



CURRICULUM VITAE

Giovanna Carnevali

TITLE : Executive Director of Urban Planning and Architecture

QUALIFICATIONS : PhD

DATE OF BIRTH : 1974

CONTACTS : gio@giovanncarnevali.com
: +966507944064
: +34618254696

PROFILE AND SUMMARY

Giovanna Carnevali is an Urban Designer (PHD in masterplan) and an Architect with 20+ years' experience, highly motivated professional with a track record of designing, managing and delivering award winning projects. Giovanna acts as the Global Leader in Urban Design and Planning, having collaborated with some world-wide architects including Pritzker Prize winners.

During her career she has worked internationally across Europe, Russia and the Middle East. This experience includes all stages of the design process from concept through to detailed design across large multi-disciplinary teams on a variety of project sizes and building typologies.

Recently she has been managing multiple masterplanning projects simultaneously from an executive level ensuring design excellence and stakeholder management including identifying and aligning with high-level influencers and clients across both government and private sector.

Giovanna is self-starter having set up design teams from scratch both in her recent role as well in her previous roles where-in she has set up her own studio. In the most recent role, she helped in scaling up the organization from a two members team to full-fledged 30+ multidisciplinary team.

Across her career she has managed large teams, including effectively coaching, influencing and mentoring team members to ensure the timely delivery of high quality outcomes.

Giovanna, having worked across design studios, client firms, architectural foundations, has a holistic view across the entire design value chain. Each of these challenges has helped her to build up a level of expertise that can be applied to new and often unique project roles with a limited start up time.

She has been lecturing at different places including MoMa, Venice Biennale, Shenzhen Biennale, TU Delft, IaaC Barcelona, Moscow Urban Forum and since 2017 she is Architecture consultant of European Commission.

ADDITIONAL INFORMATION

EMPLOYMENT HISTORY

DETAILED EXPERIENCE

October 2018 - Present

NEOM

Executive Director Urban Planning

Leading and managing efficiently multidisciplinary teams to meet Masterplans objectives. She provides the right guidance to the architects to follow successfully the NEOM's mission and vision and leads the Urban Planning department of NEOM. As a part of her works she regularly participates in the Board of Directors meetings. She was recently rated amongst the top 20% of the organisation

Key outcomes:

- Create, develop and implement ["The Line"](#): the NEOM Regional Plan which includes an area of 26.500km² - one of the biggest projects on earth up today
- Create, develop and implement 6 Masterplans until the detailed stage
Average cost construction estimates of Masterplans is 70 Billion SAR
- Develop and implement a detailed briefs and strategy according to NEOM's vision across 10 different masterplans across both concept masterplanning and detailed masterplanning
- Alignment with the key stakeholders, including NEOM economic Sectors and governmental agencies
- Recruit and develop a high performing team of planners, architects, engineers and urban designers – has built up a team from 2 people to 30 people currently
- Develop a concept of a unique sets of assets such as: luxury mansions, NEOM HQ, Unique Hotel working along with Pritzker Prize winning architects
- Envisioned the "style catalogue" that defines the architectural identity of NEOM

Giovanna is part of the NEOM Leadership that ideated and developed THE LINE, a city of a million residents with a length of 170 km that preserves 95% of nature within NEOM, with zero cars, zero streets and zero carbon emissions.

[A revolution of Urban Living.](#)

The information is strictly confidential, and it cannot be shared at this stage.

Since April 2021 NEOM Leadership appointed Giovanna to lead the new-born Department of Architecture, as Executive Director.

STRELKA KB

August 2015 – September 2018

Director of International Projects

Strelka KB is a leading think-tank in urban design space in Russia, having specialization in urban planning, urban anthropology and economics.

Lead Urban Designer for reference design to new place-changing projects in Russia and Israel. Acting on behalf of the client (governmental and high class privates), she was responsible to manage a multidisciplinary team to develop and implement masterplans, architecture projects and urban standards that met the client's goals and business goals.

Key Outcomes:

- **Urban Standards:** Together with the National Agency for Housing Mortgage Lending (DOM.RF), she has developed with the team a system of Standards for the integrated development of territories — a toolkit of solutions for the development of a quality urban environment in Russian cities. The aim was to adapt Russian cities to the challenges of the day and help them attract an influx of human capital.

Outcomes: 7 books and 3 catalogues divided by the following chapters:

- _ Standards for greenfield masterplans
- _ Standards for brownfield masterplans
- _ Design guidelines for landscape and urban design

- **Cities of the future:** She has managed a multiciliary teams located in 40 main Russian cities, defining scope of work and supervising the deliverables of the public spaces to the main Government. The renovation of over 230 public spaces in 40 cities nationwide began in 2017 and has brought beautification to a qualitatively new level.
- Public spaces renovation design and architecture quality supervision of the main city:
 - _ Nizhniy Novgorod, 5 ha
Realization costs: 1,675,000 \$
- Public spaces renovation design and architecture quality supervision of the smaller city:
 - _ Naberezhnie Chelni, 1 ha
Realization costs: 353,000 \$
- **Street Moscow:** On behalf of City of Moscow, she has led multidisciplinary team and gave the right vision to 100 architects from around the world to regenerate 80 major streets and 20 public spaces of the first two rings of Moscow. Among the main projects were the reconstruction of such major thoroughfares as Novy Arbat, Tverskaya Ulitsa, and the Garden Ring.
- 2015
Mainly highways on outskirts of Moscow were renovated:
Tot: 280 ha
Realization costs: 256,000,000 \$
- 2016

Renovation started in downtown of Moscow, including the replacement of old utilities with new buried powerlines, utilities and natural hardscape materials
Tot: 156 ha
Realization costs: 419,000,000 \$

- 2017
Renovation of Moscow streets downtown
Tot: 1 ha
Realization costs: 2,100,000 \$

Between 2015-2017 a total amount of 696 ha of public spaces were renovated for a total construction costs of 1,227,000,000 \$

- **The Masterplan: the future management tool:** She has been Program Director to develop “The master plan” sets the direction for the city’s spatial development and defines its long-term goals. This monograph was the first Russian experience in the successful analysis of international practices in the production of a spatial strategy for a territory.
- **Tel Aviv University’s nanotechnology laboratory:** She has the Director of the Architecture Competition for 8.000 m2 with 12 research laboratories were to be located on three floors, divided between physics, biophysics, neuro-engineering and others, and provided with office and public spaces. She managed the development of Concept, Schematic and Detailed Design of Atelier d’Architecture Michel Rémon architecture office.

Tot m2: 8.000m2
Tot costs construction: 25,000,000 \$

MIES VAN DER ROHE FOUNDATION

September 2012 – June 2015

Director

Mies van der Rohe Foundation is an incubator of creative architectural ideas, research and activity. It provides support for emerging talents as they embark on their careers. It has organised the European Union Prize for Contemporary Architecture – Mies van der Rohe Award since 1988 with the backing of the European Commission. The Prize is now one of Europe's most important and influential cultural platforms, with a worldwide impact.

During her 3-year term as the Director of the Mies van der Rohe Foundation Giovanna fostered debate and awareness on European and international contemporary architecture, urban planning and cultural heritage. She enhanced studies on the work of Ludwig Mies van der Rohe and on the Modern Movement and promoted and curated artistic initiatives at the Mies van der Rohe Pavilion. Her key achievements during her term were:

Key Outcomes:

- **Winner** of the Call for proposals for the 2015-2017 **European Union Contemporary Architecture Prize**, awarded by the European Commission.

- **Leader and management** of Mies van der Rohe Awards 2013 and 2015 in cooperation with European Commission.
- **Director**, European Union Prizes for Contemporary Architecture (2013, 2015)
- **Raised the Foundation's visibility** in social networks and increased visits by **95% in 3 years**.
- **Intensified relations with prestigious media and press, with publications in 18 European countries** (Wallpaper, Monocle, Le Monde, Frankfurter Allgemeine, Corriere della Sera, The Guardian, El País, Domus, Archdaily, WorldArchitects, Plataforma de Arquitectura, Dezen, amongst others).
- **Managed efficiently the 33-strong** team and the budget of the Foundation, with a 23% average annual increase in income. Strengthened fund-raising through new collaboration with 11 corporations.
- **Led the systematization of the 25 years Mies van der Rohe Prize database**, with a comparative analysis of the last quarter century of European architectural production and the socio-economic, political and technological development of the European Union;
- **Digitised the Foundation's architectural archives**, increasing its visibility in the media and social networks; visits to the Foundation doubled in 3 years.
- Acted as Commissioner of the Foundation's architecture archives, of exhibitions, academic workshops and architecture biennales.
- Actively participating to Architecture Biennales : Shenzhen, Hong Kong, Venice.

SELF ARQUITECTURA SLP

2007-2012

Co-Founder

She founded her own consultancy, Self Architecture, which undertook projects at numerous sites in Europe.

Competitions won:

- Prat Nord urban development. Restricted international competition, 1.600.000 m2. Barcelona, 2009
- INCASOL competition, 64 social dwellings. 6,200 m2. Barcelona 2005
- Competition for young emerging architects. Barcelona, 2004
- Centocittà Novi Ligure competition. 2,600 m2. Genova, 2003
- New Deiva Marina seafront competition. 21,000 m2, 2002
- Transformation of Genoa General Markets. 65,000 m2. Genoa 2001

Architectural projects completed:

- Public Space Gattinara historic centre. Italy, 2007
- Block of 54 social dwellings, INCASOL. Barcelona, 2007
- Gabicce Mare seafront. Italia, 2006
- Private dwellings in Addaia. Menorca, 2005
- Private home, Doria family, Frosinone, Italy, 200

EDUCATION AND ACADEMIC WORK

- **Ph.D in Urban Development and Planning**, Università degli Studi di Genova, Italy, 2010 (**European accreditation**)

- **Masters Degree in Architectural Projects**, ETSAB, Barcelona Polytechnic, Spain, 2001
- **Graduate in Architecture, cum laude. Dual degree** Genoa-Barcelona Universities, 1999
 - **Leonardo European scholarship** for work at a professional office, production of graduation project. 1 academic year, 1998.
 - **Socrates European Scholarship, 1 academic year**, 1997

ACADEMIC ACTIVITIES

She has been lecturing in different places among these stand out: MoMa, Biennale of Venice, Biennale of Shenzhen, TU Delft, IaaC Barcelona, Moscow Urban Forum and European Commission, Sci-Arc Los Angeles.

She has maintained her academic activity and teaching work throughout her professional career, including posts as: **Director of the "European International Master on Cooperation in Sustainable Emergency Architecture"** at the UIC, Barcelona (2010 through 2012); visiting Professor at the TU University of Architecture in Delft (2012-2013); visiting Professor at [I&UD](#), Venice, Italy (2001-2002), Visiting Professor at Sci-Arch, Los Angeles, 2021.

Selected lectures:

- "Spring Lecture : Giovanna Carnevali", IAAC, Barcelona, May 2015
- "Giovanna Carnevali on Education in the Digital Era", European Commission, Brussels, December 2014
- "European Identity in Europe: four success stories", Strelka Institute, Moscow, July 2014
- "Where does European architecture stand?" MoMA, 2013, New York
- "TEDx Architects", December 2010, Barcelona
- Venice Architecture Biennale: "Development of the waterfront as a public space", June, 2004

PUBLICATIONS:

She edited the book "Geno(v)a: Developing and rebooting a waterfront city", NAI Publishers, 2004. She also published:

- "**La Explosión de la Ciudad**" COAC
- "**420 Shortlisted and Nominated entries, 2015 Prize**", May 2015.
- "**Constructing Europe: 25 years of Architecture**", June 2013.
- "**Mies van der Rohe Award 2013**", June 2013
- "**Net.it: a snapshot of contemporary architecture, design and photography in Italy**", 2005.

Languages:

She is fluent in Italian (native language), English, Spanish and Catalan. She also has a good command of German, and basic French.