

# PERFILES



## Gabriela Pedranti

Gabriela Pedranti, with a BA in Communications from the University of Buenos Aires and an MA in Film and Audiovisual Studies from UPF (Pompeu Fabra University, Barcelona), is a communication consultant and educator. She co-founded Semiotica Studio in 2009, focusing on semiotics, cultural analysis and communication strategy. At IED Barcelona, where she's taught since 2006, she led the Fashion Marketing and Communication BA from 2014-2018. An experienced speaker on sustainability and fashion, she also served as the general coordinator of Semiofest Barcelona in 2013 and has lectured at UPF since 2016. She's and active member of the Barcelona Sustainable Fashion Association.

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# Recent talks & conferences

**Gabriela Pedranti** has actively engaged in multiple conferences, talks, and webinars, focusing on sustainability & circularity/regeneration, fashion, communication, semiotics, and cultural analysis. She's also focused on behaviour change communication and design.

Some of her recent talks include:

1. **Creative Mornings Barcelona** (March 2018) – Talk on "Courage" in creative professions, discussing resilience in the face of industry challenges. [Video](#).
2. **Moderator of the Sustainable Fashion Forum** (Barcelona, October 2024) – Led discussions on sustainable fashion practices and industry impact, highlighting her ongoing advocacy for ethical practices in fashion. [Video](#).
3. **Moderator of a round table about migrations at FLIB** (Barcelona's Italian Literature festival), October 2024. [Post](#).
4. **Welcome speech for Master students at IED Barcelona, Spain** (September, 2024). Gabriela talked about Regenerative Design and Communication, for a change of habits. [Post 1](#) and [Post 2](#).
5. **Virtual Presentation of Her Last Book** (2022) – Online event where she discussed her latest book, covering themes of semiotics and cultural analysis. [Video](#).
6. **Talk on Educational Material Production** (Mendoza, Argentina, November 2022) – Addressed the process of creating and writing educational content at the main local university, UNC. [Video](#).
7. **Carlos Scolari's Book Presentation** (2021) – Participated at UPF/Barcelona School of Management to discuss Scolari's new work, contributing her perspective on media studies and semiotics. [Video](#).
8. **Semiofest (2012–2024)** Participant in this international conference on applied semiotics, where she shared insights on consumer behaviour and social trends. Gabriela was a speaker and moderator at many of its editions, around the world. [Video-summary of the first 10 years](#).

**Videos** of her role as the main organizer and host of Semiofest 2013, Barcelona (in English):

[Video 1](#)

[Video 2](#)

Producer and host of the Cinema & Semiotics online session, January 2024. [Video](#).

9. **"Raising Collective Awareness" Panel at IED Barcelona** (November 2023) – Panel discussion on sustainable fashion, consumer responsibility, and ethical design, alongside Universo MOLA representatives and other experts. [Post](#).
10. **Host of the international event RE-Barcelona** (Fashion sustainability and circularity, Design Museum, Barcelona, 2019), with speakers from all over the world. [Video Summary](#) and [Speakers](#).

