- 2012 - to date Fashion & Cinema, London: Founder and Director. Events including public talks and screenings as well as private events with personalities. Some partners: Vanity Fair UK, Michael Kors, Gucci, Victoria and Albert Museum.
Concept development; partnerships; producers/distributors liaison; production, marketing and logistics overview; VIP relations.
www.fashionandcinema.com
- 2004 – to date Tristana Media Ltd., London: Director. Development, management and public relations. www.tristanamedia.com
- Events created, developed and managed:
- 2004 to date London Spanish Film Festival (annual): 5-14 days of screenings in London, 10-36 films, 3,000-9,000 audience, 5-26 talent guests. Full production: fundrasing, institutional relations, marketing, programming and films rights, logistics (venue, screening, guests, private events, well established actors and film directors), team management. www.londonspanishfilmfestival.com
- 2011 Curator (concept and program) of the film season *Good Morning, Freedom!* for the British Film Institute and the American Film Institute in Washington DC (USA).
- 2009 Curator (concept and program) of the film season *Cinema and the Spanish Civil War* for the British Film Institute and the American Film Institute in Washington DC (USA).
- May 99 – Aug 03 World Markets Research Centre (publishing house), London: Industry Business Briefing Unit:
- Senior Product Development Executive: development of feasibility studies and industries reports, elaboration of publications's editorial structure and content outline, track of sales and editorial performances, competitors analyses and comparative product analyses (revenue, distribution, editorial and strategic).
- Commissioning Editor: development of editorial content in publications, identification of contributors and partners and building up relationships, coordination with sales team, representation of the company at international industry events.

EDUCATION

- 2003 Master of Sciences in Political and Social Theory. Birkbeck College, University of London
- 1997 Five years degree in Law from the University of Barcelona

OTHER

2010: Awarded with the Civil Merit Medal of Isabel la Católica by the Ambassador of Spain in London in representation of Juan Carlos I of Spain for the contribution to the difusion of Spanish culture in the UK.

Talks and film introductions related to Spanish cinema subjects, festivals organisation and the relationship between fashion and cinema: BBC, Roehampton University (London, UK), Eton College (UK), American Film Institute (Washington DC, USA), Fashion Insitute of Technology of New York in Florence (Italy).

- Spanish: Mothertongue
Catalan: Mothertongue
English: Fluently written and spoken (10 years living and 20 years working in London)
French: Fluently written and spoken (fully practiced for work)
Italian: Fluently written and spoken (12 years living in Firenze)