

ANA CARLA FONSECA REIS

1) PERSONAL INFORMATION

Birth date: 06 April 1969

Nationality: Brazilian

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2) PROFILE

Public Manager (Fundação Getulio Vargas); Economist, holding a 4-year Master cum laude in Management and undertaking a PhD in Urban Studies (University of São Paulo – to be concluded by April 2011), Carla is a founding partner of *Garimpo de Soluções*, a pioneering company devoted to the convergence of culture, economics and development, having private companies and public departments as major clients.

She is a renowned international consultant and speaker in five languages (having spoken in 21 countries) and a curator of national and international congresses (e.g. the World Culture Forum India, in 2011). As a special advisor on the creative economy for the UN (UNDP/UNCTAD), Carla joined a number of projects, including the role of Latin America consultant for the *Creative Economy Report 2008*.

Before setting up her own company, she led global marketing and knowledge management projects for multinational companies for 15 years (10 of which for Unilever), based in Latin America, London and Milan.



She is the author and editor of a series of trailblazing books on cultural sponsorship, the economics of culture, the creative economy and creative cities. *Economics of Culture and Sustainable Development* (in Portuguese), received the Jabuti Award – the most important book prize in Brazil – in 2007. Her latest works as an author, organiser and

editor are the e-books *Creative Economy as a Development Strategy* (2008), trilingual and *Creative City Perspectives* (2009) – available for free download from www.garimpodesolucoes.com.br

Carla teaches at main universities in São Paulo and Rio and is a member of the Association for Cultural Economics International (ACEI) and of the International Urban Development Association (INTA).

2) LANGUAGES

Fluent in English, French, Spanish, Italian and Portuguese.

3) BOOKS

a) *Cidades Criativas, Soluções Inventivas – o Papel da Copa, das Olimpíadas e dos museus internacionais/ Creative Cities, Inventive Solutions – the role of the World Cup, the Olympic Games and international museums* (Org.) São Paulo: Garimpo de Soluções and Fundarpe, 2010.

International research covering seven experiences in five countries: the Olympic Games in Barcelona (1992) and London (2012); the World Cup in South Africa (Cape Town and Johannesburg, 2010); the Guggenheim Museum in Bilbao and the Library-Parks in Colombia (Bogota and Medellin). The aim of the book is to analyse the pitfalls and opportunities to cultural policy open by international events.

b) *Creative City Perspectives* (Org. with Peter Kageyama). São Paulo: Garimpo de Soluções and Creative Cities Productions, 2009.

First global e-book to explore the concept and the application of creative cities strategies. Richly illustrated, this e-book gathers the views of 18 authors from 13 countries, as varied as South Africa and Colombia, Taiwan and France. Available at www.garimpodesolucoes.com.br (under “books”).

c) *Economia da Cultura – ideias e vivências/The Economics of Culture – ideas and practices* (Org. with Kátia de Marco). Rio de Janeiro: Associação Brasileira de Gestão Cultural, 2009.

A digital anthology of 20 papers written by 18 of the most well-known Brazilian experts on complementary aspects of the economics of culture and cultural managers. Available at www.garimpodesolucoes.com.br (under “books”).

d) *Creative Economy as a Development Strategy* (Ed.). São Paulo: Garimpo de Soluções and Itaú Cultural, 2008.

First global work to tackle the creative economy from a development perspective, this digital book is made of ten chapters approaching the theme from a global, regional (African and Asian) and national perspectives (India, Argentina, China, Brazil, Jamaica,

South Africa). Published in English, Portuguese and Spanish. Available at www.garimpodesolucoes.com.br (under “books”).

e) *Economia da Cultura e Desenvolvimento Sustentável – o caleidoscópio da Cultura/The Economics of Culture and Sustainable Development – the Kaleidoscope of culture*. São Paulo: Manole, 2006.

One of the very first books in the field of the economics of culture in Brazil, this dense though accessible book brings the complexities of the economics of culture to light, portraying its application to all different situations and countries. Creation, production, distribution, demand, development, public policies, intellectual property rights, the role of tourism and much more can be found in this work, awarded in 2007 with Prêmio Jabuti (economics and business category), the most important book prize in Brazil.

f) *Marketing Cultural e Financiamento da Cultura – teoria e prática, em um estudo internacional comparado/Cultural Marketing and Funding – Theory and practice, in an international comparative study*. São Paulo: Thomson Learning, 2002. Innovative book published in Brazil on cultural sponsorship and cultural funding, this referential work claims that public and private policies can and need to be integrated, if we are to foster and promote cultural diversity and creations.

4) RECENT CONFERENCES ABROAD

- Iberoamerican Congress of Culture – 2010, Mexico
- Economic Forum Perm – 2010, Russia
- III Research Workshop Next Future/ Gulbenkian Foundation – 2010, Portugal
- First International Workshop on Cultural Commons – 2010, Italy
- UNESCO Seminar on Culture and Development Research – 2009, Colombia
- Second Creative Cities Congress – 2009, Spain
- Game in the City – 2009, Netherlands
- World Cultural Economic Forum – 2009, United States
- 33rd World Urban Development Congress – 2009, Taiwan
- International Seminar of the Latin American Centre of Human Economy – 2009, Uruguay
- UNCTAD Workshop on New and Dynamic Sectors – 2009, Peru
- Places of Culture Congress – creativity for development – 2009, Spain
- World Congress on Urban Development – 2008, Latvia
- Creative Cities Summit – 2008, United States
- Workshop of Economics and Culture at the Contemporary Art Museum of Barcelona – 2008, Spain