



Luciano Cellura



Who am I?

I am often told that I have a warm personality. Maybe people detect in me the empathy I can't do without in my everyday life. *'Treat others as you would like to be treated'* is my motto in life. Others are just like us: humans who love, fear, laugh, cry, doubt... This is what I think about when I am faced with someone. This way of seeing others in their true nature is something that describes me the most, because at the end of the day somehow I also see myself as I am with my qualities and my flaws.

A human trying to live life with all the ups and downs trying to embrace others who are faced with the same predicament. Also a passionate about music and theater, a performer, a singer and a dreamer.

My 10 words : empathy, humility, strength, resilience, humour, romantic, running, fashion, music, family..

My Values : honesty, openness, caring, understanding, straightforwardness.

My pledge – Why I do what I do?

Inspiring people to see the resemblances - and not the differences - in others, in order to create a safe and respectful environment to live in.

What expertise I bring to GINPI clients?

I love creating a safe place to discuss, to relate to others.

In the work I do I use my theatrical and artistic background, where one is learned to go to the deepest essence, to strip people of all the social masks they wear and learn to e(come) themselves as much as possible.

Helping people to experience in a creative way that we can only be right with others if we are talking and behaving as our true self and not the social persona we have created.

What have I realised?

A complex mix between a corporate career and an artistic Life. I have been working in the banking sector for more than 15 years. Where I tried to initiate a human revolution in a financial world where little was done to create a workplace atmosphere where people could not only concentrate on their day-to-day work in a competitive and short-term thinking context, but where the human was placed in the center of everything.

I have transposed my theatre experience and acting techniques, such as improvisation to redefine the roles we play in an organisation, setting up team dynamic exercises that create empathy, help unravel unknown sides of our personality that boost understanding, and invite people to interact from their instincts instead from the head.

Languages

- French (mother tongue)
- Italian (2nd mother tongue)
- English
- Dutch (in progress)

Education

- Atelier Chansons singing course, Brussels
- Circle in The Square Theatre, Broadway musical theatre Program, NYC
- Cours Florent, Theatre training program, Paris
- Master in Linguistics, Université Libre de Bruxelles

Involvement

- Poverello, providing lunch meals to people in need
- Co-Founder, Cellura & Onghena Foundation
- Ambassador, Forbidden Colours