



**Adriana Tortoriello MITI, MCIL**  
**English-Italian translator, subtitler, transcreator**

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**Professional profile**

Adriana has a long experience as a translator, subtitler and lecturer. She has been translating for nearly two decades and has lectured and run workshops at a number of prestigious UK universities such as Imperial College London and University College London. She uses her expertise in various fields of creative translation, with a particular focus on audiovisual translation, art, children's books, and transcreation.

**Skills summary**

A long-standing fascination with the intricacies of language results in translations that manage to convey the power behind the original words – be it to persuade, move, communicate or inspire. As a translator in love with her job, Adriana is always happy to go the extra mile to make sure the results shine and the client is perfectly satisfied. And to put her eagle eye to use to ensure that style, register, grammar and punctuation all receive the attention they deserve.

**Membership of Professional organizations**

- Qualified Member of the Institute of Translation and Interpreting (MITI)
- Full Member of the Chartered Institute of Linguists (MCIL)
- Member of ESIST (European Association for Studies in Screen Translation)

**Work Experience**

**As a transcreator (2009 – ongoing)**

Recent projects include transcreation of headlines, taglines, voiceover, storyboards, bodycopy as well as translation of long copy for clients such as Hogarth Worldwide, TAG, TranslateMedia, Brightlines, FranklyFluent.

End clients include Airlingus, Allianz, Burberry, Canon, Colgate, Dell, Epson, Gillette, Grey Brother, Hilton, Intel, Le Meridien, Microsoft, Milka, Nike, Nokia, Polident, Pringles, Rolex, Ruffino, Slendertone, Sunsil, Whiskas, Xerox.

**As a subtitler (1999 – ongoing)**

1999 - 2008: in-house subtitler and proofreader for Visiontext, an international subtitling company based in London, as from 2000 in the capacity of Head of Italian Department. On top of translating and revising other subtitlers' work, main responsibilities included selecting, recruiting and training

new in-house and freelance translators, devising translation tests, compiling house-style guidelines and glossaries, and allocating the workload in order to meet very tight deadlines.

2008 – ongoing: freelance subtitler, performing origination (spotting and timing) and translation of subtitles for a variety of audiovisual material: feature films, TV series, corporate videos, operas and operettas, promotional material (full list available on request).

Clients include Text Traduttori, EPC, IBF, Digim, InternetSubtitling, The Service Station, SubText Berlin, GoLocalise, HippeisMedia, ITPros.

### **As a translator**

#### **Translation of children's books, Usborne Publishing (1998 – ongoing)**

Recent published translations include:

- 2016. Heidi, pp 332.
- 2015. Fiabe e racconti scelti, pp 128.
- 2014. Fiabe classiche, pp 96.
- 2014. Balletti famosi, pp 96.
- 2014. Racconti da tutto il mondo per i più piccini, pp 128.
- 2013. Cento racconti illustrati, pp 512.
- 2012. Le fiabe di Hans Christian Andersen, pp 280.
- 2011. Racconti illustrati per le vacanze, pp 352.
- 2010. Favole di animali, pp 351.

#### **Translation of art essays, articles, exhibition materials (2011 – ongoing)**

Recent published translations include:

2016. "Unveiling Islam / Svelare l'Islam". In: *Revelations. Recent works by Aidan*. Published on the occasion of the exhibition held at the Saatchi Gallery, Jan-Feb 2016.

2015. *Vita Vitale*. 56th Venice Biennale, Azerbaijan Pavilion.

Translations for exhibition catalogue:

Alison Bracker – "Paradiso Perduto"

Rachel Armstrong – "Millennial Nature: A New Synthesis of Life"

Artwise Curators – "Vita Vitale Curatorial Statement"

Other work: additional translations and Italian editing of the whole catalogue and leaflet.

2013. Essays for PAESAGGI URBANI - STUDI DI CASO INDIANI. The British School at Rome - Accademia Britannica di Archeologia, Storia e Belle Arti - Programma di architettura, featuring:
- Marina Engel – "Paesaggi urbani - Studi di caso indiani".
  - Rahul Mehrotra – "Kinetic City: La città cinetica". Also published in *Il Manifesto*, 5 Feb 2013.
  - Deepak Ananth – "Transitions".
  - Bijoy Jainv – "Praxis".

2013. Texts by Kathleen S. Bartels and Jeff Wall accompanying the Patrick Faigenbaum catalogue for the Villa Medici exhibition. Published in *Patrick Faigenbaum*, Vancouver Art Gallery & Villa Medici/Punctum.

2011. Henry Keazor - "Nicolas Poussin e la storia di Mosè: versioni, variazioni e fonti pittoriche", in *Poussin e Mosè. Dal disegno all'arazzo* (ed. Drago).

2011. Jon Savage - "Non basta guardare" and Jerry Goossens "Una dichiarazione in bianco e nero: il simbolismo visuale nel punk olandese", both in *Europunk – La cultura visiva punk in Europa 1976-1980* (ed. Drago).

## **Education**

1998: UCLES/RSA Certificate in English Language Teaching to Adults, obtained upon completion of a Teacher Training Course at Stanton School of English, London.

1996: Specialisation course in Literary Translation at the European School of Literary Translation in Turin.

1995: Degree in Translation in three European languages, Italian, English, French, obtained at the Department of Interpreters and Translators of Trieste University. Dissertation: translation and commentary of a paper dealing with Chomsky's Universal Grammar as relevant to second language acquisition. Final (published) thesis: "Semiotics and Theatre Translation: A Case Study – John Osborne's *Look Back in Anger*". Equivalent to a British MA in Translation.

1989: Advanced Certificate in English as a Foreign Language (Distinction), obtained as a result of an interpreting and translation course at the University of Salford.

1988: Certificate of Proficiency in English, obtained from the University of Cambridge, Local Examination Syndicate

## **Additional skills: lecturing and training**

2000-2015: Lecturer in Translation Theory and Audiovisual translation at a number of MA / MSc courses. Universities included: The University of Westminster; Roehampton University; Imperial College London; University College London. Responsibilities included lecturing in and/or convening Translation Theory and Audiovisual (subtitling, dubbing and voiceover) modules, as well as supervising students' dissertations.

Also facilitating workshops in subtitling and transcreation, which are still running at a number of institutions (details available on request).

## **Computer skills**

Conversant in all MS Office programs.

Extremely proficient in WinCAPS Multimedia subtitling software.