



curriculum vitae

Francisco López-Ruiz

jfrancisco.lopez.ruiz@gmail.com

May 2025

Ph.D in Literature and Arts from Università Cattolica (Milan). Architect, set designer, actor, screenwriter, simultaneous interpreter, and professor of Film, Media and Digital Cultures. Since 2020 I have been a member of the International Documentary Association —Doc Maker Membership— and the North American Cultural Diplomacy Initiative (NACDI).

<https://franciscolopezruiz.com/home/>

EDUCATION

PhD | Visual and Performing Arts

Dottorato di ricerca in critica, teoria e storia della letteratura e delle arti

Università Cattolica del Sacro Cuore | Milán, 2003 | Tesi di dottorato

Luigi Pirandello : presenza nella drammaturgia e nella pratica scenica messicana

<https://opac.bncf.firenze.sbn.it/bncf-prod/resource?uri=BN10000044&v=1&dcnr=2>

Specializing Master in *Critica con laboratorio di scrittura*

Università Cattolica del Sacro Cuore | Milan, 2001

Specializing Master for Screenwriters & Story Editors

Tecniche di scritture per la fiction

Università Cattolica del Sacro Cuore | Milan, 2000

MA in Literature | Maestría en Letras Iberoamericanas

Universidad Iberoamericana Puebla

Magna Cum Laude

1999 | Cédula 2959932

Architect

Benemérita Universidad Autónoma de Puebla

1990 | Cédula profesional 1868270

Interpreter and Translator English-Spanish | four semesters

Instituto Superior Angloamericano Puebla | 1994

LANGUAGES

Spanish

Mother tongue

Italian

CILS4 | Università per Stranieri di Siena

Certificazione per l'italiano come lingua straniera livello 4

The highest language certification

English

Professional fluency

French

Intermediate level

Portuguese

Text reading

DIPLOMAS

Diploma in Screen Acting

Professors: Denis Montes, Raquel Vargas, Eduardo Castro, Vanessa Saba
Caranarts Film Academy | January - July 2025

Diploma *On-Camera Performance*

Professors: actress Gabriela Cartol, director Cristian Díaz
Casazul – Escuela de Artes Escénicas y Audiovisuales | January - May 2024

Diploma in Film & TV Distribution and Exhibition

Villa María National University, Argentina |
Argentine Chamber of Cinematographic Industry CAIC |
Association of Audiovisual Producers of Cordoba APAC |
Aula Abierta (distance learning) |
May to July 2023

Diploma in Interpretation & Translation

Berlitz Polanco, Mexico City | 2009

Diploma in Sustainable Design & Building

Universidad Iberoamericana Ciudad de México | 2006

Diploma in Management Skills

Universidad Iberoamericana Ciudad de México | 2006

Diploma in Management of Educational Institutions

Sistema Universitario Jesuita | 2006

Seminar in Translation of Theater Plays English – Spanish

Centro de Estudios de Lingüística Aplicada, Mexico City | 1994

Course *Communicative Approach for Italian Teachers*

Universidad Autónoma de Querétaro | 1994

Diploma in Experiential Communicative Methodology for Language Teaching

Alberta Ministry of Education (Canada) | 1993



PUBLISHED BOOKS

Artifacts of Non-Simulated Death: Damien Hirst in Mexico

In 2006, Damien Hirst (Bristol, 1965) presented two shows specifically designed for Mexico City. These important works, exhibited at the National Museum of San Carlos and the Hilario Galguera's Gallery, offered a new, holistic, powerful proposal never tried before by the British artist. This book contextualizes 20 years of Damien Hirst's production, implementing methods from art history, literary criticism, cultural marketing, and visual studies. [A critic of the book.](#)

2009, in Spanish

México: UIA | ISBN 978-607-417-008-5 | 303pp.

64 color photos by Andrés Olmos



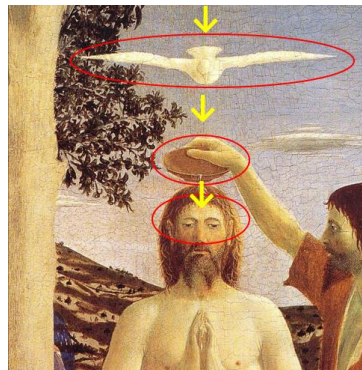
Damien Hirst (1965) | **The Sacred Heart of Jesus** | 2005 (detail)

Perspex, bull's heart, silver, assorted needles, scalpels, and formaldehyde solution. 137 x 50 x 50 cm.

Galería Hilario Galguera. Photo: Andrés Olmos



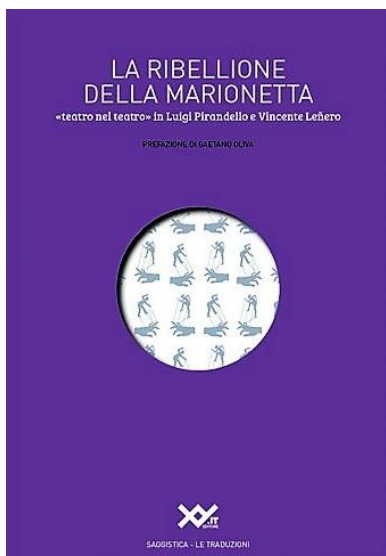
Piero della Francesca
(about 1415/20 - 1492)
The Baptism of Christ | 1450s
Egg on poplar. 167 x 116cm
The National Gallery, London



Michael Baxandall (1933 - 2008)
Patterns of Intention:
On the Historical Explanation of Pictures
1985 | On Piero della Francesca's
Baptism of Christ (detail)



Damien Hirst (1965)
The Inescapable Truth | 2005 (detail)
Steel, glass, dove, human skull and formaldehyde solution
222 x 176 x 74cm. Galería Hilario Galguera.
Photo: Andrés Olmos



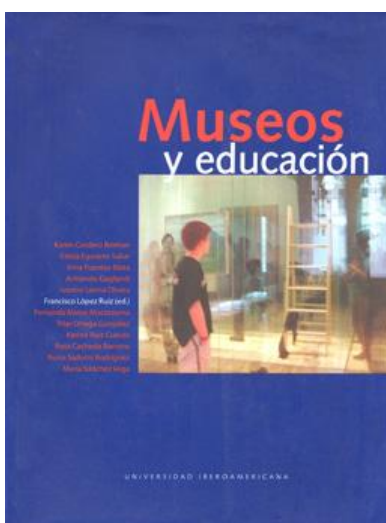
Other published books

[La ribellione della marionetta: «teatro nel teatro» in Luigi Pirandello e Vicente Leñero](#)

Foreword by Gaetano Oliva. This book contrasts narrative strategies for mixing the fiction of the characters with the reality of the spectators. Both Pirandello and Leñero use the «theatre in the theatre» based on persuasive scenic devices to achieve their obsession: to demolish the hypothetical «fourth wall» that split public from players. This book also publishes for the first time the acting training system of Mexican dramatist Antonio González Caballero.

2013, in Italian | Arona (Novara): XY.IT | 351pp.

ISBN 978-8-89716-007-6



[Museos y educación](#) | Editor: 11 authors

This collective book presents the work of curators, museographers, museum directors and education researchers in Mexico, Spain, the United States and Venezuela, in institutions such as the American Museum of Natural History (New York), the Centro Galego de Arte Contemporánea (Santiago de Compostela), the Museo de Arte Abstracto Manuel Felguérez (Zacatecas), and the Museo Nacional de San Carlos (Mexico City).

2012, in Spanish | México: UIA | 198pp.

ISBN 978-607-417-174-7



[La rebelión de las marionetas: el «teatro en el teatro» de Luigi Pirandello y Vicente Leñero](#)

The book focuses on the metafictional resources used by the Sicilian and the Mexican dramatists: especially *Six Characters in Search of an Author* (Pirandello) and *La Carpa* (Leñero). This last play pretends to be a Mexican soap opera transmitted in real-time: Álex, the leading actor, seems to be the only performer not aware he is playing a *telenovela*.

2010 in Spanish, 2011 on line

México: Universidad Iberoamericana | 188pp.

ISBN 978-607-417-145-7



SANTIAGO ZAPOTITLÁN



Essay | *Glyphs in the Subway*

In 1969, Mexico City had its first three subway lines; every station was represented by a distinctive graphic symbol. Even if the purpose was to help the public transport users, this graphic universe highlighted Nahuatl toponyms, resignified Pre-Hispanic codices, and woke up mysterious, wild gods. Now, half a century and 500 symbols|stations later, Mexico City has a unique visual system in the world: a set of emblems that embrace cultural diversity. In this book I analyze over 100 emblems that identify subway, urban trains and bus stations, linking particular places with the architecture, essence and identity of a 22-million inhabitants city: the megalopolis that lays on the dead body of an ancient lake. Published with a Creative Commons licence:

[Señalética y Ciudad](#)





Full-time professor | Tec de Monterrey

In 2024 I was a full-time professor at Tecnológico de Monterrey: a national university system with 20 campi in Mexico. Tec de Monterrey is placed 4th in Latin America Rankings and 185 at the QS World University Ranking. This are my audiovisual [Teaching Statement](#) and [Research Statement](#).

In Spring 2025, I will have the COIL course *Possible Futures: Utopias and Dystopias in Cinema and Literature* in collaboration with Dr. Andrea Coghi—from Tec de Monterrey Puebla Campus—and Dr. Mercedes Vigon—associate director of the International Media Center at Florida International University. This international course will address creative writing and digital storytelling; our mission is to mobilize innovation and creativity to raise awareness and change about Sustainable Development Goal 13, Climate Action.

I have taught this courses at Tec de Monterrey as sole faculty:

- *Innovation and Creative Processes*—in English
- *Possible Futures: Utopias and Dystopias in Cinema and Literature*—in English
- *The Myths That Inhabit Us: From Prometheus to Marvel*—in English
- *Semiotics and Contemporary Narratologies*—in English
- *Introduction to Social Service*—in Spanish
- *Building Inclusive Communities through Human Dignity*—in Spanish
- *The Role of Integrity in the Performance of My Profession*—in Spanish

Courses taught as team-teaching—in Spanish:

- *Audiovisual Narrative*—with the filming of university short films
- *Visual and Sound Culture*
- *Symbolic Structures in Image, Literature and Music*
- *Argumentation, Debate and the Art of Public Speaking*

To help my students to enter their work in international film festivals, I created three open educational resources: a [Filmmakers' Creative Toolkit](#), the [Film Festivals Framing](#), and an [International Short Film Plan](#) with case studies of young filmmakers who have managed to insert their works in international film circuits.

Seminar

HERNÁN CORTÉS OR WAKANDA FOREVER: TRANSNATIONAL MEXICAN FILMMAKERS

Dr. Francisco López-Ruiz



Óscar Jaenada in *Hernán* (Dopamine/Onza, 2019)



Óscar Jaenada in *Hernán* (Dopamine/Onza, 2019)



Tenoch Huerta and Mabel Cadena in *Wakanda Forever*



Lupita Nyong'o in *Black Panther: Wakanda Forever* (Ryan Coogler, 2022)

PREMISE

In recent years a hundred Mexican filmmakers have emerged as global auteurs consolidating their careers abroad. These creators master global film languages due to narrative innovation and outstanding technical craftsmanship. They promote their audiovisual products through prestigious film festivals and win important international awards. These Mexican filmmakers often perform multiple functions to realize their projects: they write, direct, produce, even play their stories; others are cinematographers or art directors, but many of them mobilize their worldwide prestige in favor of Mexico. Without being a homogeneous group, most of these cosmopolitan Mexicans carefully plan their media agenda defending human rights, migration, gender equity, and looking for social justice for ethnic groups and victims of violence, crossing borders and promoting mutual understanding of the countries where they work.

[syllabus 2024](#)

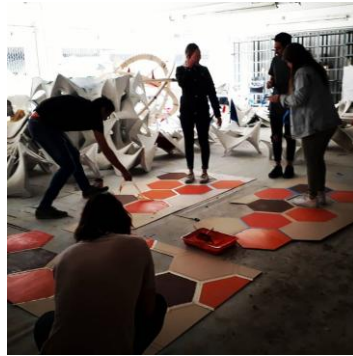


Set Design: Theater, Film & TV

Bachelor's Degree in Communications and Media Production
Universidad de las Américas Puebla
2023

In Spring 2023 the final project was to design and build a real television set for Universidad de las Américas Puebla. The premiere of the set was an interview with the Dean of Social Sciences that will be broadcast by TVUDLAP. The workshop included theatrical lighting, model making, and attendance to performances of the National Theater Company (in Mexico City) and UDLAP (Cholula, Mexico).





Set Design: tv, Cinema & Theatre

In Spring 2018, Communication students at Iberoamericana in Mexico City wrote and produced a tv show. My students (Architecture, Industrial Design, Art History, Communication and Textile Design) made teams to create the set on a limited budget. This is the final cut:

<https://youtu.be/t3JulvTDuh0>.

Due to the great results obtained by this teamwork, a national tv channel used the set for interviewing Jorge Ramos, a famous Mexican-American journalist and writer.





Departamento
de Arte, Diseño y
Arquitectura /

**Director of the Department
of Art, Design & Architecture**
Universidad Iberoamericana
Puebla | 2018 – 2019



Digital Multimedia Lab and green roofs proposal. Prof. José Sanuy, Prof. Enrique Rames and student Sergio Colchado.

The **Department of Art, Design & Architecture** (DADA) has 1,250 students and 16 full time Faculty professors:

a fourth of the community at Universidad Iberoamericana, with seven bachelor's degrees:

**Architecture | Contemporary Art | Graphic Design | Industrial Design |
Interaction and Animations Design | Strategic Information Design | Textile Design**

Master in Strategic Design and Innovation (MA)

Master in Habitat and Socioterritorial Equity (MA) accredited by
the Mexican National Program of Qualified Graduate Studies.

Three new postgraduate programs

Specialty in Integrated Risk Management

(with the United Nations Development Programme and Oxfam: started in August 2019)

Master in Cultural Management (on line: started in August 2019)

PhD in Habitat (interinstitutional project)

International Architecture accreditation 2019 - 2024 | ANPADEH — Canberra Accord

Creation and operation of the Editorial Board

DADA was the first academic instance holding an editorial board for promoting research with institutionally approved rules of procedure. There are **four approved books** from this first stage, one of them already co-published with the most important Mexican university, UNAM:

Innovación social y diseño (2019): ISBN 978-607-30-2568-3

Association with the [Learning Network for Sustainability](#)—LeNS:

Creation and operation of *Huerto Ibero*: **Urban gardens** with the collaboration of six academic departments and two research institutes.

Architectural proposals for the Rector's Council; among them, a **Digital Multimedia Lab project** with a comprehensive green roofs system conceived with the collaboration of Faculty and outstanding students.



Director of Postgraduate Studies
 Universidad Iberoamericana
 Mexico City | 2012 - 2014

We achieved a twofold increase in the number of specialties, MA degrees and PhD accredited by the **National Program of Qualified Graduate Studies**, for reaching 20 programs: half the total amount of 40 postgraduate studies at Universidad Iberoamericana Mexico City. This accreditation allows students to obtain federal scholarships. We **renovated institutional normatives** about specialties, MA degrees and PhD studies.

New postgraduate programs

International PhD in Communication

ITESO Guadalajara | Mexico
 Pontificia U. Javeriana de Bogotá | Colombia
 Universidad Autónoma de Barcelona | Spain
 Universidad de Lima | Peru

MA in Cinema (practical training program)

MA in Migration Studies

University of San Francisco | US

MA in Marketing and Advertising

Specialty in Gerontological Nutrition

Creation and implementation

International Academic Cooperation Plan Ibero-AUSJAL | Relations with Latin American Universities

International Master Studies' Thesis Annual Award Ibero-AUSJAL 2012 | 2013 | 2014

Latin American Course for Postgraduate Directors AUSJAL | Mexico City 2013 & Córdoba (Argentina) 2014

Scholarships for Students with High Academic Achievements 2014



Director of the Art Department

Universidad Iberoamericana
 Mexico City | 2004 – 2012

Organization | **International Museum Congress**
 Mexico City, Puebla, Oaxaca, Tlaxcala and Toluca
 2007 | Publics, Cultural Marketing and Fundraising
 2008 | Cultural Agencies in Latin America
 2009 | Cultural Diversity and Development
 2010 | Imaginaries in Popular Cultures
 2011 | Architecture, Cities and Museums
 2012 | Collections, Museums and Cultural Heritage

Accreditation | Master in Art Studies 2007-2012
 National Program of Qualified Graduate Studies

Substantial Equivalency Accreditation

United States | National Association of Schools of Art and Design—NASAD | Master in Art Studies 2005-2007

New Design for Study Plan

Art History Bachelor's Degree

Creation and operation

Editorial Board | 17 published books



Poster design: Ivonne Lonna

Honors & Awards

Member of the **National System of Researchers** | Level 1
Consejo Nacional de Ciencia y Tecnología, Mexico | 2005 – 2015

Fellowship

Faculty Research Program of the International Council for Canadian Studies

Canada Government | 2011

This research stay allowed me to study museums in Ottawa, Montreal and Toronto

Award High Quality Research

Universidad Iberoamericana Ciudad de México | 2009

Fellowship of the State of Puebla | **Young Creators – Literature**

Research project *Creative Writing* | 2003-2004

Scholarship | **PhD studies**

Dottorato in teoria, critica e storia della letteratura e delle arti

Ministero degli Affari Esteri, Italia | 1999 – 2001

Runner-up Award | **International Short Sci-Fi Story Competition**

13° Concurso de Cuento de Ciencia Ficción | 1997

Play *Las devoradoras de un ardiente helado* | **Award for Best Actor in a Leading Role**

6th State Theater Festival, Puebla | 1997

Fellowship of the State of Puebla | **Young creators – Literature** | 1996

Luz de ninfa (rapsodia cristal) | Novel in a short stories web

Finalist | **Latin American Short Story Competition**

25° Concurso Latinoamericano de Cuento «Edmundo Valadés»

Rhapsody of the Thieving Magpie (or May Rossini Forgive Us)

1,041 short stories participating | 1996

Play *Pueblo sin ángeles*, 1996 | Set designer & actor

15th National Theater Festival | Monterrey

Best Play | 5^a Regional Theater Festival, Xalapa

Best Scenography & Best Play | 5th State Theatre Festival, Puebla

Fellowship FECA Puebla | **Set Design** | 1994 – 1995

Theatrical version of the novel *Momo* by Michael Ende | *Compañía A Trasluz*

Play *El llano en llamas*, 1994 | Set Designer & Actor

Best Scenography & Best Play | 3^a State Theater Festival, Puebla

Play *Sombra de la sombra*, 1993 | Set Designer & Actor

Best Play Outside Mexico City | Asociación Mexicana de Críticos de Teatro

Best Play | **14th National Theatre Festival**

Season **The Best of the 14th National Theater Festival** | Mexico City

Radio version | 105 FM

Professional References | Francisco López-Ruiz

Dr Tania Gómez Zapata

Director | Department of International Relations and Political Science
Universidad de las Américas Puebla | <https://www.udlap.mx/web/>
Ex hacienda Santa Catarina Mártir s/n
San Andrés Cholula 72810, Mexico
Phone +52 222 2292000 ext. 2365
Email tania.gomez@udlap.mx

MD Adriana Quiroz Hernández

Director | Department of Art, Design and Architecture
Universidad Iberoamericana Puebla | <https://www.iberopuebla.mx/>
Boulevard del Niño Poblano 2901
San Andrés Cholula 72820, Mexico
Phone +52 222 2290700 ext. 12501
Email adriana.quiroz.hernandez@iberopuebla.mx

MA Elisabetta Santanni

Director | Student Life and Community
Accademia Europea di Firenze | <https://aefirenze.it/it/>
Via Cavour 37
50129 Florence, Italy
Phone +39 055 211599
Email elisabetta.santanni@aefirenze.it

Dr César Villanueva Rivas

Professor | Department of International Relations
Universidad Iberoamericana | <https://ibero.mx/>
Prol. Paseo de la Reforma 880
Lomas de Santa Fe 01219, Mexico City
Phone +52 5950 4000 ext. 7698
Email cesar.villanueva@ibero.mx