

After her acclaimed debut as director and screenwriter on “Rita”, Paz Vega joins the Iberseries & Platino Industria program.

- The renowned Spanish film and television actress will deliver the **keynote address** *Changing roles: Paz Vega and her transition from the art of acting to the art of directing*. This follows her directorial debut, which marks a significant milestone in her career spanning over 25 years in the film industry.

Madrid, September 19, 2024. **Iberseries & Platino Industria** continues to unveil details of its **fourth edition**, which will be held from **October 1st to 4th** at **Matadero Madrid**. The event will be promoted by **EGEDA** and **Fundación Secuoya**, in collaboration with **FIPCA**, with the support of **Comunidad de Madrid, Ayuntamiento de Madrid, ICEX España**, and **Exportación e Inversiones**, and with sponsorship from **Madrid Film Office** and **Film Madrid**, among other collaborating entities.

Renowned Spanish actress **Paz Vega**, who recently made her directorial debut with "Rita", a film that premiered in the prestigious Piazza Grande section of the 77th Locarno International Film Festival, joins the program of **conferences, keynotes and spotlights** at this essential **international event for the Ibero-American audiovisual industry**. It is the main meeting point for platforms, television networks, creatives, producers, distributors, buyers, financiers, and other agents working for film and audiovisual content in Spanish and Portuguese and will be attended by prominent executives and major industry figures from both sides of the Atlantic.

During her keynote address, to be held on the opening day of **Iberseries & Platino Industria**, titled "**Changing Roles: Paz Vega and her transition from the art of acting to the art of directing**", Paz Vega will reveal how her experience working with prominent directors has shaped her vision and prepared her to take the reins of a project. She will share how she decides whether to act or direct, how she prepares for and approaches both roles, the benefits and challenges of balancing this dual role, and how her transition to directing is different from that of a first-time director.

Additionally, in a conversation about the dual role that has become a successful model for creativity and business, she will explore the topics and formats that interest her and what she is currently working on.

Paz Vega (Seville, 1976) is a renowned Spanish actress who rose to fame with the series *Siete vidas* and consolidated her career in film with *Lucía y el sexo* (2001), for which she won the Goya Award and the Chopard Trophy at Cannes. Throughout her career, she has worked with prestigious directors such as Pedro Almodóvar, James L. Brooks, Danis Tanovic, Álex de la Iglesia and the Taviani brothers, and has shared the screen with great figures such as Scarlett Johansson, Morgan Freeman, Nicole Kidman, Antonio Banderas and Sylvester Stallone. In her first foray as a director, she has presented 'Rita', a work that reflects her vast experience and which has been selected, in addition to Locarno, at the Seminci in Valladolid, confirming her versatility and prestige within the film industry.

If you need press materials for the film "Rita", please click [here](#).

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