

# Gabriella Gomez

Urban & Social  
Innovation

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## Expertise:

Urban Innovation (multilevel strategies + interventions for social and political transformation)

Leading transdisciplinary teams

High-level advisory for Mayors and their teams

Novel models for Public Participation & Grassroots Training

Ecosystem design & dynamic governance

Knowledge & Skills Building

Experimentation Protocols

Civic tech & Digital Platforms

Urban Policy

Urban Diplomacy

Narrative strategies & social campaigns

Events organization (Conferences, workshops, etc)

Content Curation

Special projects & experimentation protocols

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## Languages:

English 100%

Spanish 100%

French 75%

Italian 50%

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## Experience

### Experimentalista / Founder and director

Launching September 2020

Amsterdam + Mexico City

EXPERIMENTALISTA is a novel type of creative studio specialized in cities, public imagination and system change. We constantly shift-shape to accommodate high-level, transdisciplinary collaborations across the world.

Here, urban and political scientists work closely with artists, philosophers and other disciplines related to the humanities. Here, everything starts with the right questions, driven by exploration, curiosity and a relentless belief in our collective capacity to create more imaginative realities for all. So narrative strategies are just as important as hard data; human rights are entangled with aesthetics; our subjective lives and personal

beliefs are as much an area of inquiry as their objective social manifestations. This is the only way to transform the urban DNA, to democratise the territories where our futures are created.

We also know experimentation is only the beginning. Ideas must take on a life of their own. Drawing from several fields and methodologies, we focus on what is needed to create deep culture shifts at different scales and depths - from a megalopolis, to a single block or company; from foundational research to experimentation on the ground; from concentrated skillbuilding to long-term project implementation. And every detail is tailor-made for the project at hand: teams, governance structure and beyond.

Experimentalista is founded and directed by Gabriella Gómez-Mont.

Recent international clients and collaborators include cities and their Mayors in four continents (Seoul, Da Nang, Manila etc) as well as Foundations (NACTO Street for Kids, C40, Long Time Project, Hivos, NewCities etc), international development (UNDP, United Nations, UN Habitat) as well as innovative companies (CMinds, Dhun, NEXT) and universities (Harvard, Georgetown, Rijksakademie).

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## **Previous Experience**

### **Laboratorio para la Ciudad / Founder and director**

February 2013 - December 2018, Mexico City

As Chief Creative Officer of Mexico City, Gabriella founded and directed Laboratorio para la Ciudad, the award-winning experimental office of the Mexico City government, reporting to the Mayor. She headed a young, transdisciplinary team: from urban geographers, political scientists and civic tech experts, to artists, historians and philosophers. The Lab was created to tackle urban challenges, creating novel methodologies and participatory practices, exploring ways to find common ground in a gargantuan, diverse (and often divided) city.

### **Independent Consultant / Journalist / Cultural Producer / Speaker**

2000 - 2013, Mexico City & World-wide

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## Awards and recognitions

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Georgetown University Visiting Fellow (2019- 2020, Global Cities Initiative)

The Creative Bureaucrats Award by the German government (2018)

“Most Creative People in Business Award” by Fast Company Magazine (2017)

Salzburg Seminar Fellow (2016)

First prize in the Audi Urban Future Award (2014)

World Cities Summit Young Leader (2014)

Institute for the Future Fellow (2013)

TED City 2.0 Prize (2012)

Mexican National Cinema Grant for Feature-Length Documentary (2012)

Best Art Practice Award given by the Italian government (2011)

TED Senior Fellow (2010)

TED Fellow (2009)

Fabrica Resident (1999)

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## Current International Advisory Roles

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### On International Board of Advisors

Current, International

Gabriella is part of the international advisory committee for the Mayor of Seoul on Social Innovation, as well as NACTO's Streets for Kids, The XXII Triennale of Milan, C40's Knowledge Hub, MaRS Lab (Canada), NYU's Gov Lab (Data Collective initiative) and Nesta's research on the Future of Public Imagination

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## Speaker

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### International Keynotes and Speaking Engagements

2012 - 2019, International

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Gabriella has lectured at Harvard, Yale, Princeton, Columbia, MIT, NYU et al, and given talks around the world at conferences such as The Atlantic's + Bloomberg's CityLab (at three different editions), The Obama Foundation Inaugural Summit, Moscow Urban Forum, Skoll Social Innovation Forum, NESTA, TED, UCLG Mayor's International Summit, The USA Mayors Network, SxSW, C2, World Bank, IDB, Brookings Institute, Rockefeller Foundation, Festival of Ideas, Sydney Creative Summit, among others, many times with Mayors (and on occasions former Presidents) in the audience. Mitch Weiss) from The Harvard Business School dedicates an afternoon every year to discussing the "Mapatón" case study - one of the Labs emblematic experiments - as an example of how imaginative civic engagement can help solve urban challenges at scale.