

MARTA MEDINA MURO BENJUMEA

CURRICULUM VITAE

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1.- ACADEMIC QUALIFICATIONS

- 1961: PRE-UNIVERSITY DIPLOMA IN EXCELLENCE
AT THE IXELLES SCHOOL, BRUSSELS: 1 year
- 1962: DIPLOMA IN HISTORY OF ART, ROME : 1 year
- 1965: DIPLOMA IN INTERIOR ARCHITECTURE, SEVILLE : 3 years
- 1982: DEGREE IN HISTORY OF ART & ARCHITECTURE,
UNIVERSIDAD COMPLUTENSE, MADRID: 5 years
- 1986: CERTIFICATE IN BUSINESS ADMINISTRATION
HARVARD UNIVERSITY, USA : 1 year

2.- PROFESSIONAL EXPERIENCE

2.1.-INTERNATIONAL EXHIBITIONS

1981: Executive of the Intl. Exhibition

“ El Greco de Toledo ”

(Project Director: Carter Brown,
Director of the National Gallery of Washington)

Exhibited at :

Prado Museum, Madrid
National Gallery. Washington D.C.
Dallas Museum. Dallas, Texas.
The Toledo Museum of Art. Toledo, Ohio.

1981: Coordinator of the Intl. Exhibition

“ El Toledo del Greco ”

(Project Director: Alfonso Pérez Sánchez, Asst. director
of the Prado Museum. Ministry of Culture, Madrid).

Exhibited at:

Prado Museum, Madrid.
Royal Academy, London.

1982: Coordinator of the Intl. Exhibition

“Murillo”,

(Organised for the Ministry of Culture and the Royal Academy, London. Project Directors: Alfonso Pérez Sánchez and Norman Rosenthal).

Exhibited at:

*Prado Museum, Madrid.
Royal Academy, London.*

1984: Coordinator of the Intl. Exhibition

“From Goya to Picasso”

(Project Director: Samuel Sacks III,
Director of the Minneapolis Museum of Art, Minnessota).

Exhibited at:

Minneapolis Museum of Art, Minnessota.

1985: Coordinator of the Intl. Exhibition

“American Painting 1750-1980”.

(Project Director: Roger Mandel, Director of The Toledo
Museum of Art, Ohio).

Exhibited at:

Toledo Museum of Art, Toledo, Ohio.

1985: Executive Director of the Intl. Exhibition
“Spanish Painting of 16th-17th. Century”

Exhibited at:

Seibu Museum of Art, Tokyo & Nagoya

1985: Coordinator of the Exhibition

“Spanish Still Life 1600-1650”.

(Managed by William Jordan, for the Kimbell Museum of Art, Fort Worth. Texas.)

Exhibited at:

Kimbell Museum of Art, Texas.

1985: Organiser and Director of
“Cultural journey through Spain”
for the Board of the Museums of San Francisco, California.

Madrid
Toledo
Seville
Santiago de Compostela

1986: Director Commissioner & Curator responsible for the Intl. Exhibition

“Goya in private collections in Spain”:

Exhibited at:

Museo Thyssen-Bornemisza, Lugano, Switzerland.

1986: Studies and selection of works of the project for the Intl. Exhibition

“Spanish Painting XVI to XX”

(Organised by the Ministry of Culture and the Mayor of Paris)

Exhibited at:

Grand Palace, Paris.

1986: Executive of the Intl. Exhibition

“Greco”

(Director Professor Kanki)

Exhibited at:

Museum of Western Art, Tokyo.

1987: Coordinator of the Exhibition
*“Spanish Painting of 18th–19th Century”,
Goya and his Time*

Exhibited at:

*Seibu Museum of Art, Tokyo.
Nagoya.
Fucushima.*

2.2 - HERITAGE PRESERVATION & REHABILITATION

Attended and organized numerous International Congresses on Heritage.

1973: Director of the restoration and rehabilitation of the birth place of the painter Velázquez, Seville. The house became *“La Casa de Velázquez”* **Gallery of Contemporary Art: M-11.** Seville. (The first of an intense rehabilitation program, of private Heritage.

1974: Member of the team to create the **PRO SEVILLA** company that bought all the houses of the jewish quarter of Seville (the 2nd largest of its kind in Europe after Florence), that were to be demolished in order to build apartments. Today all the Jewish quarter is restored and landmarked.

- 1981:** Founder, strategist and Chairman of the **Foundation “City of Toledo”** for the rehabilitation of the Historic Quarter in Toledo.
- 1985:** Fundraiser and manager for the restoration of paintings at the Museum of *“Hospital Tavera,”* in Toledo (property of the Prado Museum).
- 1989:** Founder, strategist and Chairman of the Association *“The City of Carmona”* for the preservation of the Heritage of of Carmona. Sevilla.
- 1983:** Designer and manager of the restoration and rehabilitation of the stables of the **Cigarral de Menores** and its conversion into a country villa, Toledo.
- 1986:** Restoration and rehabilitation of the XVII century house of de **San Vicente 11** into 9 residential apartments, Seville.
- 1986:** Restoration of the condominium and 2nd floor flat at **Felipe IV, 3**, Madrid.
- 1990:** Designer and Manager of the construction of the headquarters of the **European Business School**, Madrid.
- 1991:** Architecture and Restoration of the XVth Century Palace *“Casa de Carmona”* Seville.

- 1995:** Restauration and Rehabilitation Project for the National HotelParador de Cangas de Onis. Asturias.
- 1997:** Restauration and Rehabilitation project for the **Instituto Cervantes**. New York.
- 1998:** Rehabilitation for the National Hotel Parador of Plasencia, Cáceres.
- 2002:** Restoration and rehabilitation of the 7 roomed hotel, **“Casa de Madrid “**.

2.3 INTERIOR ARCHITECTURE AND DECORATION

- 1975:** Restoration of the XIX century house of Guardiola, Madrid
- 1981:** Preciados Galleries, **Calle de la Moda**, Madrid.
- 1982:** Casa Guardiola, Madrid.
- 1983:** Cigarral Casa del Cura, Toledo.
- 1985:** Community House, Calle Espalter, 2, Madrid.
- 1986:** Office of Formmas, S.A. Calle Orfila 8, Madrid.

- 1987:** University “**European Business School**” Calle Factor, 5, Madrid.
- 1990:** University “**European Business School**” Calle Atica,7, Madrid.
- 1991:** Palace Hotel “**Casa de Carmona**”, Carmona. Sevilla.
- 1993:** House of Don Alberto Alcocer, Puerta de Hierro, Madrid.
- 1994:** House of de D. Jorge Trias. Calle Moreto, 7, Madrid.
- 1994:** House of D. Santos Benchimol, Calle Arturo Soria, Madrid.
- 1995:** Exhibition Hall “**Cerámicas Bellavista**”. Sevilla.
- 1995:** Attic in Via Caterina, 89, Rome.
- 1996:** National Hotel Parador of Jarandilla, Cáceres, Spain
- 1998:** Residency of the Ambassador of U.S.A, Rome.
- 1998:** Works for the rehabilitation of the 3rd floor flat of “**the Castle of Vignanello**, Viterbo. Italy.
- 1999:** Furnishing and decoration of the private residence of the **American Ambassador** in Rome.

- 2003:** Interior architecture and decoration of spa:
“ **FusiOm Thai Spa**”, 44 Alcala, Madrid
- 2006:** Beginig of the development of **Al Azar**, hose and country.
- 2007:** Projects of two streets of the old quarter of Madrid for the
Town Hall
- 2008:** Project of ideas for the Opera Square for the **Town Hall**,
Madrid.

2.4 TOURISM

- 1987: Organiser and Director of “*A Cultural journey through France and Spain*” for the Patron of the Museum of Colonial Art, Caracas, Venezuela.
- 1986: Organiser and director of “*A Cultural journey through Spain*” for the Board of the Museum of Modern Art (MOMA), New York.
- 1990: Councelor of high standard Cultural Tourism for the Minister of Tourism of Spain.
- 1991 : Specialist in tourism as owner of hotels

2.5 OTHER FIELDS

- 1962: Manager of Library “*Otaisa*”, Technical Office of Architecture and Engineering Studios, Seville.
- 1967: Teacher of History of Furniture, School of Albaidar, Seville.
- 1968: Creator and Manager of “*Dist-Art*”, fashion design, production, marketing and retail in Seville, Spain.
- 1978: Fashion Manager of Galerias Precidosa, department stores, Madrid. Introducing, “*La Rue de la Mode*”, sales of foreign brands in large department stores, for the first time in Spain.
- 1986: Founder, Director and Vice-president of *European Business School, S.A.*, Private university of Sciences, Economics and Humanities (600 students and staff of 40 teachers). Owner of this first Private University in Spain.

3.- POSITIONS OF RESPONSIBILITY

- 1966: Councelor of the family companies :
- “Metalgráfica de Inversiones, S.A.”;
- “Grupo del Sur, S.A.”;
- “M11, S.A.”.

- 1968:** Founder & Manager of "Dis-Art ". Women's fashion garments manufactured at cooperatives.
- 1978:** Fashion Manager of Preciados Galleries, Madrid.
- 1982:** Founder and General Secretary of the Foundation "City of Toledo", for the survival of its Heritage .
- 1985:** Manager of the Spanish Cultural Sector for the FRM de Franco Maria Ricci Editions.
- 1986:** Founder and Director of the "European Business School, S.A."
- 1987:** Founder and Vice-president of "Houses of Spain, S.A." (Restorations, rehabilitations and marketing).
- 1987:** Founder and Vice-president of "Formmas, S.A." (Society of Cultural Services).

- 1991:** President and General Director of the societies: "Houses of Spain, S.A."; "Formmas, S.A." and "European Business School, S.A."
- 1991:** Councilor of Institutional Relations of the Council of the Town Hall of Carmona, Seville. Having promoted and created a law for the preservation of Carmona's magnificent Heritage.

4 PUBLICATIONS AND INTERVIEWS

- 1979:** *Cinque Case Di Spagna (5 Houses of Spain)*. Giulio Bolatti Editore, Bolaffiarte, 92, Torino, Italy.
- 1986** *Goya in Spanish Private Collecions*, "Electa Internacional" Milan. Italy.
- 1991:** *Sevillian Haciendas of Olivar*, Franco Maria Ricci. Milan. Italy.
- 1994 :** *Il buffalo dalle corne rossa*, Rome

COORDINATED PUBLICATIONS

- 1982:** *The Greco of Toledo*, Graphic Society, New York. USA.
- 1982:** *El Toledo del Greco*, Raycar Impresores, S.A. Madrid.
- 1985:** *Spanish Painting of 16th – 17th Century*. Kyoto Printing C.O. Tokyo. Japan.
- 1985:** *Spanish Still Life in the Golden Age 1600-1650*, Nissa Printing Company. Kyoto. Japan.

INTERVIEWS AND PRINTED ARTICLES

- 1976:** *Carnet de Vogue*, Vogue España nº 1.
- 1982:** *Newsweek International*, April 1.
- 1983:** *Pintura Española de Bodegones y Floreros (Spanish Painting of Still Life and Vases)*, Julio Soto, Madrid.
- 1986:** *Marta Medina*. El País (Spanish National Newspaper), 14-15 of June.
- 1990:** *Esplendor en el Prado (Splendour in the Prado Museum)* Vogue Spain nº 22.

- 1991:** *Un Mundo Aparte, (A World Apart), Vogue Spain n° 22.*
- 1991:** *Rehabilitation of the Hotel Casa Carmona, Marie Claire, April, Madrid.*
- 1991:** *Hotel Casa Carmona, Gente Viajes, 16th April, Madrid.*
- 1991:** *The Grand Invasion, Paisajes desde el Tren, n° 7, España.*
- 1991:** *Casa de Carmona, A Palace Converted into a Hotel, Andalucía Económica n° 13. Junio. Sevilla. España.*
- 1991:** *A Particular Hotel. El País, n° 116.*
- 1991:** *A Palace in Carmona, Viajar n° 71, Madrid, Spain.*
- 1991:** *'Femmes Chef D'Oeuvre, XVIème Siecle' Editor, Vecteurs, Paris, France.*
- 1991:** *Casa de Carmona, Cortijo de Cuarto, n° 151, Seville, Spain.*
- 1991:** *The Enchantment of a New Palace Hotel,' Elle Decoration, n° 23 France.*
- 1991:** *In the Casa de Carmona, Blanco y Negro, n° 37, Madrid, Spain.*

- 1991:** *Casa de Carmona*, European Travel & Life, vol. 7, n°8, U.S.A.
- 1991:** *Casa de Carmona*, La Casa de Marie Claire, n° 45, Madrid, Spain.
- 1991:** *Casa de Carmona. Restorations*, n° 52, Madrid, España.
- 1991:** *Seville Palasträche*, Ambiente, Munich, Germany.
- 1992:** *Marta Medina, Director of the European Business School*, La Gaceta de los Negocios, n° 975, Madrid, Spain.
- 1992:** *Good Retiro*, Casa Vogue Spain, n° 31, Madrid, Spain.
- 1992:** *A Palace for the Night*, Weekend L'Express, n° 8. Paris. France.
- 1992:** *Casa de Carmona*, Cote Sud n° 13. Boulogne, France.
- 1992:** *Where to stay*, Far East Traveller, vol. 24, n° 2, Tokyo, Japan.
- 1992:** *Find me the Heart of Spain*, Condé Nast Traveler, New York. USA.
- 1992:** *Marta Medina, President of the European Business School*, Dinero n° 468. Madrid, Spain.

- 1992:** *Siesta Andaluza*,. Capital n° 7. Rome. Italy.
- 1996:** *Parador Hotel, Jarandilla*, El País, 21 April, Madrid.
- 2003:** *Madrid Travel in Style*, Swiss Magazine, March.
- 2003:** *Madrid or bust!*, Traveller Condé Nast, May.
- 2003:** *Traveller's Notebook*, Town &Country, December.
- 2003:** *Chic Pension, Casa de Madrid*. Elle, November.
- 2004:** *El encanto de lo inclasificable*, Estilo Clásico.
- 2004:** *Travel Guide*, Tattler Guide.
- 2004:** *An elegant lifestyle*, Expansion, 21st February.
- 2004:** *Hotels*, Magazine of Van Guardia, 29th February.

FROM 2004 TO 2009 an average of 500 articles on Casa de Madrid

VARIOUS TELEVISION INTERVIEWS

2009 **TATLER'S MAGAZINE : THE 101 BEST HOTELS IN THE WORLD**

5.- TRAVELS

All continents except for Australia.

Europe in depth, studying Historic Centres and Contemporary Architecture.

Special interest in Islamic Art & Architecture. Visited Muslim Countries such as; Saudi Arabia, Egypt, Syria, Jordan, Lebanon, India, Turkey, Pakistan, Uzbekistan Morocco, Tunisia, Lamu-Kenya and Indonesia.

6.-WORKING PROGRESS 2009

*Creating a Foundation for Architectural and Landscape Heritage of *La Vera Region*, Cáceres, Spain

*Creating a botanic garden at Al Azar property, La Vera, Cáceres, Spain

*Developing a Tourism Top Project based on Islamic Art History Architecture & Decorative Arts for Saudi Arabia

*Working on the Technical Project for the buiding of four havelis in New Delhi, India

*Working on her biographical exhibition for the Instituto Crvantes at New Delhi.

LANGUAGES: SPANISH, ENGLISH, FRENCH, ITALIAN

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