

MACU MORAN

Roig 23 · 1 · 08001 · Barcelona · Spain
macu.moran@imageryaffairs.com
Born in Leon, Spain in 1977
Tel. + (34) 647.522.256

Friendly, reliable and ingenious worker with strong networking and organizing skills. Contagiously enthusiastic. Extensive professional experience in Project management, Sales, Communication and Cultural events organization. Multicultural education: Excellent English & Spanish, fluent in German & French, basic Dutch, Italian & Portuguese. Technical proficiency in MS Office, Photoshop, Illustrator, InDesign, FinalCut, AfterEffects, Rhino & Lightwave 3D. Web & App design: HTML, CSS3, JavaScript, Wordpress, Arduino, XCode, basic PHP & SQL. SEO & Social Media.

ACADEMIC STUDIES

- 2012 – **Digital Design, Web & App Programming**. Non-degree studies. 3rd Ward, Brooklyn, New York, USA
- 2010/2011 – **Emergent art theory**. Post-degree studies. Instituto de las Artes, Madrid, Spain
- 2007/2008 – **Modeling in 3D & Audiovisual animation**. Master. Aula Tematica, Madrid, Spain
- 2005/2006 – **Video Art & Experimental Film**. Master. MACBA & University Ramon Llull, Barcelona, Spain
- 2004/2005 – **Color Photography Hand Processing**. Expertise Course. ICP, New York, USA
- 2003/2004 – **Fine Art Appraisal & Cataloging**. Post-graduate Studies. New York University, New York, USA
- 2002/2003 – **Criticism & Curatorial Practice**. Post-graduate Studies. Complutense University, Madrid, Spain
- 2002/2003 – **Contemporary Art History**. Post-graduate Studies. National Distance University, Spain
- 2001/2002 – **Major in Art History**. Graduate studies (not concluded). Autonomic University, Madrid, Spain
- 1997/2001 – **Major in Economy & International Business Management**. Graduate studies. Erasmus University for applied sciences, ISER International School of Economics, Rotterdam, The Netherlands
- 1996/1997 – **Certificate in Marketing & Advertising**. Non-degree studies. AFE Business School, Leon, Spain
- 1995/1996 – **Honor Roll High school for the arts**. EHS Edwardsville High School, Edwardsville, Illinois, USA

PROFESIONAL EXPERIENCE

- 2007/2012 · **VideoArtWorld, SL** – Founder and Chief Curator. Based in Madrid, Spain.
Leader platform for promotion and education of the audiovisual art industry. www.videoartworld.com
Tasks: Project plan development and execution / Portal structure design and content cataloging / Sales / Organization of international events: exhibitions, fairs, festivals, publications and symposiums / Grants proposals writing / Critical researches and publications / Recruitment / International promotion & press
- 2001/2009 · **Artnet Worldwide Corporation** - Director of New Markets. Based in New York, USA.
Worldwide leader platform for the international art market. www.artnet.com
Tasks: Sales / Accounts management / International interface navigability / Institutional & press relations
- 2000/2001 · **E-Loft Students Network** - International Coordinator. Heidelberg & Berlin, Germany.
Pan European online platform for students services and academic studies. www.e-loft.com
Tasks: Online Project Manager / Pan-European teams coordinator for marketing, content & development
- 1999/2000 · **Microjuris Legal Resources** - Marketing Assistant, Based in Buenos Aires, Argentina.
Pan Latin American online platform of jurisprudence resources for attorneys. www.microjuris.com
Tasks: Online Project Manager / Pan-Latinamerican coordinator for development & business intelligence

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ONLINE PLATFORMS

- **iMAGERY MOTION · Video Art World** · Audiovisual history & market. 1,000 audiovisual artists.
- **iMAGERY DIMENSION · Innovative Artist Collective · Art & Sciences.** 600 emerging artists.
- **iMAGERY AFFAIRS · Progressive Projects** · Cultural events, Art Agency & Consulting.
- **iMAGERY HAMPTONS · Community Culture** · Cultural and Commercial guide & iPhone App.

PUBLICATIONS

- **Black Europe Body Politics** – Experts on decolonial aesthetic theories, Ballhaus Center, Berlin
- **Indomitable Women** - Catalog of 82 videoartists (1944-2009). Francesca Bonnemaison, Barcelona
- **Ars Anthology Almanac** – E-book Technology-based art shows worldwide research, VideoArtWorld
- **Commercial, economic, and philosophic challenges for the cultural market in the digital age** - Thesis Research Publication, Erasmus University of applied Sciences, Rotterdam

ARTICLES

- Prologue of the book **'Art as Screen: individual conflicts in global times'** · by Angel Roman
- **'Masterpiece: The intangible heritage'** · International experts essays research 'Digital Narratives and image technologies', Casa Asia Publishing
- **'The intangible universal archive: Consuming culture on the cloud'** · B-Guided Publishing
- **'Collecting intangible heritage, sharing intellectual property'** · Catalog DiVA Fair New York
- **'Digital Video Art Fair Paris 2007: Tribute to Shigeo Kubota'** · VideoArtWorld Magazine
- **'Video: An Art, a History (1965-2005) at Centre Pompidou'** · VideoArtWorld Magazine
- **'Basel Highlights 05'** · Artnet Magazine, New York & La Maquina Contemporanea Magazine.
- **'Venice Biennial 2005: The Feminist Biennial'** · La Maquina Contemporanea Magazine
- **'Video at the Italian Pavilion: Giardini at Venice Biennale 2005'** · VideoArtWorld Magazine
- **'Time-Based art at the Arsenale: Venice Biennale 2005'** · VideoArtWorld Magazine
- **'LOOP'04 Barcelona'** · Artnet Magazine, New York & La Maquina Contemporanea Magazine
- **'Spain's New Art Solution'** · Artnet Magazine, New York

JURY EXPERIENCE

- **'XII Edition Soria International Short Film Festival'** Soria, Spain
- **'III Edition ArtPort International Video Art Competition'** Mexico; Spain & Switzerland
- **'V Edition Cologne OFF New Media Festival'** Cologne, Germany
- **'V Edition Music Clip Festival'** Barcelona, Spain
- **'III Edition Festival BANG'** Barcelona, Spain
- **'II Edition Muestra Cultura Digital'** Madrid, Spain
- **'II Edition Festival BANG'** Barcelona, Spain
- **'SONY Contest: PSP in audiovisual art, Instituto Europeo de Design'** Barcelona, Spain

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INTERVIEWS

Dennis Oppenheim, Dara Birnbaum, Peter Campus, Joan Jonas, Gary Hill, Beryl Korot, Joan Logue, Juliao Sarmiento, Adrian Paci, Terry Berkovitz, George Quasha, Nina Sobell, Hanna Collins, Anthony Goicolea, Collette, Jenny Makertou, Jaime Davidovich, Roger Welch, Hiraki Sawa, Hans Op de Beeck, Carlos Garaicoa, Reynold Reynolds, Cal Thompson, Robyn Vorshart and Sven Humphrey.

CONFERENCES

- Mar. 12 · **'Indomitable Women'** at MNCARS, National Museum Reina Sofia, Madrid
- Feb. 12 · **'Tech-based creativity'** at Cathedral of Technologies of Madrid Cultural Council, Madrid
- Feb. 12 · **'New media art and electronic works market'** at Kinetica Art Fair, London
- May. 11 · **'Videoart approaches: Reflective medium'** at University of Cordoba, Spain and
- Feb. 11 · **'Video Art History'** at CAMON art Center, Alcoi, Alicante, Spain
- Nov. 10 · **'Crossroads: Spain & South Korea videoart'**, Sangsangmadang, Seoul, South Korea
- Feb. 09 · **'Video Art World Presentation'** · Kinetica Art Fair, London, United Kingdom
- Feb.10 · **'Technology Based Art Scenario'** · Festival Reencontres Internationals, Madrid, Spain
- Dec. 09 · **'The future of Videoart'** Festival Madatac. Cervantes Institute, Madrid, Spain
- Nov. 08 · **'The Art Market: Passion or Investment'** Center Cal Massó of Reus, Tarragona, Spain
- Nov.08 · **'Tribute to Wolf Vostell with Rafael Vostell'** Digital Video Art Fair Paris, France
- Apr.08 · **'Time-Based Art current dynamic'** Technart New technology Symposium, Bilbao, Spain
- Mar. 08 · **'Video Art Market: Experts round table'** at White Box Art Center, New York, USA
- Nov.07 · **'Collecting Audiovisual Contemporary Art'** at Festival OPTICA. Gijon, Spain
- Jul.07 · **'Copyright: New approaches of intellectual property'** at CCCB, Barcelona, Spain
- Mar. 07 · **'Globalization in the arts'** at Cervantes Institute of New York, USA
- Jun.06 · **'Press Rec Symposium'** at FNAC Barcelona, Spain
- Feb.06 · **'Bio-Art days Symposium'** at Centro d'Art Santa Monica, Barcelona, Spain

EVENTS ORGANIZATION

2012

- **VIVA OFF** · Circuit of 25 art galleries exhibiting videoart. Madrid, Spain
- **VIVA Madrid** · Collectors choices screenings at CaixaForum, Madrid, Spain
- **'Be-BOP Black Europe Body Politics'** · Manager of the symposium, publication and international screening tour. Curated by Alanna Lockward at Ballhaus Nauynstrasse, Berlin, Germany
- **'Restless (e)motion'** · Curated show Spanish video at Matadero, Madrid, Spain
- **'Illusory Sex'** · Audiovisual selection for I Edition We Art Festival, Barcelona, Spain
- **'Imagery Affair ARTPORTS_Making_Waves'** · Ecological selection at Matadero, Madrid, Spain
- **'Indomitable Women'** · 82 pioneer artists videoworks from 1944-2009. Matadero Art Center, Madrid, Spain. Officially presented at the MNCARS, Reina Sofia National Museum of Spain.

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2011

- **'Guerrilla art: The art of fighting'** · Curated Show for 12th Edition of BAC! Festival Barcelona, Spain.
- **'Elemental Fluid'** · Curated Show at at Caja Mediterraneo CADA Center, Alcoy, Spain
- **Video Art World Showcase** · Booth at Moving Image Art Fair, New York, USA
- **'Plastic Flux'** · Curated Show at CIRCO, Wilfredo Lam Museum, Havana, Cuba
- **'Beyond Us'** · Curated solo show of Ana de Alvear at Caja Mediterraneo CADA Center, Alcoy, Spain

2010

- **BAC! Barcelona Art Contemporani Art Festival** · Festival Programmer of its 11th Edition **'Entering the 4th Dimension'**. Curated sections: **Timeless Internacional** by Ana de Alvear; **Japan Timeless** by Menene Gras; **Art Animation** by Damian Perea; **Stop emotion** by Adrian Encinas; **Microshorts** by Javier Muñoz; **Experimental Textures** by Gye-Joong Kim; **Musiclip** by Carmen Sanfrancisco; **Moving performance** by Gigi Harrington and **Time for technology, Time for beauty, Time for change and Time for reflection**, curated by chief curator Macu Moran.
- **'Peru Videography'** · Curated screening at Fundacion Alianza Hispanica, Madrid, Spain & National Television Program Metropolis, TVE 2, Spain
- **VIVA Paris** · Collectors choices screenings at Centre George Pompidou, Paris, France
- **VIVA Tokyo** · Collectors choices screenings at Hara Museum, Tokyo, Japan
- **Video Art World Showcase** · Booth at LOOP Art Fair, Barcelona, Spain
- **'Restless (e)motion'** · Curated show Spanish video at MoCA National Museum, Seoul, South Korea
- **'In the Mood for today'** · Simultaneous show between the Big Screen Project, Public exterior screen of Manhattan at 6th Ave. with 39th St., New York, USA and public screens of calle Huertas, Madrid, Spain.
- **VIVA Seoul** · Collectors choices screenings at the IV Experimental Film Festival Seoul, South Korea
- **'The conquest of the dreamed city'** · Spanish video art selection at Festival Experimental!, Sao Paulo, Brazil and at III Edition Mouvart, Marseille, France.
- **'Hip & Cool'** · Marcelino Botín Foundation, Santander, Spain
- **'Capturing North African Sunbeams'** – Curated show Magrebi video Art for the VIII Edition of the European Biennial MANIFESTA 8 at Pedro Cano Foundation, Blanca, Bizantine Wall hall, Cartagena and Centro Parraga, Murcia, Spain

2009

- **'Bridges between Art and Science'** · Collaboration with CERN and Art Basel Fair, Switzerland
- **'Indomitable Women'** · Show 82 pioneer artists videos from 1944-2009, at Fundació Joan Miró, Centre de Dones Francesca Bonnemaisson and CCBB Centre Cultura Contemporanea Barcelona, Spain
- **'Video Art World Showcase'** · Booth at LOOP Art Fair, Barcelona, Spain
- **'Appropriation: Copyrights and Derivatives'** · Round table at Hot Art Fair Basel, Switzerland

2008

- **'X DiVA Fair Paris 2008'** · Chief curator of Video Art Fair, Paris, France
- **'In Focus: Video Art'** · Symposium at White Box, New York, USA
- **'Sound Vj Show : Adictive TV'** · Screening OFF LOOP Festival, It Cafe, Barcelona, Spain
- **'Video Art World Showcase'** · Booth at LOOP Art Fair, Barcelona, Spain
- **'IX DiVA Fair : Digital and Video Art Fair'** Chief curator of Video Art Fair, New York, USA
- **'How Contemporary art would be without video?'** Round table at Art Basel Fair, Switzerland