



I'M AN ITALIAN CREATIVE MIND A PROFESSIONAL VISIONARY A DREAMS MAKER

Visionary mind since childhood, I am an industry-agnostic and multi-potential creative director and creative strategy consultant, a "film, theater and related" director and producer and a serial creative entrepreneur, all this by profession, with an twenty-five-year internationally recognized experience in the fields of arts, entertainment and business.

At the same time, an interdisciplinary artist (music production, writing, visual art projects) and an enthusiastic fanatic of new technologies and digital innovations in the fields of ICT, AI, smart mobility, home automation, blockchain and so on, long story short a real nerd, for passion!

My main competences are visionary thinking, ideas generation, strategic vision, problem-solving, team leadership, supervision and direction, with an approach based on clarity of purpose, transparency, cooperation, enthusiasm, passion, enhancement of the collaborators' talents and capabilities.

Born in Treviso and living in Venezia, after studying classics and humanities at Liceo Classico (high school), I attended a MA in Architecture and Urban Planning at the IUAV University of Venezia; I then also autonomously specialize in marketing and communication and in stage, film, event and exhibition direction.

My experience began early, during the high school and university years, when I worked at the family Architecture firm, FFA Flavio Franco Architetto.

Then I went further, turning my route towards what better fits in with my vision, and co-founded and directed the creative department, first of a communication agency based in Treviso in 2001 and, later, that of a London based integrated group in 2006.

In 2010 I started working as freelance professional, under my signature brand "**LINO FRANCO * PURE CREATIVITY**", between Venezia, London, NYC and Miami, conceiving,

LINO FRANCO
PURE CREATIVITY

LINO FRANCO * PURE CREATIVITY
SINCE 1996

VENEZIA (ITALY)
WORLDWIDE

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organizing, directing and producing artistic/entertaining/cultural projects for artistic purposes and innovation/communication/marketing projects for industrial and commercial purposes, all of it rigorously "***proudly made in Venezia***"!

Among my collaborations with Italian and international independent production companies of cinema, TV, theater and music, one of the most important is that with the worldwide renown Italian producer Roberto Bessi and the CSC Production (production company of the Centro Sperimentale Cinematografico in Rome), with which I worked on three films (officially credited in the closing credits of two of them, "Terzo Tempo" and "Amori Elementari").

Then, between 2016 and 2021, I have also been co-founder, CEO and creative producer of FG&P entARTainment, a production company (based in Venezia) of original big stage shows, live events and artistic-exhibition projects, featuring its own Studios with indoor Theater and massive green screen limbo both specifically developed for live shows production, first of their kind in Italy (designed by myself).

In the same year (2016), I have also been co-founder, together with Antonio Isgrò, of the artistic & cultural organization INVENIO, based in Bolzano, which develops projects such as various kinds of cultural Festivals and professional specialization artistic seminars, workshops and masterclasses. The most prestigious project I worked on was the 1° Sudtirol Internationale Filmfestspiele, in which I was the creative director collaborating closely together with the internationally renown American writer and journalist Deborah Young, in the role of artistic director; unfortunately the festival, after very long work and efforts never saw the light due to changes in local cultural political strategies.

I resigned from Invenio's Vice President position at the end of June 2024.

Finally, after the COVID pandemic (a phenomenon that changed the society's approach to everything), I have also embarked, alongside my professional activity "LINO FRANCO * PURE CREATIVITY", on a couple of new adventure together with my lifelong friend Giovanni Forlini:

- I joined his new 12 VENTURES holding company in the role of Chief Visionary Officer;
- I co-founded NIODYNE with him, a startup developing the first full integrated ecosystem of smart ai-powered urban electric light vehicles (today on land and water, tomorrow in the sky), also here in the role of Chief Visionary Officer.



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PROFESSIONAL CAREER

LINO FRANCO PURE CREATIVITY

JAN 2010 - PRESENT

CREATIVE DIRECTOR & PRODUCER, CREATIVE STRATEGY CONSULTANT

ADVERTISING & MARKETING - experiential & emotional communication and events, market vision and consultancy, marketing communications solutions, products & brands launch

BUSINESS - innovation & creative strategy consultancy, new business development solutions

FILMS & VIDEOS - short films, artistic & emotional films, corporate films & documentaries, artistic documentaries, music videos

LIVE SHOWS & ENTERTAINMENT - stage & theatrical shows & concerts, private & corporate events, public events & ceremonies

FINE & COMMERCIAL ART - art exhibitions, art installations, art projects, art performances

DESIGN - creative strategic design, product industrial design consultancy

INVENIO ASS. CULT.

OCT 2016 - JUN 2024

CO-FOUNDER, VICE PRESIDENT, CREATIVE DIRECTOR, CREATIVE PRODUCER

Invenio is an Italian cultural organization, based in Bozen, active in the creation and production of cultural and artistic projects such as Theatre, Operas, Festivals and formation seminars, workshop and courses.

FG&P ENTERTAINMENT

NOV 2016 - SEPT 2021

CO-FOUNDER, CEO, CREATIVE PRODUCER, PRODUCER, PRODUCTION MANAGER

FG&P entARTainment was an Italian production company, based in Venezia, with its own live shows production Studios (first of their kind in Italy).

It created, produced and distributed live stage shows and original unpublished entertainment shows (musicals, theatrical concerts, theatre plays, operas, etc.), great entertainment and show events (festivals, private events, etc.), artistic performances, huge urban art installations, contemporary art "exhibishows" (exhibition shows) and edutainment projects, commercial events (entertainment and art for business conventions, parties of various nature, fashion shows, ceremonies and opening events, adv and marketing campaigns).

CSC PRODUCTION

JAN 2011 - DEC 2015

OUTSIDE CONSULTANT (PRODUCT PLACEMENT AND RELATED ARTISTIC ASPECTS)

With CSC Production I worked on three films (officially credited in the closing credits of two of them): "Terzo Tempo" and "Amori Elementari"

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.



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The CSC Production company 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.

ESCALATOR FILMS

OCT 2010 - DEC 2015

CO-FOUNDER, DIRECTOR, PRODUCER, PRODUCTION DESIGNER

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, Lino Franco.

It evolved into a full production company, and it has been established by a team of experienced professionals, on the basis of brand new ideas and style. Its headquarters was located in Venezia. It was organized into two departments: the first, main one oriented to the production of feature films, while the second managed for the production of music videos and short films.

ADJUST.GROUP.WORLDWIDE

SEPT 2006 - DEC 2009

CHIEF CREATIVE OFFICER

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

Company services were 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.

ADIBI NEXTIMAGE

AUG 2001 - AUG 2006

CO-FOUNDER, CEO, CREATIVE DIRECTOR

adibi nextimage has been a northeastern Italian local agency founded in 2001 by Lino Franco and his partners. Beginning from little works for little local companies, it grew up till being able to work for national companies.

Company services were advertising, graphic design, web design, multimedia, marketing, promotion, events organizing and management.

LINO FRANCO

AUG 2000 - AUG 2001

CREATIVE & ART DIRECTOR, GRAPHIC & WEB DESIGNER

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



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FLAVIO FRANCO ARCHITETTO

SEPT 1995 - JUL 2000

ARCHITECT & DESIGNER, CREATIVE DIRECTOR

Flavio Franco Architetto was 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 planned and created the corporate identities for its business customers (the ones who have commissioned industrial buildings and/or exhibition stands) as well as it organized and managed public presentations of the projects made for the government entities.

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

ACADEMIC BACKGROUND

IUAV - UNIVERSITÀ DI VENEZIA

1995 - 2000

ARCHITECTURE & URBAN PLANNING, INDUSTRIAL & INTERIOR DESIGN

MA Degree left just before graduating (in order to open my first company, an advertising agency).

LICEO CLASSICO MARCANTONIO FLAMINIO - VITTORIO VENETO

1990 - 1995

CLASSICAL AND HUMANISTIC CULTURE, TRADITIONAL LIBERAL ARTS HIGH SCHOOL

Diploma (Maturità Classica)

MUSIC SCHOOL A. CORELLI - VITTORIO VENETO

PIANOFORTE & MUSIC THEORY, SOLFEGE AND MUSICAL DICTATION

Diploma in music theory. Piano studies left before graduating.

LANGUAGES KNOWLEDGE

ITALIAN - *Native*

ENGLISH - *C2 written & spoken*

SPANISH - *A1 written - A2 spoken*

I hereby authorize the use of my personal data and details, contained in this document, in accordance to the GDPR 679/16 and the Italian Legislative Decree 196/2003.

LINO FRANCO

29/07/1976

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