

## **Jordi Pardo**

(Catalonia (Spain))

Jordi Pardo is an expert in cultural policies, urban development and renewal, director of the Pablo Casals Foundation, partner and founder of Nartex Barcelona. Established in 2009, this team of independent experts offers project management services in the fields of cultural heritage, creative economy, tourism, urban regeneration and territorial development.

His professional qualifications include Master's degree in Public Administration from the ESADE Business School in Barcelona, Advanced Studies Degree (DEA) in didactics of social sciences, degrees in geography and history, Hispanic archaeology from the University of Barcelona, and completed piano and composition studies at the Granollers Conservatory.

He has developed his professional career since 1985, managing policies, institutions, companies, projects and services in the public and private sector. Over the last 20 years he has been employed as a specialist in urban renewal through culture in major cultural and urban projects in Barcelona and other cities in Europe, Far East, Central and South America. He has been selected member of the UNESCO pool of international experts for cultural policies and governance and for the program under the 2005 UNESCO convention for the Protection and Promotion of Diversity of Cultural Expressions (2011–5), member of the European Commission's selection and monitoring panel for the European Capitals of Culture (2012–6). He has been director of major cultural institutions in Barcelona, including the CCCB (Centre of Contemporary Culture), Design Museum, and, previously, the Archaeology Museum in the ancient Greek-Roman city of Empúries, Catalunya.

He is a co-author of the media strategy for the development of the 22@Barcelona project that aims to refurbish and transform 200 hectares of industrial land in Barcelona into an innovative district, offering modern spaces for residence and knowledge-based activities.