

WISE

- language solutions -


www.wise-ls.com

Full-service language solutions

Wise Language Solutions offers a wide array of services which include translation, proofreading, interpreting, language coaching, voice-over, content localization, subtitling and transcreation.

Our professionalism and creative approach have made us the go-to partner of renowned advertising agencies, film production companies, scholars and academic institutions, who rely on us to help them reach new audiences for their written or audiovisual productions.

Our team is skilled in a wide range of formats. This enables a fluent interaction with our clients and allows for fully optimized workflows. We strive to master the appropriate terminology for each assignment—whether technical, legal, commercial, scientific or literary—, staying true to the intended tone and rhythm of the original text.



*"Translation is that which changes
everything so that nothing changes"*

Günter Grass

Services

Translation

We offer translations in Spanish, English, Portuguese, French and Italian, following a strict quality assurance process. This enables us to guarantee an end product which is correct in terms of grammar and style, makes use of the right language register and terminology and is culturally adapted to the target audience.

Proofreading

Proofreading checks for syntax, spelling, ortotypography and format, and may include copy-editing, which ensures appropriate style consistency throughout the text.

Interpreting

Interpreting means translating the spoken word, such as in a meeting or a conference. We offer several interpreting modes: consecutive, simultaneous, whispered, liason and telephone.

Transcreation

Transcreation is the creative translation of film or advertising scripts and print ads, where the translator has to adapt the contents of the original material in order for these to be culturally appropriate for the target audience.

Subtitling

We provide subtitling services for short films, feature films, advertising spots and corporate videos.

Language Coaching

Through phonetics, we teach actors and voiceover artists to deliver their lines convincingly and with a neutral accent in a foreign language, even if the speaker has no prior knowledge of the language. We have successfully coached actors for Verizon, Dodge, SteinMart and ABC's Happy Endings in Italian and Spanish. We can also arrange language training sessions for companies and individuals.

Voice Over

Wise LS offers casting services for singers and voiceover artists in different languages for dubbing corporate videos, commercials, TV shows, documentaries, animations and cartoons.

Localization

Whenever a product (website, software application, etc.) needs to contemplate the cultural and linguistic nuances of another country or region, it requires localization services. A text that is already in English may need to be localized in order to be introduced into a different English-speaking market.

Translation and localization can be performed simultaneously for the end product to be consistent with the specificities of a certain market.

Our clients

Art and publishing houses

Stephen Wright (art critic and curator)
YoungProjects Gallery
Alonso+Craciun
Monocromo
Laboratoire D'Ingénierie d'Idees (LIID®)
Proyecto Casamario

Architecture and design studios

carlosarquite(c)tura
Gómez Platero Architects
Dovat Architects
agencia de arquitecturas complejas
y urbanismo
G+ (Gualano + Gualano)
MAPA
2NGstudio
HMOZ

Hospitality

De la Plaza Hotel
Gran Hotel Paysandú

Advertising agencies

Publicis Impetu
Punto Ogilvy
La Diez

Production companies

Musitelli Film & Digital
Kamel Films
The Line Between (TLBtwn)
Fulgora Films
Global Hue
Lucero Producciones
Moxie Pictures

Communication and software

Verizon Wireless
Pyxis

Education

Pomona College
Universidad Católica del Uruguay

Industry and banking

Miteco
Enercon
Keller
HSBC Uruguay
HSBC Argentina

Selection of works

Architecture

SP>EN translation of corporate folder for Dovat Arquitectos. April 2017.

SP>EN translation of script for a lecture given by *Fábrica de Paisaje* at the Harvard University School of Architecture. August 2016.

SP>EN translation of project for the Mies Crown Hall Americas Prize at the IIT College of Architecture. Name: "*A possible project. On history, preservation and abandonment*", by Andrés Cotignola and Cecilia Tobler. August 2016.

SP grammar and style-proofing of the book "*Architecture+Play. The pop years, 1956-1967*". Author: architect Carlos Arcos, 2014. SP>EN translation (in progress).

SP>EN translation, grammar and style-proofing of the Portuguese and Spanish versions of the book "*The light box*", 192 pages. Author: architect Carlos Arcos, *carlosarcosarquitectura*, 2014.

SP>EN translation of the website www.gomezplatero.com.uy, Gómez Platero Arquitectos, 2014, and translation of project descriptions on an ongoing basis.

SP>EN translation of the website www.2ngstudio.com, 2NGstudio, 2014.

SP>EN translation of competition submission for the international architecture competition Archiprix 2013. Project name: "*Rudimentary*", by HMOZ architecture studio.

SP>EN translation of online article on the project for the Rivera Hotel and Casino, published on Archdaily. G+arquitectos, 2012.

SP>EN translation of abstract and competition submission for the 2016 Rio Olympic Games. Project name: "*Three decisions, one project*", *agencia de arquitecturas complejas y urbanismo* (Marcelo Danza, Thomas Sprechmann, Diego Capandeguy), 2011.

SP>EN translation of the book "*Tensile structures from Uruguay*", 218 pages. Author: architect Roberto Santomauro, 2007.

Design, art and music

EN>SP translation of two lectures imparted by art critic and curator Stephen Wright at Proyecto Casamario: *"Making use"* and *"The imperformative"*. Montevideo, Uruguay, September 2016.

SP>EN translation of the articles *"A poetics of processes"* by Rodrigo Alonso, *"AMORIR at 10"* by Fernando Miranda and *"Art and thought in the construction of place. On 10 years of activity of the collective Alonso+Craciun"*, 2015, to be published in a book on the 10 years of the art collective Alonso+Craciun.

SP>EN translation of the book *"A herding paradise: Paraguay, land of opportunities"*, Estudio 3000, for Monocromo designers, 2011.

SP>EN translation of online article published on artesur.org on the work of French artist Raphaële Bidault-Waddington and her *Laboratoire D'Ingénierie d'Idees* (LIID®), 2014.

FR>EN translation of the PhD thesis *"The movement of zero and one made audible: le click et le simulacre cinétique de la musique numérique"*. Josselin Minier, 2012.

Hospitality and industry

SP>PT translation of the websites www.delaplazahotel.com.uy and www.granhotelpaysandu.com.uy.

PT>EN translation of technical documents on soft drink production equipment, Miteco, 2013.

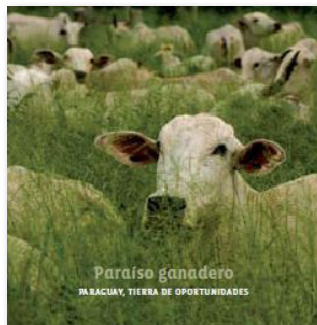
SP>EN/PT translation of the website www.dedicar.com.uy for Dugson, 2016.

Advertising and audiovisual production

SP<>EN and SP/EN<>PT translation of printed and TV ads and campaigns for Publicis Impetu, Punto Ogilvy and La Diez. Corporate clients:

Airport Media Uruguay
Carrasco International Airport
Punta del Este International Airport
Nike
Santander
Pernod Ricard
Ballantine's
100 Pipers
Graffigna Wines
ANTEL (Uruguay)
Fábricas Nacionales de Cerveza
Cerveza Patricia
Movistar
Grupo Casino

Disco, Devoto and Géant
Uruguayan Football League
L'Oreal
Lancôme
Biotherm
Garnier
Vichy
Redken
Nuevo Siglo
Alejandra Forlán Foundation
Frontline
IBM Genelco
PEMEX



Who we are

Paola Gazzaneo, manager of WLS in LA, holds a BA in Communications and was head of the translations department at Tata Consultancy Services Uruguay for 4 years. She received her certification from the American Translators Association as an English into Spanish translator in 2007. In Los Angeles, she has worked as interpreter, voiceover artist and Spanish coach for the entertainment industry and business clients.

Carolina Gazzaneo, manager of WLS Montevideo, is an architect and ATA-certified translator from English into Spanish since 2011. She has worked as freelance translator for clients in Europe, the United States and Uruguay, while developing her career in architecture in studios in Barcelona, Paris and Montevideo. She specializes in creative and design translations as she pursues her diploma in Combined Artistic Languages from the Universidad Nacional de las Artes, Buenos Aires, Argentina.

Gabriela Gómez, Commercial and Strategic Manager at WLS, is a Public Accountant and has worked in the multinational corporate world for 14 years in Uruguay, the United States and Argentina. A PMP certification holder, her passion for the English language has led her to work in parallel as translator and interpreter. She has worked as freelance translator and interpreter for clients in the United States, Argentina and Uruguay.



Verify at www.ata.net.org/verify

ata MEMBER
American Translators Association



- language solutions -

www.wise-ls.com

Los Ángeles, CA, USA

Paola Gazzaneo
Director WLS USA
+1 347 933 2164
info@wise-ls.com

Montevideo, Uruguay

Carolina Gazzaneo
Director WLS Uruguay
+598 (0) 96 702 730
info@wise-ls.com

Gabriela Gómez
Commercial and Strategic Manager
+598 (0) 99 857 025
commercial@wise-ls.com