

## ACADEMIC FORMATION

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- 2001-2002: *Doctoral Thesis*, 'Local and Global Issues in the Definition of the Olympic Games Cultural Programme' Graded *A Cum Laude*, Universidad Autònoma de Barcelona
- 1997- 2000: *PhD in Communication Science*, Universitat Autònoma de Barcelona and University of Technology, Sydney
- 1996 - 1997: *BA Honours Degree* at Napier University, Edinburgh (Erasmus exchange programme)
- 1993 - 1996 : *BA in Advertising and Public Relations* at Universidad Autònoma de Barcelona (UAB)

## FUNDING: RESEARCH COMMISSIONS and GRANTS

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- Jan 2008: Impact Workshop grant by the **Arts and Humanities Research Council** and **ACE** (£12,465)
- Apr 2008: Fieldtrip grant by **Universities' China Committee** in London (£1,950)
- Apr 2007: Impact Fellowship Grant by the **AHRC and the ESRC** (£300,000 over 3 years)
- Jan 2007: PhD Studentship by the **University of Liverpool** (£47,286)
- May 2006: Appointed as Director of Impacts 08 Research programme, funded by **Liverpool City Council** (£800,000 over 5 years)
- Dec 2005: Small Research Grant by The **British Academy** (£7,474)
- Jul 2005: Research Commission by the University of Liverpool and John Moores University (£20,000)
- Dec 2003: Small Research Grant by The **British Academy** (£3,320)
- Sep 2002: Research Commission by the **Cultural Consortium North West** (£26,000)
- Oct 2001: **Fulbright** Scholarship to pursue post-graduate research in the United States (I was awarded the scholarship, but withdrew to accept position at University of Glasgow. Award was: £25,000)
- Apr 2000: Research Grant of the **Olympic Museum**, International Olympic Committee, Lausanne (£1,700)
- May 2000: 28th Postgraduate Seminar on Olympic Research, **International Olympic Academy**, Athens (£800)
- Jul 2000: Grant to support Olympic Research by **Centre for Olympic Studies**, Barcelona (£400)
- 1999-2000: **UAB** Exchange Grant: Master's Research at University of Technology, Sydney (£1,500)
- 1996-1997: **Erasmus** Grant for Undergraduate study (Honours year) at Napier University, Edinburgh (£2,000)

## ACADEMIC POSTS

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- Apr 06- : **Director** of Impacts 08, European Capital of Culture Research Programme; secondment from post as **Lecturer** in Sociology, School of Sociology and Social Policy, University of Liverpool
- 2002- 2006: **Research Fellow/ RCUK Academic Fellow**, *Centre for Cultural Policy Research*, University of Glasgow
- 2000- 2001: **Project Collaborator**, *Centre for Olympic Studies*, Autonomous University of Barcelona (UAB)

## AFFILIATIONS

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- Royal Society of Arts Fellow
- Member of the London 2012 Culture and Education Advisory Committee (chaired by Jude Kelly, OBE), involving private conversations with the Prime Minister's wife and the Secretary of State for Culture, Media and Sport
- Member of the review panel of the following academic journals: Cultural Politics, International Planning Studies, Journal of Tourism and Cultural Change, Urban Studies, Local Economy, Cultural Sociology, Urban Design
- Referee to applications to the Arts and Humanities and the Economics and Social Research Councils
- Academic collaborator (culture) to the Centre for Olympic Studies at Universitat Autònoma de Barcelona
- Member of the Liverpool Cultural Strategy Steering Group

## PUBLICATIONS (selection of the most relevant papers)

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- Garcia, B. (2009, in progress) *The Olympic Games and Cultural Policy*, Routledge.
- Garcia, B. (2008) 'One hundred years of Cultural Programming within the Olympic Games. (1912-2012): Origins, evolution and projections' in: *International Journal of Cultural Policy* (vol 14, n 4) (pp 361-376)
- Miah, A. & García, B. (2008) 'We Are The Media. Non-Accredited Media & Citizen Journalists at the Olympic Games' in: In: Price & Dayan (eds) *Narrative and Counter Narrative in The Beijing Olympics: Hearts, Minds and the Projection of Modern China*, University of Michigan Press.
- García, B. (2007) 'Living the multicultural Olympic city. Cultural policy and planning in the Sydney 2000 Olympic Summer Games', in: Gold, J.R. & Gold, M.M. (Eds) *Olympic Cities: Urban planning, city agendas and the World's Games*, London: Routledge.
- Reason, M. & García, B. (2007) 'Approaches to the newspaper archive: Content analysis and press coverage of Glasgow's year of culture' in: *Media, Culture and Society* (vol 29, n 2) (pp. 305-332)
- Scullion, A. & García, B. (2005) 'What is cultural policy research?' in: *International Journal of Cultural Policy* (vol 11, n2) (pp. 113-127)

- García, B. (2005) "De-constructing the City of Culture: The long term cultural legacies of Glasgow 1990" in: *Urban Studies Review Issue: Culture Led Urban Regeneration*
- García, B. (2004) "Cultural Policy in European Cities: Lessons from Experience, Prospects for the Future" in: Wilks-Heeg, S. and North, P. (Eds.) *Local Economy: Cultural Policy and Regeneration* (vol 19, n 4) (pp. 312- 326)
- García, B. (2004) "Reinventando Glasgow como Ciudad Europea de la Cultura. Impactos en turismo cultural (1986-2000)" in Font, J. (Ed.) *Casos de turismo cultural: de la planificación estratégica a la evaluación de productos*. Barcelona: Ariel (pp. 31-56)
- García, B. (2004) "More than a Game. The Value of Olympic arts programming to increase local participation" in: *MailOut. The National Magazine for developing participation in the arts*. (August/September 2004) (pp. 9-10)
- García, B. (2004) "Communicating diversity through major events. The experience of Cultureshock within the Manchester 2002 Commonwealth Games" in: Moragas, M. (Ed.) *Communication and Cultural Diversity*. Barcelona: Barcelona Forum 2004.
- García, B. (2004) "La Dimensión Cultural de Macro-Eventos en el 2004. Potenciales y Limitaciones para una Experiencia Sostenible" in: Portal Iberoamericano de Gestión Cultural (Eds) *Boletín Gestión Cultural* (n 6)
- García, B. (2003) "Urban Regeneration, Arts Programming and Major events: Glasgow 1990, Sydney 2000 and Barcelona 2004" in: Gibson, L. & Stevenson, D. (Eds) *Special Issue of the International Journal of Cultural Policy Research: Urban Space and the Uses of Culture* (Vol 10, n 1) (pp. 103-118)
- García, B. (2003) "Glasgow Lessons can help Liverpool" in: *Regeneration & Renewal* (4 Jul) (p. 14)
- Miah, A. & García, B. (2002) "The Truth about Olympic Truce: Rights, Responsibilities and the Impossibility of Being Global and Apolitical" in: *Human Rights Tribune* (vol 9, n 1)
- García, B. & Miah, A. (2002) "The Olympics is not a sporting event! Arts and culture in the 2002 Winter Olympics" in: *Some Things about Art and Cities* [online] <http://www.newmediastudies.com/art/olympic.htm>
- Miah, A. & García, B. (2002) "The Olympic Games should happen nowhere or everywhere" in: *Spark-Online* (n 31) [online] <http://www.spark-online.com/issue31/miah-garcia.html>
- García, B. (2001) "The Concept of Olympic cultural programmes: origins, evolution and projection" in: *Fundamental Lessons in Olympism* [online] [http://www.blues.uab.es/olympic.studies/web/pdf/fl1\\_eng.pdf](http://www.blues.uab.es/olympic.studies/web/pdf/fl1_eng.pdf)
- García, B. (2001) "Enhancing Sports Marketing through Cultural and Arts Programmes. Lessons from the Sydney 2000 Olympic Arts Festivals" in: *Sports Management Review* (vol 4, n 2) (pp. 193-220)

## RESEARCH INTERESTS and PROJECTS

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### Research on urban cultural policy, culture-led regeneration and major events

Analysis of the cultural policy rationale of cultural programmes staged within major national and international events. I have developed theoretical and methodological frameworks to evaluate how event cultural programming responds to the cultural policy needs and aspirations of the host-city and assess whether the process results in sustainable legacies such as long-term cultural, social, economic and environmental/physical regeneration.

### Projects under way

- Director: *Impacts 08 – The Liverpool Model* (May 2006; external collaborator since July 2005) – Longitudinal research programme commissioned by the **Liverpool City Council** and led by the University of Liverpool and Liverpool John Moores University. The programme combines established and innovative methodologies to assess the cultural, social, economic and environmental dimensions of Liverpool's regeneration in the lead to, during and in the aftermath of becoming the 2008 European Capital of Culture. (See: [www.impacts08.net](http://www.impacts08.net))
- Principal Investigator (2008) *Cultural Programming at the Beijing Olympics- funded by Universities' China Committee in London*. This work involves working as an embedded journalist within Beijing's Non-Accredited Media Centre, to capture approaches to communicating the cultural aspects of the Games.
- Principal Investigator (with Dr Steven Miles and Dr Alan Southern) (2007-2010) *Cultural Sustainability? Liverpool in 2008 - AHRC and ESRC Impact Fellowship* to study the cultural policy implications of hosting the 2008 European Capital of Culture in Liverpool. (see: [http://www.liv.ac.uk/impacts08/AHRC\\_ESRC\\_fshp/AHRC.htm](http://www.liv.ac.uk/impacts08/AHRC_ESRC_fshp/AHRC.htm))
- Principal Investigator (2008-2009) *Experiencing arts and culture. Understanding and measuring quality in physical and virtual environments* funded by the **Arts and Humanities Research Council (AHRC) and Arts Council England**. (see: [http://www.liv.ac.uk/impacts08/AHRC\\_ACE\\_wshps/index1.htm](http://www.liv.ac.uk/impacts08/AHRC_ACE_wshps/index1.htm))



### Projects that I have led and completed to date

- Co-investigator (with Dr Andy Miah): *Towards London 2012: Non-accredited Media, Cultural Discourses, and Olympic Host City Identity* (since January 2006) - Research funded by the **British Academy**. Fieldwork at the Turin Winter Olympic Games (February 2006), pre-Olympic Beijing (September 2006) and documentation review at the London Organising Committee for the 2012 Olympic Games.
- Principal investigator (PI): *Understanding the Long-term Legacies of Glasgow 1990, European City of Culture'* (Jan 2002- Jun 2005) – Research funded by the **Centre for Cultural Policy Research**, University of Glasgow.
- PI: *Urban Cultural Policy Implications of the Universal Forum of Cultures, Barcelona 2004* (Oct 2003-Dec 2004) – Research funded by the **Centre for Cultural Policy Research** and conference travel support from the **British Academy**. The project involved one month field-work in Barcelona in May 2004 and has resulted in one refereed paper and six conference/guest presentations. Discussions are underway for a co-authored monograph.
- PI: *From Athens 2004 to London 2012: the contribution of non-accredited media centres to the Olympic Games host city* (Jan – Sep 2004) – Research funded by the **British Academy**. The project involved one month field-work in Athens during the Olympic Games in August 2004 and has resulted in the creation of the magazine *Culture @ the Olympics*. The project outcomes are being fed to the Culture and Education Advisory Committee of the London Organising Committee for the Olympic Games, of which I am a member.
- PI: *Evaluation of Cultureshock, North West Cultural Programme for the 2002 Commonwealth Games* (Sep 2002- Jan 2003) – Research commissioned by the **Cultural Consortium NorthWest** with support from the **British Council** and the **Foreign & Commonwealth Office**. The final report is available at England North West Arts Board.
- PI: *Analysis of the programming, management and promotion of the Sydney 1997-2000 Olympic Arts Festivals* (Mar 1999-Jun 2002) – Research supported by a Mobility Grant by the **Universitat Autònoma de Barcelona** (UAB), an Olympic Research Grant by the **Centre for Olympic Studies** at UAB, and a Postgraduate Seminar Grants by the **International Olympic Academy**. The research results form the basis of my PhD Thesis, 'Towards a Cultural Policy for Great Events. Lessons from the Sydney 2000 Olympic Arts Festivals'.
- PI: *Cultural Policy of the Olympic Movement. A review of cultural agendas and structures at the International Olympic Committee* (Apr-May 2001) – Funded by the Postgraduate Research Grant Programme 2000 of the Olympic Museum and Olympic Studies Centre, **International Olympic Committee**.

### Projects I have contributed to

- Academic advisor to: *Study on the European Cities and Capitals of Culture and the European Cultural Months 1995 – 2004* (Jan-Dec 2004) – Project funded by the **European Commission** and conducted by the consultancy Palmer/Rae Associates (Brussels). The resulting report is available online at the European Commission website.
- Contributor to: *The effectiveness of the Scottish Arts Council's links and partnerships with other agencies* (Mar - May 2002) – Project commissioned by the **Scottish Executive** and conducted by the Centre for Cultural Policy Research. Main aims: investigating and reviewing the Scottish Arts Council's external links and partnerships. The research was part of the Quinquennial Review of the Scottish Arts Council in 2002.
- Project collaborator to: *Comparative Analysis of the International Television Coverage of the Sydney 2000 Olympic Opening and Closing Ceremonies* (Oct 2000- Sep 2001) – Research commissioned by the **International Olympic Committee** and conducted by the Centre for Olympic Studies at the UAB.

### Web-based projects

Co-editor of specialist academic magazine **on the cultural dimension of the Olympic Games (with Dr Andy Miah)**



Web-based collection of articles and commentary on cultural matters at the Olympic Games. The website includes a blog section with diary reports from Games live experiences and a visual archive [<http://www.culturalolympics.org.uk/>]