

JOAQUIN'S BIOPIC



Milano, Barcelona, New York, Madrid and Shanghai. So far the cities I have lived and worked... and that I love.

By the time I had finished High School in Barcelona, thanks to an internship at P&G, I knew I was meant to work in the Communications Industry.

I passed the tough entry examinations at Insituto Europeo di Comunicazione in Milano, Italy, where I studied for 5 years. By the third year I was already starting collaborating with JWT Italy in tv productions.

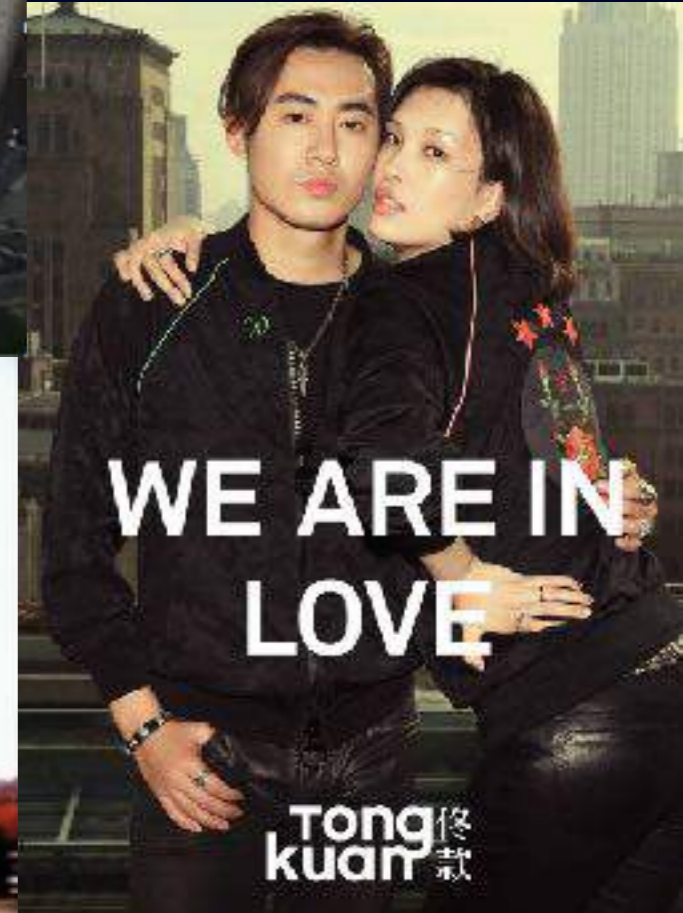
Upon graduation in 1992, Bates Barcelona offered me a job and it truly felt like "going back home". In my four years with them I worked as account supervisor and photo / tv producer. During those years I attended evening lessons at Catalonia Polytechnic University, degree in TV direction and production.

Bates Barcelona was a phenomenal experience in terms of formal training. The team was just amazing: Toni Segarra as exec. creative director (www.scpf.com) and David Caballero as Art Director.. we were shooting as crazies, and having fun... why not? Also winning awards in festivals worldwide. As much as Europe was an exciting experience I felt I wanted more...





flying hoy means **vueling**



So I moved to New York and attended the film and video post graduate course at N.Y.U.. Living there, I met extraordinary directors and photographers'... film production companies.... The big apple gave me what I was expecting: a much wider panorama and opened me the doors to the worldwide ad market.

In 1996 I decided to represent those big professionals I had met in the U.S.A., throughout a production company based between New York and Madrid: Zindara.

BMW, Fiat, Coca-Cola, Nissan, Conde Nast, Diageo, Marie Claire, Nokia, P&G, Bacardi, ... are just some of the companies we worked for.

After 9 years in both sides of the Atlantic, I was offered by the Spanish Government to start a quite interesting project; the Year of Spain in China; 3 non stop years producing governmental events, art exhibitions, high profile encounters... KDE was the perfect company / platform to develop all the new amazing projects in Asia; filling me with great experience in the media production and event industry in China and other amazing countries in Asia.

And of course one thing leads to another; Shanghai World Expo was the ideal next step. Representing the Barcelona City Council and throughout KDE, co coordinating all the communications, producing the media content and events... extraordinary experience!



Milano and a World Expo? I was delighted to receive the proposal two years ago, from my government colleagues... guess? <http://www.accioncultural.es/en/presentation>
Thrilled to go back to my beloved Milano for 12 months: organizing traditional and social media plus every single communication strategy between Spain and 120 other countries! Bravo. An amazing and very intense collaboration with World Expo Team and Milan based communication agency SEC.

Since then, we have been quite busy with KDE <https://vimeo.com/kdeasia> Huawei, Iberia or Tong Kuan are just an example of the intensity of the latest work.

Still so many things to come, to learn, to enjoy...FUTURE!

Joaquin.

