

AIRAM CORDIDO

Airam E. Cordido is a Venezuelan-French-American business entrepreneur, living in Los Angeles for the past 6 years, with significant international film & business experience and a financing background. She was born in Caracas, Venezuela on November 9, 1974 into a well-known revolutionary family. She spent the first years of her life living with her parents, Maria Eulalia Hernández and Eduardo Cordido, both young artists and students at that time, in the home of her great-grandparents, where her maternal grandmother also lived. It was a revolutionary home with an environment different from most Venezuelan families. Her great-grandfather, Gabriel Bracho Montiel, was a humorist and a politician. In his youth he was a member of the "Generation of the 28" who fought against dictator Juan Vicente Gómez, suffered imprisonment and exile, not only when Gómez was in power, but with all of the following Presidents, except during the presidency of Isaías Medina Angarita. As a humorist, he wrote for the political magazines Fantoques and Morrocoy Azul. After the fall of the dictatorship of Marcos Pérez Jiménez, he returned from exile and founded the weekly political humor magazine, Dominguito. When Rómulo Betancourt won the elections, he "self-exiled" from Venezuela and went to live in Cuba where he founded another political humor newspaper that still exists today: Palante. His daughter América Bracho Arcila, is Airam's grandmother. She is an experienced teacher, now in retirement, who has devoted her time to the writing and editing of free school textbooks from the Bicentenario Collection in Venezuela. She is also the co-author and coordinator of social science textbooks for primary and secondary education. The Cordido (Paredes Wohnsiedler) side of the family is also well known in Venezuela as half of the family are revolutionary figures (Meche in Guama), doctors and respected documentary filmmakers (Enver and Ivork Cordido).

At the age of six, Airam moved to Limoges, France where her mother completed her French graduate and post-graduate diplomas in Fine Arts. She grew-up in France spending all her summer holidays in Caracas nourishing her love for Venezuela. Her parents divorced when she was 10 and at 13 her father was dramatically killed in Caracas. Her widow Venezuelan mother, who resides in France, one of the most

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interesting and dynamic people she knows, raised Airam. She has always been attracted by the Venezuelan way of life and decided to spend her last year of high school in Caracas and graduated from the Colegio Francia - French Lycée in 1993. Even though she was accepted at the Medical School at the University Central of Venezuela, she went back to Paris, France, where she lived for more than 13 years.

Perhaps it was in part because they often struggled financially, that she felt the importance of educating herself in the world of business and finance. She studied Economy, Banking and Finance and Spanish at Paris X University where she graduated with a Master's Degree. She interrupted her classes for a year that she decided to spend in Venezuela when she learned her paternal grandmother was dying of leukemia. She then went back to France after being accepted at the Sorbonne University and later graduated with a post-graduated diploma in Finance with a specialization in Iberian and Latin-American Markets in 2000.

Upon graduation, Airam worked in Paris for two French international banks, the Credit Lyonnais and the Société Générale, in the finance department – mostly in derivatives stock options. Although her job was interesting and gave her a lot of exposure to the business world, she realized that her motivation in life was different than most of the people with whom she was working. Moreover, it was during this time that her homeland, Venezuela, which she visited frequently, was going through extreme social, economic and political turmoil.

One night, she was at dinner with a group of Venezuelan friends in Montmartre and she mentioned that she had an idea for a documentary to be filmed in Caracas that would depict a family and their different points of view concerning what was going on in Venezuela. The idea was inspired by phone calls to her friends and family in Venezuela who were all hysterical about the political situation and the protests that ensued. Tempers were flaring and everybody had a different point of view. She needed to go to Venezuela and find out for herself what was happening and more

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importantly, why it was that people of the very same family were so ideologically divided, having such intense political arguments and seemingly treating each other with hatred.

With the help of her best friend, Vanessa Mujica, who is also Venezuelan-French, and French award winning director Gilles Porte, she wrote a documentary treatment. That same week she met with French producer Alain Guesnier who believed in the project and gave them 2,000 Euros enabling the two girls to go to Venezuela and shoot some footage. They came back a month later but as they didn't have enough footage to make a documentary, Mr. Guesnier gave them the opportunity to develop a feature treatment and to apply for a grant at the CNC (French Film Commission). They received 40,000 Euros from the French Film Commission and went back to Caracas and filmed for one more month. They also decided that it would be in the documentary's interest to do the post-production in Venezuela. The film, "Diálogo de Sordos (Deaf Dialogue)" is a 52-minute social chronicle that tells the story of a family that falls apart because of their differing political points of view. It is Airam's own family's story.

The film was screened at festivals in France, the FIPA, the Human Rights Film Festival and won "Best documentary" at the BHLIFE in Los Angeles. After that first step into the film industry she decided she didn't want to come back to the financial world, but instead chose to become a film producer.

Airam applied to a one year production program in the French film school l'Institut International de l'Image et du Son in Paris. She even got a 22,000 Euros grant from the government so she could attend and complete the program. She learned a lot about producing films and she was ready to begin a new journey. She then decided to start up her own production company "Chicas Productions" in Caracas. She later spent great effort trying to get funds for a thriller action movie, that won "Best Script" in Caracas in 2004. In France, the CNC told them that the film was "too commercial"

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and they would not support it. As she had already spent two years trying to get government support in her two homeland countries, one night she just went online and bought a plane ticket to Los Angeles. She didn't know anybody there and she had only 1,000 Euros left. But, she just thought that if there is a place in the world where she could find the money to make that movie it would be in the capital of the film industry. She flew to California in June 2007 and had a meeting at Lions Gate ten days later. They had just signed a big co-production contract with a Mexican studio as they wanted to produce ten movies in Spanish just for the Latin American market and were very interested and ready to produce her Venezuelan movie in Mexico. Unfortunately, three months into their Latin American venture, and after insufficient marketing expertise and effort, Lions Gate had only brought in three million dollars. As a result Lions Gate gave up and decided that they were not going to produce Spanish-language movies anymore. Airam was very saddened by this but she learned a lot and realized that this type of thing happens and never to feel defeated.

Since then, Airam has been in Los Angeles, continuing to develop, produce and coordinate international projects, from feature independent films to documentaries with writers and directors from all over the world. She also had taught French at the French Alliance and Film to 4 year-olds at the French school in Venice Beach "Clairefontaine". As she has a passion for documentaries she has been developing and producing great stories. Working on such socially conscious films fuels her passion for filmmaking. The passion that she instills in her work is also greatly influenced by her experience growing up in two different countries. That has broadened her understanding and appreciation of diversity on various levels, as it relates to language, traditions, people, and social justice issues. Being trilingual and bicultural has helped her view the world differently, giving her a broader perspective and understanding of alternate cultures, traditions, people, and social issues.

Complete name: Airam Elena Cordido Hernandez Paredes Bracho Wohnsiedler Arcila