

## **Giovanna Arata – Independent Producer**

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Giovanna Arata started her career in 1981 as a free-lance journalist in Milan .She then moved to London as a correspondent for italian magazines, to be back in 1983 , when she was hired by Mediaset in the early days of commercial television.

There she worked as journalist, author, writer, copywriter and producer of shows.

From 1988 to 1991 she contributed to the development of the first tv news programs for the independent networks.

She then accepted the role of Head of On-Air Promotion for Canale 5, where she also gathered experience in program scheduling.

In 1995 she became Deputy Managing Director at Canale 5, with responsibilities as Head of in-house Production and programs scheduling.

In 1999 as Executive Assistant to the C.E.O of Mediatrade, she worked at the start up of Mediaset new content provider, focusing on feature film co-financing and tv drama production.

She was then appointed Head of International Production at Mediatrade and Chief of Operation in Evision(joint venture Mediaset-Kirch).

As an editorial consultant she contributed, through the company Emotion (joint venture Mediaset-Kirch), to the co-financing of film such as "The sixth sense", "The Insider", "The legend of Bagger Vance".

As an executive producer, between her latest projects are big event mini-series such as "Young Casanova" (co-production Mediaset-Pathè), the tv adaptation of Doctor Zhivago, with Keira Knightley and Sam Neil (co-produced with Granada UK), the mini-series "Lives of the saints", with Sophia Loren, Sabrina Ferilli and Kris Kristofferson (co-production Mediaset-CTV Canada), and "1200°-The tunnel" (coproduced with Bavaria Media).

She now works as an independent producer on the international TV and feature film market and as coproduction consultant for various production companies, between which the Oscar winner Colorado Film.