

# Omar Rashid

info@omarrashid.it | www.omarrashid.it

## EDUCATION

- Firenze — 1999 **LEON BATTISTA ALBERTI HIGH SCHOOL**  
Baccalaureate in Art
- Firenze — 2002 **POLIMODA**  
University Degree

## EXPERIENCE

- Florence — 2021 **Producer**  
**ELIA**  
*Production of the short film directed by Sasan Bahadorinejad.*
- Florence — 2021 **Producer - Director**  
**DIABOLIK VR EXPERIENCE**  
*Realisation of the virtual reality experience to promote the release of the film Diabolik.*
- Florence — 2021 **Producer**  
**IN UNA NOTTE DI TEMPORALE VR**  
*Virtual reality transposition of the play by Daniele Caini and Elena Martongelli.*
- Ancona — 2021 **Curator**  
**CORTO DORICO**  
*Curator of a section of the Corto Dorico festival dedicated to new languages.*
- Milan — 2021 **Teacher**  
**NABA UNIVERSITY**  
*Workshop on cinema, theatre and virtual reality for the New Academy of Fine Arts in Milan (NABA).*
- 2021 **Co-founder**  
**SALETTA VR**  
*An itinerant project dedicated to collective screenings of films in virtual reality in cinemas throughout Italy.*
- Florence — 2021 **Producer - Author - Director**  
**VULCANO - LA VITA CHE DORME**  
*Realisation of a virtual reality film on the Fagradalsfjall volcano in Iceland, narrated by Valentina Lodovini.*
- Florence — 2021 **Producer**  
**DEALING WITH ABSENCE**  
*Production of the VR Project by Margherita Landi and Agnese Lanza on the theme of isolation in the digital age.*
- Florence — 2021 **Producer**  
**INNER SWAN**  
*Production of the virtual reality project by Margherita Landi and Silvia Gribaudo inspired by the Death of the Swan by dancer Anna Pavlova.*

## PROFILE

17 / 03 / 1994

Via Gramsci 10,  
Fiesole (FI) - Italy

333 2770289

I was born in Iraq on 24 July 1979 from an Iraqi father and an Italian mother, then we all moved to Italy when I was barely four months old.

I have always been fascinated by the world of graffiti and the youth sub-culture. At the end of my studies I began my career as a fashion designer in Paris and New York. In 2003, my passion for streetwear combined with that for new languages, cinema and communication led me to establish Gold, a multimedia project about content production.

## LANGUAGES

**ITALIANO**

Native language

**INGLESE**

good level of writing and speaking

## SKILLS

- FILM PRODUCTION • FILM DIRECTION
- ARTISTIC AND COMMUNICATION DIRECTION
  - UNCONVENTIONAL MARKETING
  - GRAPHIC DESIGN (ILLUSTRATOR, PHOTOSHOP)
  - VIRTUAL REALITY

- Florence — 2021 **Producer**  
**PEACEFUL PLACES**  
*Production of the virtual reality project by Margherita Landi and Agnese Lanza focusing on affective language.*
- Florence — 2021 **Producer - Director**  
**C'ERA UNA VOLTA IN VR**  
*Re-adaptation of the play C'era una volta by Ondadurto Teatro, co-directed with Lorenzo Pasquali and Marco Pacinotti.*
- Firenze — 2021 **Producer - VR Director**  
**COSÌ È (O MI PARE)**  
*Virtual reality transposition of Pirandello's play Così è (se vi pare), adapted and directed by Elio Germano.*
- Milan — 2021 **Speaker**  
**MEET - DIGITAL CULTURE CENTER**  
*Lecture on the theme of virtual reality, the technical and creative potential of new languages.*
- Florence — 2020 **Producer - Author - Director**  
**LOCKDOWN 2020 - L'ITALIA INVISIBILE**  
*Realisation of a virtual reality film on the Italian lockdown of March 2020, narrated by Vinicio Marchioni and Matilde Gioli.*
- Florence — 2020 **Producer - Author - Director**  
**L'UFFICIO AI TEMPI DEL COVID - 19**  
*Realisation of a comic web-series that describes with irony the difficulties of working during lockdown.*
- Florence — 2020 **Producer**  
**MADONNE**  
*Production of the short film written and directed by Maurizio Lombardi about love, change and acceptance.*
- Florence — 2020 **Producer - Author - Director**  
**THE ITALIAN BABA**  
*Production of the virtual reality film on Folco Terzani's book A piedi nudi sulla terra, co-directed with Elio Germano. The film was presented at the River to River 2020 festival*
- Florence — 2019 **Speaker**  
**WORLD CONFERENCE ON VR INDUSTRY, JIANGXI**  
*Speech during the World conference on VR industry, VR conference in China.*
- Florence — 2019 **Producer - Author - Director**  
**NELSON - JORIT E IL CONDOMINIO DEI DIRITTI**  
*Realisation of the short documentary about the mural representing Nelson Mandela by the street artist Jorit, presented at the Screen of Art 2019.*
- Florence — 2019 **Producer - Author - Director**  
**FIRENZE VR**  
*Realization of the film in virtual reality with Federico Russo and Maurizio Lombardi presented at Trieste Science-Fiction 2019 and winner of the Rai Cinema Channel award at the Digital*
- Florence — 2019 **Collaborator**  
**BEST MOVIE - WHAT'S INTERVIEW**  
*Interviews for the monthly film magazine Best Movie.*
- Florence — 2019 **Producer**  
**BOWLAND VR**  
*Production of the virtual reality musical short film directed by Sasan Bahadorinejad about the Florentine band BowLand.*

- Florence — 2019** ○ **Producer - Author - Director**  
**ME/MOIRE VR**  
*Production of the music video in virtual reality with choreographer Camilla Giani on the butoh dance, selected among the Best Music Video at the Virtual Reality Festival 2019 in Las Vegas.*
- Florence — 2019** ○ **Producer - Author - Director**  
**SEGNALE D'ALLARME -LA MIA BATTAGLIA VR**  
*Realisation of the cinematographic transposition in virtual reality of the play La Mia Battaglia, with Elio Germano. The Film was co-directed with Elio Germano and presented in Venice at the Venice Days 2019.*
- Florence — 2019** ○ **Producer - Author - Director**  
**DRIVE YOUR STYLE**  
*Realization of the video clip in virtual reality with choreographer and dancer Margherita Landi, selected at Giffoni Film Festival 2019.*
- Florence — 2019** ○ **Producer**  
**TU-TORIAL**  
*Production of the virtual reality project by dancers and choreographers Margherita Landi and Agnese Lanza.*
- Florence 2018 - present** ○ **Founder**  
**GOLD ENTERPRISE**  
*Communication and audiovisual production company*
- Ancona — 2017** ○ **Producer - Tutor**  
**STORIE DELL'APPENNINO**  
*Tutoring and production of nine short films that tell the story of the Marche region. Project carried out by the Corto Dorico Festival of Ancona in collaboration with the the University of Camerino.*
- Florence — 2017** ○ **Producer - Author - Director**  
**DRUMPOSSIBLE**  
*Realization of the video clip in virtual reality with the drummer Fabio Vitiello, selected among the Best Music Video at the Virtual Reality Festival 2016 in Las Vegas.*
- Florence — 2016** ○ **Producer - Author**  
**NO BORDERS VR**  
*Realization of the first Italian documentary in virtual reality with Elio Germano, winner of the Migrarti award at the Venice Film Festival and winner of the "Special Mention" at the Nastri d'Argento 2015.*
- 2016** ○ **Founder**  
**GRAFFITI A DOMICILIO**  
*Creation of a service to have graffiti created in private spaces by a selection of street artists.*
- Florence — 2015** ○ **Producer - Author**  
**STREET OPERA**  
*Production of a documentary on rap in Italy with Guè Pequeno, Clementino, Tormento, Danno and Elio Germano, winner of the "Special Mention" at Nastri d'Argento 2015.*
- Florence — 2014** ○ **Producer**  
**A VERITÀ 2.0**  
*Production of the documentary on the rapper Rocco Hunt, produced on the occasion of his first gold record win.*
- Florence — 2013** ○ **Producer**  
**THE JOURNEY OF A STICKER**  
*Production of the documentary directed by Maxim Pirsky on the history of the Gold brand.*

- Florence — 2013**

**Produttore - Autore**  
**GOLD AR**

*Augmented reality App, winner of the Auggie Award 2013 as "Best Marketing Campaign based on Augmented Reality".*
- New York — 2013**

**Designer**  
**ZOO YORK**

*Realization of the capsule Gold-Zoo York-Luca Barcellona for the collection A113/14*
- Florence — 2011**

**Journalist**  
**LA NAZIONE**

*Editor of the weekly column Firenze 2.0*
- Florence  
2011 - Present**

**Founder**  
**MULTIVERSO**

*Communication and hubworking studio in Via Campo D'Arrigo 40r.*
- Florence — 2013**

**Prodcer**  
**GOLD 10 YEARS**

*Production of the documentary on Gold's first ten years.*
- Florence  
2011 - 2013**

**Founder**  
**LOGIC**

*A.C.S.I. Club in Via de'Macci 79r.*
- Florence — 2010**

**Producer**  
**MOOROOM**

*Production of the musical short film directed by Margherita Landi.*
- Florence — 2010**

**Producer**  
**GAVINANA RELOADED**

*Short documentary on the creation of a mural by Luca Barcellona and Dem inside the EX3 exhibition space in Florence.*
- Florence — 2010**

**Producer - Author - Director**  
**ALIEN 3 DEE**

*Production of the musical short film of the beatboxer Aliendee.*
- Florence  
2010 - Present**

**Teacher**  
**IED**

*Teacher of viral marketing, web communication and merchandising at the IED institute in Florence.*
- Florence — 2009**

**Producer**  
**GOLD LOST**

*Producer of the promotional spot made for Gold that pays homage to Lost.*
- Florence — 2008**

**Producer**  
**RAGING BUZZ**

*Production of the video directed by Brian Buschmann about the dancer Sir Buzer.*
- Florence — 2008**

**Producer - Author**  
**CRAIM SWEETEST DAY**

*Production of the musical short film by the world battle champion DJ Craim.*
- Florence  
2007 - 2012**

**Teacher**  
**POLIMODA**

*Guerrilla marketing teacher at the Polimoda institute in Florence.*

## ESPERIENZE

Firenze  
2003 - Presente

Fondatore  
**GOLD**

*Founder of the streetwear brand Gold.*

Firenze  
2003 - 2009

Art Director  
**CADINI**

*Head of the style and design department of the classic menswear brand Cadini.*

New York  
2002 - 2003

Designer  
**ZOO YORK**

*Work experience in the style department of the men's streetwear company Zoo York in New York.*

Parigi  
2002

Assistent designer  
**GIVENCHY**

*First work experience in the style department of the men's department of George V Givenchy in Paris as assistant to the designer Alessandro Lassi.*