



Artistic & Professional Profile

lino franco

creative director & consultant, music & visual artist
international business strategies consultant & advisor
(but also writer and author)

*my work is my passion,
my professionalism is my way of life,
and my skills are the outcome of my dreams come true!*
(myself)

"the mind is everything. what you think you become"
(buddha)

myself

My name is Lino Franco, I was born in Treviso (IT) in 1976 and work between Venice, Miami, NYC and London, with 18 years of experience in a lot of different but adjacent fields of advertising, marketing, communication, fine arts, entertainment, cinema.

As I am used to say about what I do, it's so simple and at the same time extremely difficult to explain my expertise, so I usually choose the easy way out, just saying that "basically, I'm an Italian creative mind".

I am a creative and artistic director, screenwriter, set designer and, in the personal artistic sphere, music producer, writer and visual artist; after classical studies and a missed degree in architecture, by personal choice, embark myself on a path of continuous research in the fields of art, communication&marketing and artistic communication, founding and directing firstly for six years the creative department of an advertising agency in Treviso and then for three years

the one of an actually bigger agency in London; now I work as a freelancer between Italy and the USA (Miami & NYC), conceiving, organizing and directing artistic and entertainment projects and events for artistic and/or commercial purposes; among other things, I collaborate with the production company of the Centro Sperimentale di Cinematografia (Experimental Cinematography Centre) Foundation of Rome and with other independent productions of film, TV and theater; and this is just the beginning.

my life

I attended the Classical Lyceum High School, obtaining my Diploma in 1995, and then the Faculty of Architecture at IUAV (Venice University Institute of Architecture) since when I left it in 2001.

In the meantime, I studied piano and obtained my Diploma in music theory.

Therefore I was born and have ever lived completely dipped in various kind of arts!

I grew up between music and architecture, aerosol art and industrial design, art events and photography.

In high school, while I was studying classical and humanistic culture, I developed artistically by practicing in the fields of music production, composition and authoring (in production and recording studios). I also practiced visual arts (working in a studio alongside my father, an architect, industrial designer and urban planner; attending many industrial design exhibitions and photo shoots; practicing aerosol art, with some of the most successful Italian artists, and graphic design), communication (studying american techniques and methodologies and attending the offices of some major agencies in Milan and in Veneto) and events organization (organizing, managing and promoting many concerts, events and art shows).

In 2001, while I was studying architecture & urban planning and Industrial & interior design, I founded and ran an integrated communications agency for six years as creative/art director and project manager, focused on luxury brands and companies.

In 2006, I began my international experience, working until the end of 2009, as chief creative officer and representative for Italy with a new international advertising, marketing and financial group based in London, focused on luxury brands and companies, beginning to turn my profession more towards the world of arts, entertainment and cinema.

During last years, I have been a member of the Italian producer Pino Mastelli's team, working, among the other things, on the creative direction and the production design of a theatrical Musical (in collaboration and on behalf of the Venezuelan Government) whose world premiere should be staged by the end of 2015 and whose worldwide tour will be arranged soon after

that.

Since October 2010, I have also been dealing with a movie production service in Europe and Russia on behalf of worldwide film studios, working alongside the famous producer Roberto Bessi (see his IMDB page), and in 2011, following Mr. Bessi, I also began to actively work, as outside consultant, both for artistic and production-related aspects (namely sponsorship and product placement) with CSC Production, the film production company of the CSC Centro Sperimentale Cinematografico of Rome (the most oldest film school in the world along with the one of St. Petersburg, Russia).

Since 2012 I'm working on concepts creation, creative direction, planning and production of many artistic projects (art exhibitions, shows, books and many more) for artistic, commercial or both purposes, collaborating with luxury companies and brands, on the basis of my own proposals or been engaged by them.

Finally, in the last couple of years I also started again to devote myself to artistic personal projects, working on music and visual production and writing a romance.

expertise

ART & ENTERTAINMENT

- creative & art direction
- screenwriting, direction and production design for music videos, short films & commercials, entertainment & theatrical shows and projects
- creation of concepts, direction and project management for art exhibitions and artistic&cultural projects
- writing (movie scripts and screenplays, song lyrics) and copywriting
- music production (mainly urban music)

ADVERTISING & MARKETING

- advertising/branding/marketing strategies planning
- creative projects management
- planning and organization of events/trade/fashion shows
- design (industrial, interior, fashion, graphic, web, UI users interfaces [GUI and WUI], usability)

INTERNATIONAL BUSINESS STRATEGIES

- consultancy and advice
- ask for more details



Artistic & Professional Resume

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achievements / qualifications summary

- 18 years experience in creative & art direction, design (industrial, interior, fashion, graphic, web, UI users interfaces [GUI and WUI], usability), writing (movie scripts and screenplays, song lyrics), copywriting, music production (mainly urban music), advertising/branding/marketing strategies planning, creative projects management, events/trade/fashion shows planning and organization
- a background which has given me the skills to meld creativity with logic, artistic feeling with managerial view in order to solve quickly and in better way any kind of problem and situation, and overall to create new opportunities
- outstanding ability to think creatively and strategically and to translate marketing strategies into creative solutions thanks to a wide-range background
- excellent communication (written and oral), presentation and public relations skills

- outstanding ability to work independently or to build and manage a team
- proven ability to work in a fast-paced environment
- demonstrated experience with broad variety of projects
- proven ability to stay constantly updated on market trends and industry techniques
- strong knowledge about all the realization processes
- high energy, highly motivated, take-charge attitude (something like a workaholic)

specialized skills

languages

- italian - first language (written & spoken)
- english - fluent (written & spoken)
- spanish - basic (written & spoken)

artistic

- music producer (mainly urban music - hip-hop, contemporary r&b, neo-soul, dancehall - but also pop music)
- visual artist, painter and designer, mixing various techniques (taking photos, making some photo editing, adding some vector desing and illustration, then painting over with acrylics and finally completing the results with light touches thanks to led ighting technology; during past years also graffiti writing artist, drawing with spray cans and airbrush)
- writer (stories and treatments for movies, short films and music videos)

technical

- very experienced both mac/pc user with great and deep knowledge and expertise of hardware and software, and of ethernet lan/wan networks management
- mac osx & ms windows all releases, best known internet browsers & mail softwares, apple iwork & ms office suites
- very experienced user of design software including photoshop, illustrator, indesign, fireworks, acrobat
- very experienced user of web design and development software including flash and dreamweaver with good knowledge of HTML5, CSS and AJAX coding
- very experienced user of music production and editing software including logic studio, adobe audition and fruity loops studio
- good knowledge of video editing software including final cut and adobe premiere
- good knowledge of screenplays writing software final draft
- very experienced user of cad and 3d design softwares including archicad, autocad, art-lantis, 3d studio max, rhinoceros, solid works and maya

education

- Classical Lyceum M. Flaminio (1990 - 1995)
Classical and Humanistic culture, Diploma
- Architecture Faculty at I.U.A.V. (Istituto Universitario Architettura Venezia) (1995 - 2000)
Architecture & Urban Planning, Industrial & interior Design
- Music School A. Corelli (1985 - 1990)
Piano studies and Diploma in music theory
and, at the same time
- production and recording studio practice (I was a local hip hop producer and I've worked with some hip hop and r&b bands in my area)
- events organization (I have organized, managed and promoted a lot of concerts, jam sessions, parties and aerosol-art shows)

professional experience

• jan 2010 - today

linofranco * pure creativity

- title: creative director & consultant, music & visual artist, international business strategies consultant & advisor
- status: freelancer
- locations: Venezia, Miami, New York, London
- clients: italian and international clients

Creation, planning and management of artistic and business projects, mostly related to luxury lifestyle and to the world of art & entertainment, both made to order and on my own.

Quoting the Quentin Tarantino's movie Pulp Fiction, I'm like Mr Wolf, "I solve problems"!

• oct 2010 - today

escalator films

- title: director, producer, production designer and writer
- status: founder & partner
- locations: Venezia IT
- clients: italian and international investors

escalator films was born in summer of 2010 as a production service company from the friendship and working collaboration between the internationally experienced and world-renowned producer Roberto Bessi and the great passionate and versatile creative director, and future movie director, Lino Franco. Today, escalator films is evolving into a full production company, and it is being established by a new team of experienced professionals, on the basis of brand new ideas and style. Its headquarters is located in Venice, Northern Italy. It is going to be organized into two departments: the first, main one will be oriented to the production of feature films, while the second will care for the production of music videos and short films.

• **jan 2011 - today**

csc production

- title: outside consultant about artistic and production related matters (namely sponsorship and product placement)
- status: outside consultant
- locations: Roma IT

The "Fondazione Centro Sperimentale di Cinematografia" (Italian Experimental Centre of Cinematography Foundation) is divided into two distinct areas: the National Film Archive, one of the largest film archives in the world, and the National School of Cinema, committed by seventy-five years in the training at excellence's level for professions in the cinema.

The CSC Production was founded to fulfill the educational work of the students of the Experimental Center of Cinematography in Rome, Milan, Turin, Palermo and L'Aquila and to support the first steps in the business world of recent graduates, helping them to create their first works and to enhance their creative potential in the field of film art.

• **sep 2006 – dec 2009**

adjust.group.worldwide

- title: chief creative officer (group chief creative officer, creative consultant, representative for Italy)
- status: founder & partner
- locations: London, Treviso IT
- clients: english, italian, european and international clients

adjust.group.worldwide is an international advertising, marketing and financial group based in London.

Founded in later 2006, it represents the natural evolution of 10 years of previous international experiences in various business fields of the professionals who compose it: advertising, marketing, multimedia, design, music, cinema, modelling, finance, investments, real estate.

adjust.group.worldwide's services are: marketing & advertising, creative solutions, multimedia, industrial design, interior design, fashion design, music production, movie production, financial engineering, real estate management, commodities trading, international trading consulting and management.

• **aug 2001 - jul 2006**

adibi nextimage snc

- title: creative director & project manager
- status: founder & partner
- location: Treviso IT
- clients: various italian clients

adibi nextimage has been a local agency founded in 2001 by me and my partners; starting from little works for little local companies, we grew up till being able to work for national

companies.

adibi nextimage's services was: advertising, graphic design, web design, multimedia, marketing, promotion, events organizing and management.

- **aug 2000 - aug 2001**

freelance

- title: creative and art director, graphic & web designer
- status: freelancer
- location: Treviso IT
- clients: various italian clients

Creative and artistic direction of projects for third parties (both agencies and directly corporate clients), graphic works, design and realization of websites.

- **sep 1996 - aug 2001 (at present day still collaborate as consultant)**

Flavio Franco Architetto

- title: architect, designer & project manager (creative director - creative & advertising division)
- status: partner
- location: Treviso IT
- clients: various italian clients

Flavio Franco Architetto is an architecture firm founded in 1980 by my father Flavio Franco. The studio has always worked for public and private customers, developing projects like city squares and residential neighbourhood, as well as villas, industrial buildings and exhibition stands, till arriving to custom designed and ad hoc realized furnishing. In the same time, the studio plans and create the corporate identities for its business customers (the ones who have commissioned industrial buildings and/or exhibition stands) as well as it organizes and manages public presentations of the projects made for the government entities.

Flavio Franco Architetto services are: architecture, bio-architettura, urban planning, interior & industrial design, advertising.

objectives:

find interesting and challenging engagements, especially in fine arts and entertainment world and also in luxury industry, also as a freelance and consultant, which permit to myself to give my best developing creative projects thanks to my vision and my professionalism and, in the same time, going on to enhance my knowledges and skills