



# Dr Beatriz García

www.beatrizgarcia.net • drbeatrizgarcia@gmail.com • @beatriz\_garcia

## Biography

Dr Beatriz Garcia has been at the forefront of debates about culture-led urban regeneration since 1999. Her pioneering work on the cultural impact and legacy of mega-events has informed city strategists around the world, from Sydney to Liverpool and from Taipei to London. Dr Garcia grew up and was educated in Barcelona, specialising in international communication policy, city marketing and the then emerging field of cultural policy research. During her studies, she spent exchange years in France, Australia, the USA, and the UK, where she now resides.

Dr Garcia has led and delivered some of the most high-profile projects in culture-led regeneration research, first working on the Sydney 2000 Olympic cultural programme; then studying the legacy of the Glasgow 1990 European City of Culture; directing the pioneering Impacts 08 research framework on the multiple impacts of Liverpool as 2008 European Capital of Culture (ECoC), and reviewing the first three decades of ECoC legacies throughout Europe (European Parliament, 2013). Beatriz has conducted primary research across the ECoC programme and at every Olympic Games – Winter and Summer – since 2000, funded by such organizations as the British Council, British Academy, the UK Arts and Humanities Research Council, the UK Social and Economic Research Council, the Universities China Committee in London, the London Organising Committee for the Olympic Games, the European Commission, the European Parliament and the International Olympic Committee.

Her work was widely utilized to inform the culture bid for the London 2012 Olympic & Paralympic Games and resulted in the first full evaluation of a national Cultural Olympiad for London. In 2023, she is expert culture advisor to the Paris 2024 Cultural Olympiad team and leading their evaluation framework. She has acted as expert advisor for many cities bidding for the European Capital of Culture, the Commonwealth Games and the Olympic Games. She has also been an expert assessor of the bidding process towards the UK City of Culture programme since its inception in 2002 and was a member (and Chair) of European Capital of Culture Selection panel, appointed by the European Commission between 2016-2022.

Dr Garcia is a highly sought-after public speaker and has given more than 170 invited keynotes in over 38 countries. Considered a leader in her field, she is committed to advancing academically sound and policy relevant methodologies to capture the intrinsic value of cultural interventions as well as their role as catalysts for social, political and economic change.

# Dr Beatriz García

**INTERNATIONAL ROLES** Member, Culture & Heritage Commission | **International Olympic Committee**  
Former Member, European Capital of Culture Selection Panel | **European Commission**  
Expert, Cultural Olympiad | **Paris 2024 Organising Committee for the Olympic G.**  
Expert, Impact of Global Events Framework, **OECD**  
Expert, Agenda 21 for Culture | **United Cities and Local Governments**  
Advisory Board | **Bodø 2024, European Capital of Culture Evaluation Framework**  
Advisory Board | Cultural Flagships, a global urban type | **Université de Lausanne**

**UK ROLES** Associate Director | **UK Centre for Cultural Value**  
Honorary Senior Research Fellow, Cultural Policy & Mega Events | **University of Liverpool**  
Chair of the Board of Trustees | **Walk the Plank**  
Strategic Peer Review College member | **Arts & Humanities Research Council**  
Advisory Board | **Cities of Culture Research Network**  
Former Advisory Board | **Unboxed, Festival UK 2022**

**EDUCATION** **PhD**, Communication Science (Cum Laude), Universidad Autònoma de Barcelona  
**MA**, Arts Management (First), University of Technology Sydney  
**BA Hons**, Communication Studies (First), Napier University, Edinburgh  
**BA**, Advertising & Public Relations (First), Universitat Autònoma de Barcelona

**LANGUAGES** **fluent: English, Spanish, Catalan, French** **basic: German, Italian, Portuguese**

## SELECTED ACADEMIC RESEARCH GRANTS (Principal Investigator roles)

Aug 2021: *Making Data Work, A framework for Culture Evaluation*, **Economic & Social Research Council**  
Nov 2019: *Co-Creating nationwide Evaluation Principles for Culture*, **Centre for Cultural Value, Arts & Humanities Research Council (AHRC)**  
Dec 2016: *Impacts 2018 – 10 year legacy of Liverpool as European Capital of Culture*, **AHRC, Culture Liverpool, Institute of Cultural Capital Research Endowment**  
Dec 2016: *Impacts of Creative Clustering – The London Culture and Education District*, **AHRC**  
Sep 2016: *Images of Olympic Brazil- Cultural legacy of Rio 2016*, **British Academy, Newton Fund**  
Jun 2016: *The value of global cultural-policy making*, **International Olympic Committee**  
Mar 2009: *Cultural Policy Research Network* **European Commission Culture Programme**  
Jun 2008: *Impact Workshops: Culture Impact & Participation* **AHRC; Arts Council England**  
Apr 2007: *Impact Fellowship: Cultural Policy* **AHRC & Economic and Social Research Council**

## SELECTED RESEARCH COMMISSIONS (Director roles)

Mar 2024: *The legacy of bidding for major cultural events*, **UK Department of Media, Culture and Sport**  
Jan 2024: *European Capital of Culture Objectives & UN Sustainable Development Goals*, **Culture Next**  
Sep 2023: *Integrated Event Planning for Edinburgh Festivals Peak Season*, **Edinburgh Festivals**  
Jun 2023: *Evaluation of the Paris 2024 Cultural Olympiad*, **Paris 2024 Organising Committee Games**  
Mar 2019: *Role of the British Council at the UK City of Culture Programme*, **British Council**  
Jun 2017: *Shakespeare Lives, Impact on Perceptions of Britain*, **British Council**  
May 2016: *Advisor, Coventry UK City of Culture Bid programme*. **Warwick Business School**  
Feb 2016: *International Expert, Agenda 21 for Culture – Pilot Cities Programme: Galway (Ireland) Swansea (UK), Talca (Chile)*, **United Cities & Local Governments**  
Dec 2015: *Advisor, Coventry Candidature to become UK City of Culture*, **University of Warwick**  
Sep 2014: *Advisor, Ex Post Evaluation of Cohesion Policy Programmes*, **European Commission**  
Dec 2012: *European Capitals of Culture: Success Strategies and Long-Term Effects*, **European Parliament**  
Nov 2011: *Cultural Olympiad Evaluation*, **London 2012 Cultural Olympiad Steering Group**  
Mar 2012: *Heritage, Pride and Place. The Contribution of the World Heritage Title to a City's Future Development*, **English Heritage and Institute of Cultural Capital**  
Jul 2009: *Evaluation of We Play: North West Cultural Olympiad 2012*, **Arts Council England North West**  
Sep 2002: *Evaluation of Commonwealth Games Cultural Programme*: **Cultural Consortium North West**

### Refereed journal articles

- Garcia, B (2022) 'The Olympic Movement and Cultural Policy: Historical challenges and ways forward'. In: *Special Edition of the Journal of Olympic Studies* (vol 3, n2)
- Garcia, B (2021) 'Cultural programming at Tokyo 2020: the impossible Olympic festival city?' in: *Mega events, media, and the politics of sport*, Centre for Comparative Politics and Media Research (p. 27-28)
- Garcia, B. (2016) 'If everybody says so... Press narratives in major event host cities', *Urban Studies*, 42(5)
- Garcia, B. (ed) (2014) Special Cultural Olympiad Issue, *Cultural Trends*, 23 (1)
- Garcia, B. (2014) 'Editorial', in: Garcia, B. ed. *Cultural Trends*, (vol 23, n1). (pp. 1-6)
- Bergsgard, N.A., Jøsendal, K. & Garcia, B. (2010) A cultural mega event's impact on innovative capabilities in art production: the results of Stavanger being the European capital of culture in 2008', *International Journal of Innovation and Regional Development*, (vol 2, n 4) (pp 353-371)
- Garcia, B. (2008) 'One hundred years of Cultural Programming within the Olympic Games. (1912-2012): Origins, evolution and projections', *International Journal of Cultural Policy* (vol 14, n 4) (pp 361-376)
- Garcia, B. (2008) 'Política cultural y regeneración urbana en las ciudades de Europa Occidental', *Revista de Investigaciones Políticas y Sociológicas* 7(1): 111-126
- Reason, M. & Garcia, B. (2007) 'Approaches to the newspaper archive: Content analysis and press coverage of Glasgow's year of culture', *Media, Culture and Society* (vol 29, n 2) (pp. 305-332)
- Scullion, A. & Garcia, B. (2005) 'What is cultural policy research?', *Int. Jrn Cultural Policy* 11(2): 113-127
- Garcia, B. (2005) 'De-constructing the City of Culture: The long term cultural legacies of Glasgow 1990', *Urban Studies* (vol 42, n5/6) (pp. 841-868)
- Garcia, B. (2004) 'Cultural Policy in European Cities: Lessons from Experience, Prospects for the Future', *Local Economy*, 19(4) (pp. 312-326)
- Garcia, B. (2004) 'Urban Regeneration, Arts Programming and Major Events: Glasgow 1990, Sydney 2000 and Barcelona 2004', *International Journal of Cultural Policy*, 10(1) (pp. 103-118)
- Garcia, B. (2001) 'Enhancing Sports Marketing through Cultural and Arts Programmes. Lessons from the Sydney 2000 Olympic Arts Festivals', *Sports Management Review*, 4(2) (pp. 193-220)

### Monographs

- Garcia, B. (2012) *The Olympic Games and Cultural Policy*, New York: Routledge.
- Miah, A. & Garcia, B. (2012) *Olympic Games. The Basics*, Routledge.

### Internationally significant reports

- Garcia, B. et al. (2021) *The Future of Festivals*, Salzburg: Salzburg Global Seminar
- Garcia, B. (2013) *European Capitals of Culture. Success Strategies & Long Term effects*. European Parliament
- Garcia, B. (2010) *An international framework of good practice in research and delivery of the European Capital of Culture programme*. Brussels: European Commission
- Garcia, B., Melville, R. and Cox, T. (2010) *Creating an Impact: Liverpool's Experience as European Capital of Culture*. Liverpool: University of Liverpool (supported by 27 specialist reports)

### Book chapters

- Garcia, B. (2024) "Cultural Olympiads" in: Gold, J.R. & Gold, M.M. (Eds) *Olympic Cities: Urban planning, city agendas and the World's Games, 1896 to the present*. London: Routledge (pp. 90-113)
- Garcia, B. (2023) "Mega-Events and cultural Leadership" in: Hadley, S. (Ed) *Cultural Leadership in Practice*, Routledge
- Garcia, B. (2017) "The Cultural Policy of Global Events" in: Miller, T. O'Brien, D. and Durrer, V. *Routledge Companion to Global Cultural Policy* pp. 365-381
- Garcia, B. (2015) "Placing culture at the heart of the Games. Achievements and challenges within London 2012 Cultural Olympiad", in: *The London Olympics and Urban Development* Routledge (pp. 255-270)
- Garcia, B. (2015) 'Capitals of Culture and External Projection', *White Book of Culture*, Terrassa: Ajuntament
- Garcia, B. (2011) 'The Cultural Dimension of the Olympic Games' in: Fernández Peña, E. [et al.] (eds.): *An Olympic Mosaic: Multidisciplinary Research and Dissemination of Olympic Studies*. Barcelona : UAB
- Garcia, B. (2011) 'Impacts 08 – The Liverpool Model. A framework for impact research in Liverpool, 2008 European Capital of Culture' in: Taormina, A. (Ed). *Osservare la cultura*. Milan: Edizioni Franco Angeli.
- Garcia, B. (2010) 'Sydney 2000', in: Gold, J.R. & Gold, M.M. (Eds) *Olympic Cities: Urban planning, city agendas and the World's Games, 1896 to the present* (2nd Edition), London: Routledge, (pp. 287-314)
- Miah, A. & Garcia, B. (2008) 'We Are The Media. Non-Accredited Media at the Olympic Games' in Price, M. & Dayan, D (Eds). *Owning the Olympics. Narratives of the New China*. U of Michigan Press (pp. 320-345)