

# PEDRO ROSA



Director @ Embaúba Prod., Rio.

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## CONTACT

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Based in Rio, Brazil

## PROFILE

TV, webcontent and app producer. Jury member/pitcher for audiovisual projects. Coordinator for public international audiovisual policies.

MBA on New Media (UFF/RJ, Brazil).

50 years old, from Rio de Janeiro.

Portuguese, English, Spanish, French, Italian and colloquial Dutch.

## CURRENT PROJECTS

Scriptwriting - Black Petals, feature drama (Ibermedia Prize, 2015).

Executive Producer - The Environmentalist, TV series (10x23') about environmental crimes for Guerrilha Filmes, Brazil.

## EXPERIENCE

LOCAL PRODUCER/RESEARCHER FOR: **ABC NEWS/ESPN** (BRAZIL 2014 FIFA WORLDCUP; RIO 2016 OLYMPICS); **BBC** (DAVID BECKHAM IN BRAZIL 2014; SUPERSIZED EARTH 2012; AROUND THE WORLD IN 80 GARDENS: THE GARDENS OF BURLE-MARX 2007); **TV5 CANADA** (WATERFRONT CITIES, 2014); **DISCOVERY CHANNEL UK** (WHEELER DEALERS, 2013); **TVN CHILE** (NEWS, SPECIAL SPECIAL RESEARCH REPORTS, ENTERTAINMENT PROGRAMMES FOR 13 YEARS; LAST 2013: LA RUTA DE AMAZONÍA), **CNN EN ESPAÑOL** (2002 BRAZILIAN PRESIDENTIAL ELECTIONS AND OTHERS); **AL JAZEERA** AND **ZDF** (WORLD FOOTBALL CUP 2006 SPECIAL: FRIEDENREICH).

**PRODUCER:** Levante! (Uprising!), a 52' doc about social uprising around the world seen from a technological point of view; directed by Susanna Lira and Barney Lankester-Owens, for Canal Futura (Brazil), 2015. Check at [https://youtu.be/3o\\_h3aS1Mxk](https://youtu.be/3o_h3aS1Mxk).

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## APP

**Levante-se! (RiseUp!)**, a mobile app for mapping social mob experiences, for iOS. Check at <https://itunes.apple.com/br/app/levante-se!/id1013007917?mt=8>.

## WEBCONTENT

Website [zeliasalgado.art.br](http://zeliasalgado.art.br) and homonymous exhibition @ the Museum of Fine Arts, Rio, Oct. 9 - Dec. 8, 2013, about sculptor and painter Zélia Salgado (1904-2009).

## OTHER ACTIVITIES (AUDIOVISUAL)

Teacher at the International Cinema Academy (AIC, Rio), Summer 2016 (Project Development and Pitching); Member of jury board of Petrobras' 2012-13 film project selection (653 projects); Jury board and pitcher for TV series projects at CORFO (National Fostering Corp.), Chile, 2009: 150 projects, 50 pitching sessions, 29 selected series; Project series selecting committee and shortfilms acquisitions at TV Brasil 2010; Jury member and pitcher for 76 projects - script development, short and animation films,

festivals and community videos for the National Film Council (CNCE), Equator, 2010.

Jury at short film festivals (Rio de Janeiro: Curta Cinema, Universitário, FestRio).

INTERNATIONAL COOPERATION COORDINATOR, TV BRASIL, RIO (2010-12).

RioContentMarket 2011/12/13: executive coordination of TV Brasil's participation.

GENERAL COORDINATOR OF FOREIGN AUDIOVISUAL ACTIVITIES, MINISTRY OF CULTURE, BRASÍLIA, BRAZIL (2007-10)

Coordination of Brazilian international policies at the Audiovisual Secretariat, mainly focused on the Mercosul and Latin America. Main projects: Mercosul Audiovisual Program, in co-operation with the European Union; documentary series DOCTV Latin America and DOCTV CPLP (Portuguese-speaking countries); selection of Brazilian producers for international labs (Morelia Lab, DocBsAs...); bilateral agreements and co-operation with Angola, Equator, Colombia, Iran, Mozambique; Canada (NFB) among others; vicepresident of the Interministerial Studies'group for a National Film Commission; representing Brazil at several film festivals (Cannes, MIPCOM, Guadalajara...).

ASSISTANT TO THE PRESIDENT DIRECTOR, NATIONAL FILM AGENCY (ANCINE), RIO, 2005-7.

Analysis of Brazilian feature films for public sponsoring; audiovisual database studies; general analysis for international co-production agreements; federal incentives and national tax rebate instruments.

INDEPENDENT TV AND FILM:

*Under Pedro Rosa Productions:*

Rever (DOCTV I, 2004, 55', video), by João Vargas; Francamente (Frankly) (fic, 35mm, 14', 2004), by Duda Gorter; Sexualidades (Sexualities) (doc, 30', 35mm, 2003), by Malu de Martino.

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*Executive Producer:*

Incurables, by Gustavo Acioli (fic, 35mm, 85', 2005), with Fernando Eiras (Best Actor at Brasília 2005) and Dira Paes. Produced by Lavoro Produções.

#### DIRECTOR

The Cannon's Eye (doc, HD, 71', 2005, by Pedro Rosa Productions).

#### SCREENWRITER

Ismael&Adalgisa (docudrama, 35mm, 34', 2001).

Memories of Destruction (doc, video, 45', 2002), dir. Bruno Grieco, for the Rio de Janeiro City's Archives.

#### OTHER ACTIVITIES

Abstract Aspirations, art exhibition for sculptor and painter Zélia Salgado (1904-2009), curator and organiser. CEMIN Gallery, Rio de Janeiro, 1998. Includes a 7' videobiography.

Electoral Officer at the UN (UNV), ONUMOZ mission, Mozambique 1994-5.

Journalist and Reporter (Editora del Tercer Mundo, O Globo, New Ground (South Africa) and Tribuna da Imprensa.

Press Officer (Viva Rio NGO in 1995-6, Rio+5 and Book Biennial (2001) - Rio).

ONGs Assessor (Global Forum '92: Intertribal Committee and The Earth Parliament, with north-american anthropologist Darrel Posey).

## Education

Journalism, PUC/Rio, 1988.

Photography, School voor Fotografie, The Hague, The Netherlands, 1986.

Film, at the Amsterdam Filmhouse and Leiden University (The Netherlands, 1985-6) and UnB (Brasília, Brazil, 1983-5).

Screenwriting I, II and III (UCLA, USA, 1992).

MBA on Digital TV and New Media, 2013, UFF/Federal Fluminense University, Rio.

## References

Michael Wood, director for Discovery Channel [woody@x2p.co.uk](mailto:woody@x2p.co.uk).

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Kirsten Miller [kirsten@xixentertainment.com](mailto:kirsten@xixentertainment.com) and Almudena Garcia-Parrado

[almudena.garcia.parrado@gmail.com](mailto:almudena.garcia.parrado@gmail.com), producers for the BBC.

Carla Esmeralda, RioContentMarket director (Brazil) [esmeralda@riocontentmarket.com](mailto:esmeralda@riocontentmarket.com).

Joanne Leduc [leduc.joanne@onf.ca](mailto:leduc.joanne@onf.ca) (Canada), Assessor to the National Film Board Comissary.

Chicão Fill (Brazil), [amazonfilm@gmail.com](mailto:amazonfilm@gmail.com), producer @ Amazonia Films, Manaus.