

Luiz Coradazzi

Cultural Consultant, Founder of Pangea Cultura and former Director Arts at the British Council Brazil - Brazil

**Master Music Business
and Management**

British Council Brazil

Transform

Pangea Cultura



Luiz Coradazzi is a Brazilian Cultural manager based in São Paulo and active internationally. Graduated in Marketing and Communications, post-Graduated in Cultural Policy Management (University of Girona), and Master in Music Business Management (University of Westminster), Luiz has been working in the Culture & Society sectors for 21 years as a planner, producer, fundraiser, programmer and advocate. He has worked as a manager and consultant with several institutions and projects including the São Paulo State Symphony Orchestra, TV Cultura, Time 4 Fun, Inhotim, Universal Music, and the Heliópolis Youth Orchestra.

Between 2011 and 2017, Luiz was the Director Arts at the British Council Brazil, where he led on the design, implementation and monitoring of Transform, the largest-to-date Cultural relations platform for the UK. Transform spanned all art forms and aimed to strengthen the exchange of artistic content, knowledge, cultural policy and management models between Brazil and the United Kingdom, and has reached over 2,7 million people in 4 years. The programme involved more than 250 partnering organisations in both countries, including museums, orchestras, training centres, publishing houses, artistic collectives and a number of festivals like Festivals Edinburgh, FLIP, Celtic Connections, Rio Film Festival, FLUPP, MIMO, Outburst Queer Arts Belfast, Dance Panorama, Unlimited, the Cultural Olympiads, Playable City and Shakespeare Lives, to name a few.

In 2017, Luiz founded Pangea Cultura, a consultancy service specialised in the planning of long-term structuring cultural programmes, with a strong focus on audience development, monitoring and evaluation, and sustainability. Among Pangea's main clients are featured the Goethe-Institut, SESC and the São Paulo Opera House.

Luiz is an active member of global networks like ISPA – International Society for the Performing Arts, Mensa, and the Global South Arts and Culture Initiative, and serves on the executive and consulting boards of several institutions.