



# SMG®

STUDIO MORETTO GROUP

## SMG®

UK TRANSLATIONS LTD.



STUDIO - INTERPRETI - MILANO

1990

## SMG CULTURE

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**SMG Culture** is the brand of translations in **art, history, literature and tourism** provided by Studio Moretto Group, the language service provider that has been facilitating multilingual communication by companies and institutions operating in the cultural sector for over twenty years.

**Since 1996** we have provided quality assured services, internationally certified ISO 17.100 and ISO 9001

SMG Culture offers native speaker expert translators in offices around the world, cutting-edge technology and the strong desire to invest in your success.

A single solution to communicate with foreign audiences, promote your **international business** and manage multilingual content in real time via a **platform created especially for you**, as well as the constant support of our advisers.

## LANGUAGE SERVICES

- ◆ Specialist translation
- ◆ Interpreting
- ◆ Terminological research
- ◆ Text localisation
- ◆ Page-setting
- ◆ Subtitling
- ◆ Conference and simultaneous interpreting systems



## CERTIFIED SERVICES



ISO 17100 certifies the quality of language and translation services



UNI 15038 on 'Translation Services' certifies the quality of our translation services



UNI 10574 certifies compliance with the 'Definition of services and activities of translation and interpreting companies'



Studio Moretto Group is certified by URS Italia, a company accredited by the Accreditation Body UKAS



**SMG was a selected provider for Expo 2015**  
SMG offered its professional services in translation, interpreting and event planning for the agri-food sector as an official supplier for Expo 2015.

## MAIN CLIENTS IN THE SECTOR

- UNESCO - Association of Italian World Heritage Sites
- Community of Municipalities of the Gulf of Saint-Tropez (FR)
- Galicia Tourism Agency (ES)
- University of Sussex (UK)
- University of Greifswald (DE)
- Tuscany Regional Authority (IT)
- Le Centre Pompidou (FR)
- Catalan Tourism Agency (ES)
- Agenzia Giornalistica Italia S.p.A. (IT)
- University of Rioja (ES)
- De Agostini Geographic Institute (IT)
- RTVE Spanish Radio and Television (ES)
- Condé Nast Publications (USA)
- Port Network Authority of the Ionian Sea (IT)
- Port Authority of Valencia (ES)
- City of Venice (IT)
- Municipality of Seville (ES)



# SMG®

CULTURE

- Labour Market Observatory (PE)
- Delegation of the Custody of the Holy Land (SCV)
- Veneto Regional Authority (IT)
- Carlo Delfino Editore (IT)
- Polygraphic Institute and State Mint (IT)
- Mallorca Tourism Foundation (ES)
- Tuscan Archipelago National Park (IT)
- Seville Tourism Consortium (ES)
- Municipality of Marbella (ES)
- Municipali Authority of Milan (IT)
- Edizioni Della Torre (IT)
- Insular Municipality of Tenerife (ES)
- Cultural Heritage Consortium of Italy (IT)
- Castilla y Leon Tourism Foundation (ES)
- Sedes Sapientiae Catholic University in Lima (PE)
- Ministry for Cultural Heritage and Activities (IT)
- Basilicata Regional Promotion Agency (IT)
- Pugliapromozione Tourism Agency (IT)
- Principality of Asturias (ES)
- Friuli Venezia Giulia Tourism Agency (IT)

- Domus Academy (IT)
- University of Re Juan Carlos (ES)
- Editoriale Bresciana S.p.A. (IT)
- Editoriale Domus (IT)
- Brescia Museums Foundation (IT)
- Bruno Kessler Foundation (IT)
- Italian Environmental Fund - FAI (IT)
- Lorenzo Barbera Editore Srl (IT)
- Monduzzi Editori (IT)
- Citta della Scienza Museum in Naples (IT)
- Museum of Vicenza (IT)
- Pisani Editore Srl (IT)
- Province of Rimini (IT)
- Autonomous Region of Sardinia (IT)
- Autonomous Region of Aosta Valley (IT)
- Friuli Venezia Giulia Regional Authority (IT)
- Università Cattolica del Sacro Cuore (IT)
- University of Brescia (IT)
- University of Genoa (IT)
- University of Trento (IT)
- Ca' Foscari University of Venice (IT)

## CASE STUDY

# TRANSLATIONS ITALIAN CITIES OF ART: A TRIBUTE TO STYLE AND ELEGANCE

Since 2008, Studio Moretto Group has been providing translation and interpreting services devoted to the finest Italian art, with **more than 8,000 projects** completed for regional authorities and cities of art alone, successfully meeting all delivery deadlines and quality requirements.

SMG Culture's **resources and work processes** have enabled the management of large translation and interpreting projects, with cultural localisation and certified quality control for every project. For example, on 24 December 2015, we completed a translation project for the Veneto Region with a translation **peak of 650 pages** delivered within a few days: once again, we were able to manage an extraordinary amount of work in a very short space of time, guaranteeing a level of quality valued by the client.

This project was part of the broader framework of a long working relationship with the Veneto Region, which began in 2008 and achieved great customer satisfaction for our translations in various fields, including architecture, history and tourism promotion.



- Over 8,000 projects
- Translation peaks of 650 pages
- Client cost savings: 43%



The city of **Venice**, which is one of the most popular tourist destinations in Italy and the pride of the region of **Veneto**, has been described a work of art for its cultural treasures and magnificent canals.





Among the many wonders in the city of **Florence**, capital of **Tuscany** and cradle of internationally admired Renaissance masterpieces, there are the Uffizi Gallery, the Cathedral of Santa Maria del Fiore and Giotto's Bell Tower.

Our certified workflow management using CAT tools such as Across and Trados have also enabled the us to **cut translation costs** for the Veneto Regional Council **by 43%** over more than 4,000 assignments.

**Localisation and quality control** have always been the pillars of our translation projects, consistent with the principles endorsed by the National Translation Congress organised by Studio Moretto Group in Gardone Riviera in 2012.

SMG Culture translates content accurately, according to the morphological and syntactic rules and seeking to convey the message and sentiment of the source text: the correct transposition of concepts goes beyond words - it embraces emotions and creates bridges between people.

The value of this approach is demonstrated by over a decade of translation services contracted with the Veneto and Tuscany Regions, securing the **maximum number of contract renewals permitted by Italian law**.

REGIONE  
TOSCANA



## CASE STUDY

# INTERPRETING FOR THE COMMUNITY OF MUNICIPALITIES OF THE GULF OF SAINT-TROPEZ: GLAMOUR, HISTORY AND BEATING COVID-19

In 2021, in the midst of the COVID-19 pandemic, we provided the Community of the Municipalities of the Gulf of Saint-Tropez with innovative remote interpreting services for a major conference, making us **one of the first agencies in the world to provide web-based conference services** that complied with the COVID-19 regulations in force.

SMG Culture overcame the challenge by providing highly experienced interpreters and its own innovative web conferencing platform, which meets the strict requirements for security, privacy and efficiency set by the European Council in its ***Guide on Videoconferencing in Cross-border Proceedings***.

The result of extensive **research and innovation**, the remote interpreting service provided by SMG Culture ensured the client's business continuity and compliance with health and safety regulations during the COVID-19 crisis, in addition to **reducing the cost of the service by 35%**, in part by saving on travel expenses for interpreters. We still use this technology today to perform unscheduled urgent services and reduce response times.



- Among the first remote solutions in the world during the pandemic
- Client savings: up to 35%



## CASE STUDY

# UNIVERSIDAD COMPLUTENSE DE MADRID AND CA' FOSCARI UNIVERSITY OF VENICE: TRANSLATING FOR PRESTIGIOUS UNIVERSITIES

Since 2015, we have been providing translation and interpreting services for some of Europe's most prestigious universities, with translation peaks of over **60,000 words** on urgent deadlines. The services are provided by translators who are exclusively dedicated to the client and who have proven experience in the academic subjects covered. They are also subject to the rigorous quality controls required by the **UNI EN ISO 17.100** standard and ensure that the client receives our **language consultancy** on translation choices even after delivery.

The language services we provide to the **Universidad Complutense de Madrid** facilitate communication within the university community. Since 2021, we have translated multilingual content into the wide range of digital formats requested by this client, including subtitle and graphic formats, as well as special sworn translation services, whilst ensuring on-time delivery with **full customer satisfaction** and achieving **cost savings of 25%**.

In the two-year period 2019-2020, we won the contract for the provision of translation and language and content revision services for Ca' Foscari University and successfully completed over 200 projects, managing translation peaks of **24,000 words on urgent deadlines** and earning the client's praise for our linguistic accuracy and punctual delivery.



- **60,000 words on urgent deadlines**
- **Dedicated translators**
- **Cost savings: 25%**

**Ca' Foscari University**, in the heart of Venice, was one of the first universities to implement university reform and to have offered students an education rich in cultural stimuli and opportunities for personal growth.



## CASE STUDY

# USING WORDS TO PROMOTE TOURISM IN SPAIN: SIGLO FOUNDATION AND CATALONIA'S TOURISM WEBSITE

Thanks to our physical presence in Spain through our **Spanish branch**, we have many years of experience working in the country, translating texts for tourism in **over 140 language combinations**, including feel-good brochures for regional marketing, historical-cultural guides and large tourism websites. Through our established Spanish branch, we have developed extensive knowledge of **co-official languages in Spain**, including Catalan, Basque, Galician and Valencian, which are used increasingly.

Since 2020, SMG Culture has been providing the **Siglo Foundation - Tourism and Art of the Junta de Castilla y León** with translation and localisation services for written and audiovisual material, as well as simultaneous and consecutive interpreting services. We manage translation projects with peaks up to **over 55,000 words on urgent deadlines** and provide support for our client at congresses, conferences, institutional visits and exhibitions with interpreting services that help strengthen institutional ties and promote the region's image.

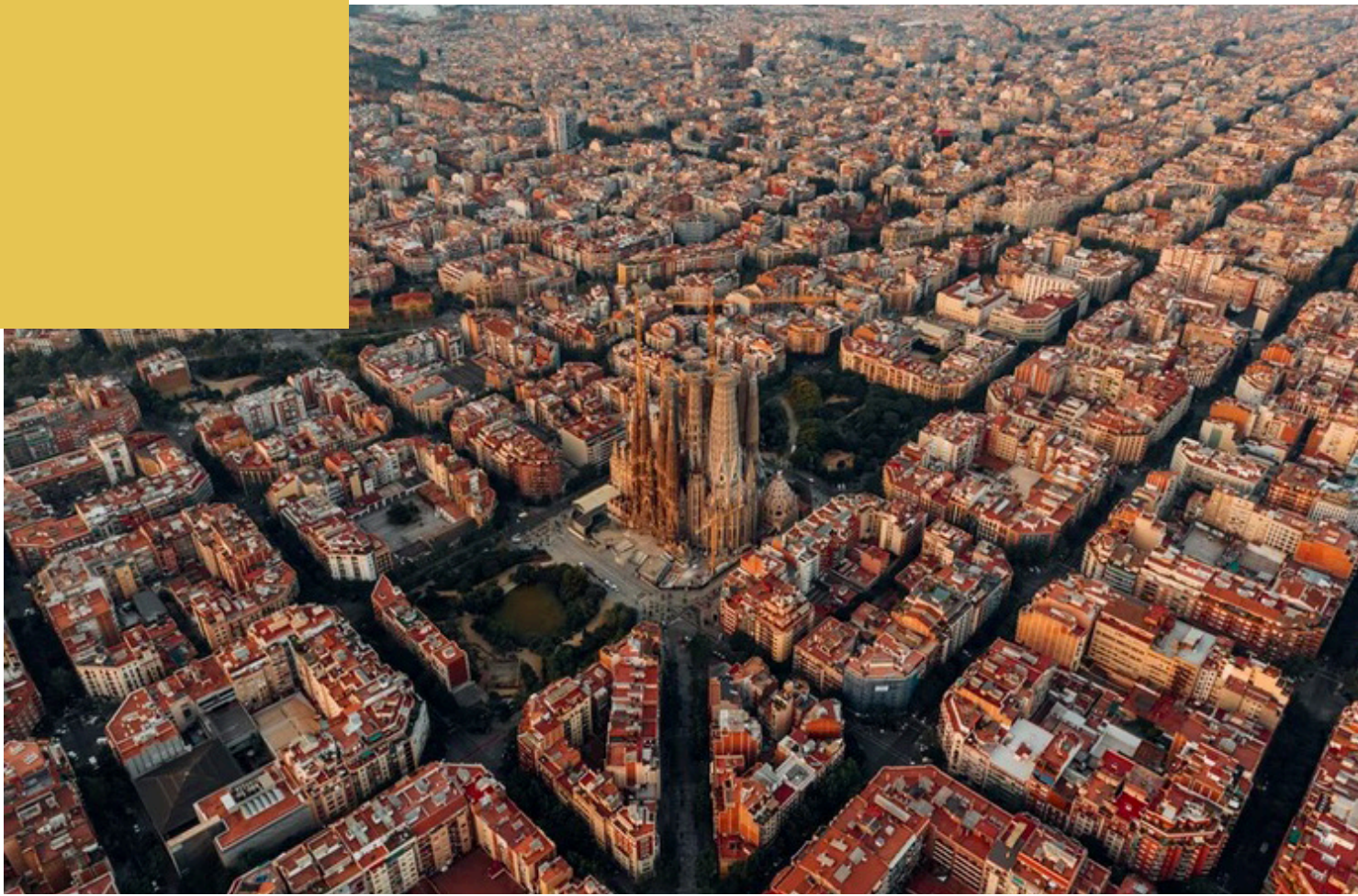
The translations are produced in accordance with the technical principles and cultural sensitivities of the languages in question by linguists assigned exclusively to the client. We have specially selected translators based on their language skills and familiarity with the subject matter, assigning to the client a **stable pool of true experts in the main cultural areas covered**, including gastronomy, tourism, economics, law, archaeology, palaeontology, museography, education, art history, ethnography, to name but a few.



With 85 million tourists a year, Spain is one of the most popular holiday destinations in the world: hot summers, vibrant culture and valued for its beaches, cities of art and good food.







Another project completed in spite of serious technical issues beyond our control was the translation in 2016 of the **Catalonia Tourism Website** into English, German, French and Russian, with a total of 12,000 pages over the course of a few months.

The Catalan Tourism Agency entrusted SMG Culture with this major translation, requesting that it be carried out using an external translation memory system, which **malfunctioned** halfway through the job; fortunately, this technical hitch was **resolved thanks to our in-house IT team**, although we lost most of the translations completed up to that point.

At that point, to make up for lost time, we had to produce **over 250 pages per day**, all whilst maintaining quality controls by proofreading all translations. This arduous challenge was completed on schedule by bringing in translators from our foreign offices and reorganising the work into two shifts.



- 140 language combinations
- Wide variety of subjects covered



# USING WORDS TO PROMOTE TOURISM IN SPAIN: GALICIAN TOURISM AGENCY

Studio Moretto Group has worked with the **Galician Tourism Agency** since 2018, translating large volumes of multilingual material for its website, brochures, leaflets, contracts and documents for the agency's international relations.



**XUNTA DE GALICIA**  
CONSELLERÍA DE CULTURA  
E TURISMO

Under the brand SMG Culture, in particular, we provided translations with linguistic-cultural adaptations to convey accurately values and traditions to a foreign audience, whilst respecting their cultural particularities and paradigms.

In recent years, we have also focused in particular on **SEO friendly translation**: web translations that are search engine-optimised in terms of syntax, terminology and layout so that they appear at the top of online searches.

The Tourism Agency of Galicia also relies on the technical expertise of Studio Moretto Group for inserting translations directly on its website, using the public digital platform for content management, which facilitates matching the translated texts with the original content.

- **SEO friendly translations**

- **Complex digital formats**



## CASE STUDY

# TUSCAN ARCHIPELAGO NATIONAL PARK: AN EXCEPTIONAL EFFORT

Highly evocative English translations with targeted **cultural localisation** and certified quality controls for the Tuscan Archipelago National Park.



In September 2015, to meet an extremely urgent request from the Tuscan Archipelago National Park, we achieved the exceptional task of completing a 239-page, highly-descriptive translation into English in just three working days, organising and managing a dedicated team of 13 translators, proofreaders and project coordination staff.

We produced a record of over 100 translated pages per day, including **targeted cultural localisation** and **certified quality controls**. One particular difficulty we faced with this translation was the **very specific terminology** required, as the texts discussed in great depth the fauna and flora of the archipelago.

Our **highly professional** translators and **internal procedures** at SMG Culture enabled the project to be started immediately, with excellent results. This is just part of the work we have done for the National Park, which SMG Culture has supported since 2012 on a number of technical, scientific and cultural projects.

- **Very specific terminology**
- **239 pages of high-quality translations in 3 days**



## CASE STUDY

# KEREN HAYESOD AND THE SEDES SAPIENTIAE CATHOLIC UNIVERSITY IN LIMA: RELIGIOUS PUBLISHING IN CRISIS AREAS

One of the biggest challenges faced by SMG Culture is **translations in the religious field** for clients operating in **crisis areas**.

One example of this is our translation work since 2015 for the **Order of Friars Minor**, which works for the Custody of the Holy Land, in a historical time of heightened tensions in the Middle East. Our translations into English, French, Spanish, German, Italian and Portuguese require **careful transposition** that must include good awareness of the issues in the theological debate.

Another example is our relationship of over a decade with the **Keren Hayesod** fund, translating content shared by the Jewish Community with its members around the world.

We must emphasise that our company is not politically or religiously aligned, and that services such as those mentioned above have been carried out **in accordance with the principles of good translation practices** set out and reiterated in the numerous conferences organised with the **Sedes Sapientiae Catholic University in Lima**, since 2012.



KEREN HAYESOD קרן היסוד  
FÜR DIE MENSCHEN ISRAELS



- Translation accuracy
- Contextual awareness



## CASE STUDY

# WOLTERS KLUWER, MONDUZZI EDITORE AND THE KESSLER FOUNDATION: COMMITMENT AND RESEARCH FOR PUBLISHERS AND NOVELS BY UP-AND-COMING WRITERS

Studio Moretto Group **translates for leading publishing houses**, such as the Dutch giant Wolters Kluwer, as well as independent publishers, such as Monduzzi Editore, Pisani Editori, Edizioni della Torre, Editoriale Domus and the authoritative Bruno Kessler Foundation in Trento. At the same time, we certainly also like to promote **emerging writers**.

For instance, in 2011, we **translated into English** Armando Roggero's highly acclaimed historical novel ***The Revenge of the Ninth*** (La Vendetta della IX): a gripping tale of the military life of a citizen of the Roman Empire between 58 AD and 61 AD, which was distributed worldwide in print and eBook versions.

This assignment required meticulous historical research prior to translation, in order to ensure full understanding of the dynamics and peculiarities of the Roman army and life at the time, which ensured the accounts were transposed correctly into English and sentiments expressed by the author in the original were conveyed accurately.

- Very specific terminology
- 239 pages of high-quality translation



## CASE STUDY

# MILAN'S GREAT DESIGN SCHOOLS SMG CULTURE'S EXPERIENCE IN THE WORLD OF ARCHITECTURE AND DESIGN

Since the late 1990s, we have provided specialised translation services in design and architecture, working for a number of **Milanese design schools**, such as Fabrizio Ferri's Università dell'Immagine, followed by the Politecnico di Milano, Domus Academy, the Nuova Accademia di Belle Arti (NABA) and the Istituto Europeo di Design (IED).

This was the period in which we saw the arrival of the first international design schools, which required **continuous translation and simultaneous interpreting services**. We seized this opportunity and initiated an intense period providing thousands of hours of interpreting and hundreds of pages of translations.

The fast pace and the need to meet high translation standards taught us how to deal effectively with the stress of working under great pressure.

Our big breakthrough came in 2008, when we won a tender for translation services for the Veneto Regional Authority and again in 2009 for the Tuscany Regional Authority. Finally, as **official translators** for these regions, we were entrusted with the translation of architectural texts for some of the finest works of **Italian artistic heritage**, such as the works of art found in Florence, Venice and Verona.

This marked the beginning of an extremely rewarding experience that earned us great professional recognition among Italian institutions.



- A leap back in time to remember who we are and be grateful

**Interpreting and translation:** our clients include the Università dell'Immagine, the **Politecnico di Milano**, Domus Academy, NABA and **IED**.





In 2009, we won a major contract to provide translations to BBT SE, the company that manages the **Brenner Tunnel**.

Translating highly technical engineering texts and critical legal documents for a client of such calibre was no walk in the park. With demanding deadlines and extremely close attention to detail, this Italian-Austrian company taught us a great deal about the world of civil engineering and shared with us its **rigorous approach to translation** based on training our translators at the site for which the translations were intended, and a complex process of terminology revision.

Today, the challenge continues and through SMG Culture we work with an ever-increasing number of clients and countries. Our deepest thanks will always go to these early clients, who enabled us to lay the foundations for who we are today.





TRANSLATING YOUR **WORDS**  
INTO A BETTER **FUTURE**



**SMG**<sup>®</sup>

STUDIO MORETTO GROUP



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