
GLOSSES ON THE BOOK

A City of Professions

Jordi Ludevid

Justification

It is not usual to accompany the appearance of a new book with a few glosses in the form of evaluations by persons of recognised authority, and I therefore consider a justification to be appropriate.

Besides being a professional architect and therefore having lived with professionals and professionalism, I have devoted twenty years to professional institutions - those of Catalonia, Spain, Europe and the world. I am aware in first person, I am informed, of the deterioration in which the “professional work” is unfolding today all over the world. I am well aware that this is not a fashionable issue, nor one that is usually in the media, at least not until the arrival of the pandemic. Nor is it a topic that is on the political agendas of state or regional governments, or in the audiovisual media. On the contrary, it is a veiled and hidden topic, encrypted, eclipsed and declined. In the intellectual world and in the world of high culture, it is a subject that has been ignored, even though it is increasingly being called for. How can we contribute to reviving debate and reflection? The importance of the professional world and its problems undoubtedly demands it, it is already calling for a debate, a reflection. The book *A City of Professions* offers, or so I hope, a set of information and arguments, a basis to facilitate this debate.

However, in order to initiate and support this debate, there is nothing better than, in the manner of a starting pistol, to make known some reflections by qualified people who are knowledgeable about professional work and its problems, valuing this initial work of compilation and dissemination, thus opening up a shared reflection. In my humble opinion, this is not just any topic, but a very relevant one that needs to be acknowledged in depth and shared.

Thus, the thirty-six glosses received up to the time of publication of the book would like to facilitate a broader process of participation, in which those received subsequently would be incorporated into this page. Nothing would be more stimulating than to receive reflections from those readers of the book who are interested in this subject and would like to participate. Your opinions would be most welcome and would be disseminated. We look forward to receiving them at Jordi_Ludevid@Coac.net.

JORDI LUDEVID

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1. Carlos Ferrater

The professional associations and associations that bring together the different trades constitute a substantial part of civil society, essential for the organisation of society, especially at sensitive times such as the present. These associations and professional bodies are one of the pillars that have historically underpinned the life of communities. Catalonia, with a long tradition of associationism and with well-established, representative professional associations with a strong social and civic impact, could be a model for other countries.

Throughout the pages of his book *A City of Professions*, Jordi Ludevid provides a lucid, well-argued and well-documented conception of the great relevance of these associations linked to the evolution of the contemporary city. This makes this book a very timely read at a time when it will be necessary to adapt the different trades to the new demands of society.

Ludevid's personal, professional and institutional trajectory, linked nationally and internationally to associations in the world of architecture, amply endorses the authorship of this book that traces the history, the transversal condition and the international relevance that these associations have had over time and that they continue to have as a substantial part of the basis and support of our society, both in the present and in the future.

CARLOS FERRATER

Architect

National Architecture Prize 2009 and 2011

Academician of the Sant Jordi Royal

Academy of Belles Arts

2. Francisco Jarauta

I have carefully read Jordi Ludevid's study on the problems of the professions in the context of the societies of the future. It is a subject that has acquired important relevance over the last two decades. Situated in the so-called Knowledge Society and entering a new phase of the Information Society, all social systems have been directly affected.

Undoubtedly, education and training models are the most affected. One need only look at recent debates on reports projecting scenarios for the societies of the future. Polytechnics in particular, I am thinking of Zurich and Singapore, have put forward proposals for major reforms.

Just two years ago, the Cambridge University Report proposed that the most urgent task in the field of educational innovation was to "design the professions of the future". This is a strategic urgency. We have inherited professional models that date back to the 19th century and which have been difficult to adapt to the new scientific and technical situations, making them obsolete to face the demands of the future. There is an urgent need to reflect on this issue, and also to undertake and plan new models for our university and *research* systems that will enable us to meet the challenges of the future.

For these reasons I enthusiastically support the studio of the architect Jordi Ludevid.

FRANCISCO JARAUTA
Philosopher
Professor of Philosophy at
the University of Madrid

3. Javier Gomá

There are hardly any studies on the history, nature and function of the profession, even though the subject is of the utmost theoretical and practical importance, for the profession is, in a private perspective, the way most people earn their living, and in a public perspective, the system of professions that shapes a modern and prosperous country. This lacuna is brilliantly filled by Jordi Ludevid's present book, which is particularly welcome for this reason, which also succeeds in presenting its subject in the sphere that is most appropriate to it, the municipal sphere, hence the title *A City of Professions*. Moreover, it does not limit itself to an isolated presentation of the subject matter, but links it to another neighbour of major interest, the citizens. Because the members of a community must aspire to be citizens as well as professionals: professionals who carry out a trade for which they provide a service and receive remuneration and, at the same time, or even before that, citizens who are aware of their dignity, which is priceless. And this book does not merely lay the groundwork for a definition and characteristics of the profession, but, by connecting it to the duties of citizenship, creates the context for a civic vision of the professions.

JAVIER GOMÁ
Philosopher
Director of the Juan March Foundation National
Prize for Literature 2004

4. Joaquín Sabate

In *The Reflective Practitioner: How Professionals Think In Action* (1983) a reflection on professional activity, understood as the instrumental application of verified theory and techniques to problem solving; theory and techniques that can form the basis of systematic professional knowledge. In *The Craftsman* (2008), the American sociologist Richard Sennett called for the craftsman who is proud of and committed to his work, and who also exercises it with a rich combination of evolving practical knowledge and reflection. Both authors simultaneously called for practical knowledge, artistic intuition and ethical reflection, which are essential for dealing with growing uncertainty and instability. In both texts, the potential of these professionals and artisans to self-regulate and form citizenship and civility is also intuited.

There are other authors who have enriched this debate, such as Susskind (*The Future of the Professions*, 2015) or Gardner (*Is there a future for the Professions?* 2015). But since those seminal essays I know of no other reflection as committed, lucid and complete as this *City of Professions* by architect Jordi Ludevid.

Because his contribution goes much further; perhaps because it is not only based on reflection, but also on a long exercise and an intense commitment. Its author has spent more than twenty years working as a professional and professor, but fundamentally from the collegiate organisations, starting from the heart of Catalonia to the deanship of the COAC and the presidency of the Higher Council of the Spanish Architects' Associations until a couple of years ago. He developed an impressive work of modernisation and legislative changes, which led him in 2016 to be elected President of the Spanish Professional Union, Vice-President of the European Council of the liberal professions and Vice-President of the World Union of Professions.

His text is equally surprising for the scope of the regeneration of professional work that he calls for, closely linked to the future of and from cities

and to a new and essential social pact. His training as an urban planner, his concern for training and his extensive experience in tenaciously combining wills to improve the structures in which professional activities are carried out, are at the basis of this reflection, which has been years in the making.

The book is a journey, as enjoyable as it is intense, through the history and current affairs of training and professional practice, without shying away from the considerable difficulties and future challenges facing professions and professionals. And at the same time, it is a profoundly ethical vindication of the mission or essence of that work, of craftsmen-professionals, of which Donald Schön and Richard Sennett began to speak to us years ago. And which is now synthesised in a masterly and revealing way, based on three closely interrelated concepts: *forty professions, six missions and a city. A City of Professions.*

JOAQUIM SABATE
Architect and town planner

5. Serafín Romero

From the concept of profession, as we understand it from medicine, we consider the appearance of a book that conveys this essential binomial of profession-society, this necessary social contract that is periodically renewable and that is the basis for the being of the professional representative corporations, to be very timely.

The author's central idea of the *A City of Professions* was born from the performance of the tasks that are specific to each profession, from the application of a body of specialised knowledge, and from the search for the benefit of society and people.

In order for this common construction to form the unity of life that is the city, it is necessary that we guarantee through the professions the production, use and transmission of scientific knowledge, the ethical and competent application of this knowledge, the permanent improvement of the occupation and that professional practice is oriented towards the needs and well-being of the people, and therefore towards the needs and well-being of the *City of Professions*.

Extensive institutional experience and a proven capacity for reflection endorse this work by the architect Jordi Ludevid, former President of the Spanish Professional Union. This allows me to recommend it to all professionals and citizens.

SERAFÍN ROMERO
Doctor of Medicine
President of the Spanish
Medical Association

6. Arcadi Gual

I have received in pdf format a very advanced version of your book *A City of Professions* and I hasten to thank you for your kindness in allowing me to take a close look at your work before it is published. I know that we have already met at some events and that we have shared key aspects of professional life and professions. But let me say that reading your book has left me fascinated. Let me explain why, in case it would be useful to you.

Academic reasons

I have been teaching for years, particularly doctors, at the Hospital Clínic in Barcelona. From my chair in the Faculty of Medicine at the University of Barcelona, in addition to other subjects that are specific to my area of knowledge, I have devoted a great deal of effort to an optional subject entitled: *Professionalism: The Values of Doctors*. The passage of different classes of students has allowed us to see how difficult it is to convey concepts such as Profession, Professional Values, Professional Conduct, or simply Professionalism. Well, your book, because it is didactic without abandoning the depth of the different topics covered, will be ideal for our subject. And not only mine, but an increasing number of Spanish and Latin American medical schools are including in their curricula optional or core subjects in which aspects of professionalism are introduced.

Professional reasons

As an advisor to the General Council of Medical Associations (CGCOM), I have had the opportunity to work in depth, together with my colleagues, on the professional aspect. To simplify matters, I would say that there are two main areas of competence in the professional practice of doctors, as in other professions. One are the specific competencies and the other are the generic or transversal competencies. All professionals (lawyers, architects, doctors, etc.) are getting better and better at specific competencies. The

lawyer discovers new legal perspectives, the architect knows and has at his disposal new materials and the doctor new drugs and treatments. However, improvements in specific competences are to the detriment of generic or transversal competences. And these transversal competences refer not only to those specific to a profession, but also to those transversal to other professions. And this is where CoP shines again. Let me quote the following sentence from your monograph: *The current interdisciplinarity and transversality of the exercise of professions is materialised in specific cities and neighbourhoods*. It is clear that professions not only share spaces, cities, but also transversal competences. It is not very difficult to guess the corollary that can be deduced from this exhibition. Professional bodies, colleges and scientific societies need to read and take on board many of the aspects of CoP. Those of us who work (within the colleges) in the professional field need to modernise by broadening our scope of action. I will not be able to train new doctors if I do not improve their transversal competencies by generating alliances with other professions. The challenge is enormous and *A City of Professions* explains it very clearly.

Social reasons

Both my colleagues at the University of Barcelona and those of the General Council of Medical Associations are concerned, let me emphasise, very concerned, about the signs of deprofessionalisation affecting our group, doctors, but which clearly also affect other groups. In a reasoned way, your text explains, I would go so far as to say demonstrates, that “*de-professionalising means destroying citizenship*”. Hence our concern. And hence the social repercussions of CoP. We are not dealing with the crisis of a profession. We are facing a critical situation of the professions, of communities, of citizenship. Therefore, the solution (or the actions for improvement) must not be unilateral. A new social contract is urgently needed. Meeting this challenge involves more than academics or professionals themselves. Global governance (as stated in the CoP text) is the responsibility of society as a whole. Forgive me if I have referred to things, aspects and ideas that you know, assume and defend. My intention was to make my ideas clear and to congratulate you on your work: CoP. I believe it will be a text that will help our world. I firmly believe that many are, or should be, the collectives that drink from its pages. Unfortunately, the current situation of COVID-19 emphasises the relevance of CoP. It is also true that

COVID-19 has highlighted the fact that de-professionalisation has not yet taken root in society. It is our duty to prevent the destruction of citizenship.

With respect and affection

ARCADI GUAL
Doctor of Medicine
Professor at the UB RAMC
Academic Advisor to the CGCOM

7. Roberto Fernández Díaz

Jordi Ludevid's book, *A City of Professions*, is undoubtedly a work that contains a great thematic novelty that is likely to become more topical every day. It is part of a worldwide debate in which an attempt is made to answer the question of what and how the different professions should contribute to the holistic development of cities, cities that are progressively grouping together the majority of the world's population. In my opinion, the subject is novel and Ludevid's points of view are very original. In addition, it is worth highlighting the enormous documentary contribution and his great analytical rigour within the framework of a reading that is very enjoyable without losing its scientific quality. It is, therefore, a book that has a general readership but also a potential audience among the millions of professionals in Spain and other countries (health professionals, educators, journalists, economists, architects, etc.). For all of the above reasons, it seems to me to be a highly recommendable book for publication for both academic and editorial reasons.

ROBERTO FERNÁNDEZ DIAZ
Historian
Rector of the University of Lleida
President of the CRUE
(Conference of Rectors of Spanish
Universities)

8. Carme Trilla

The configuration and complexity of the city in a democratic society requires the utmost professionalism on the part of all the agents involved in its configuration and governance.

Jordi Ludevid's concern for these issues goes back a long way. His career at the head of the College of Architects of Catalonia and the Higher Council of Architects of Spain demonstrates in itself the strong link between his professional activity - architecture - and its global vision and his vocation for wanting to understand and help to understand professional practice in a collective rather than an individual way.

But in Ludevid's case, the interest is further reinforced by the fact that he has not limited himself to the technical - or political or diplomatic - management of the aforementioned organisations, but has used his position as a demanding platform for demanding professionalism in each case. For having made this orientation his working guideline.

It should come as no surprise, therefore, that he has now sought to reflect on the subject in depth, providing it with theoretical support and opening his gaze to a broad concept of profession and professionalism that encompasses all of the more than forty activities that are or should be carried out in an orderly, cohesive and complicit manner. As he himself points out in his introduction, the need for a new social pact - which is becoming more and more demandable - arises and will be intimately linked to cities, where the majority of the population is increasingly concentrated, and this will require a radical regeneration of the whole of the professional world.

My knowledge of Jordi Ludevid's activity comes from the points of intersection between our trajectories in terms of the struggle for habitability and the right to housing, which have an inescapable base of support in architecture. This is why I strongly recommend reading the book, which in-

vites us to take a step beyond our everyday reflections in order to strengthen the commitment of professionals in this field.

CARME TRILLA

Economist

President of the Hàbitat3 Foundation
Third Social Sector and the Observatori
Metropolità de l'Habitatge de Barcelona

9. Juan José Rodríguez Sendín

A City of Professions proposes an original and necessary gloss on the regulated professions as a guarantee of service to citizens. Jordi Ludevid speaks passionately about the professions and rightly considers them to be a social guarantee of the first order. Reinforcing this social structure is the only way to guarantee a future of stability for a Polis in permanent change, but without time for reflection and analysis. He rightly specifies it in the six fundamental missions served by the services provided by the 40 regulated professions whose functions and guarantees constitute a foundation on which the City is built. He knows human reality well and knows that it is representative. The names of things are not the things, but they serve us to relate to them. That is why he demands in his book that we professions re-appropriate our words, the words that define each profession, especially those that define its functions.

It reminds us of the importance today of the professional fact, which directly affects more than two million professional members in Spain, more than three hundred and fifty million in the world. They represent 4.3% of the total Spanish population and 25% of its active population, much more in the big cities. If we add to those professionals who are members of a professional association those who are not, the figures double. It is rightly concerned that in the midst of these vertiginous changes, de-professionalisation, shortcuts, fast tracks, the disappearance of social guarantees, in short, the opposite of reflection and analysis, are appearing and triumphing. We know that it is necessary to react and renew ourselves because the solutions to these threats lie precisely in the transformation of the professions' contract with citizens based on their needs and especially in the updating of the four professional bioethical principles: Justice, Non-Maleficence, Autonomy and beneficence.

Jordi Ludevid brilliantly expresses in this book what he believes in and what we have shared with him on many occasions. Thus, *A City of Professions*, in addition to doing justice to the regulated professions, turns out to

be a quality social oxygen, and is, in short, a necessary work. It should be compulsory reading for managers and students in faculties and training schools of all professions, especially in doctoral, diploma and master's degree courses.

JUAN JOSÉ RODRÍGUEZ SENDÍN

Doctor of Medicine

President of the Central Commission of
Deontology of the Spanish Medical Association

(Organización Médica Colegial)

Former President of the Spanish

Medical Association

Former Vice-President of Unión Profesional

10. Antoni Solanas

There are interesting books, there are timely books and also, and this does not happen often, books that surprise. Jordi Ludevid's book happily brings together this triad of conditions. That it is interesting is for the reader to judge in due course, but that it is timely is evident in the situation in which we find ourselves. Rarely have professionals - at this moment, health professionals - and the subject of the city and the habitat in which we are confined, deserved the preponderant and almost exclusive attention of the media and of our daily concerns and conversations.

As for surprise, the third of the conditions, I must admit that I did not imagine that a subject like the one we are dealing with could give so much of itself and provoke curiosity to learn more. The text, from the beginning, invites questioning and, without a doubt, reflection. A triad from which, cultivated together, one can only hope for wisdom. When the author sent me an excerpt from the book, the reaction of wanting to know more was immediate, I wanted to read the whole treatise.

Boaventura de Sousa Santos says that in order to understand the present, in times in which we are characterised by speed and immediacy, it is opportune to bring the past and the future to the surface, so as to be able to better understand and live this fleeting present in which it has fallen to us to live. And it is the practice of this advice that makes the text an enjoyable work. The tracing back to the Greek origins of the professions, the practical knowledge of one's own profession and also the others, due to the author's personal experience, as well as the clear vision of a desirable situation, to which we professionals and society as a whole should be heading, result in a brilliant reflection that leaves no one indifferent, with proposals that are hard to refuse.

TONI SOLANAS
Architect and bio Architect Barcelona

11. Victoria Camps

Jordi Ludevid's book is an unprecedented and original contribution to the study of professionalism as the constitutive virtue of a new citizenship, demanding and committed to the needs of our time.

Underpinned by the practice of architecture as a technical, artistic and reflective activity, *A City of Professions* proposes to understand professional excellence as a contribution and service to the city, the setting for a public *ethos*. An essential text, especially now that the coronavirus crisis is forcing us to rethink the missions of professional life.

Jordi Ludevid's book is an unprecedented and original contribution to the study of professionalism as the constitutive virtue of a new citizenship, demanding and committed to the needs of our time. In the analysis of professional excellence, the usual approach is to focus on aspects related to expert or technical knowledge, not on the exercise of an activity that takes place in democratic scenarios and which is owed to the common good. Beyond developing the specialised knowledge that accredits him as a competent person in his field of work, the good professional is the one who contributes to building an *ethos*, a way of being and doing, which will give a special character to the space in which he carries out his activity. That space is the city, the place where people with diverse interests live together with a common commitment whereby, in addition to acquiring an identity as lawyers, journalists, architects or doctors, they assume their responsibility with respect to what we have come to call civic duties.

As an architect and a connoisseur of professional associations, the author of *A City of Professions* offers a reflection on the mission of professionals as the structuring nerve of the cities of our time. Now more than ever, in the midst of the coronavirus crisis, we need texts like this one that force us to rethink the various missions of professional life as a whole, from a perspective that aims to show the values of interdisciplinarity and the ethical dimension inherent to human beings, whatever their profession and the work they do.

VICTORIA CAMPS
Philosopher

12. Joaquín Mañoso

There is a striking absence of works that deal in depth and breadth with what we have come to call the “professional fact”. Hence the importance and timeliness of *A City of Professions*, offering an intense and lucid reflection on a long-standing challenge that current and future generations will have to address. It is urgent to reflect on the current reality of the professional fact, and on the meaning that expressions such as “professionalism”, “professionals” and “professions” may have in the 21st century.

The book offers the keys to a reflection based on an overall understanding of all the professions, focusing on the specificity of architecture, and providing an acute explanation of what the *professional act* entails, in the *urbs* and the *civitas*, to finally discover the intense relationship between Profession and City, as we know it today.

A City of Professions devotes an intense reflection on the current harsh reality of many professionals, on de-professionalisation, job insecurity, training and the new citizenship. As the author proposes, it would be necessary to recognise “professionalism as a democratic virtue, as a peremptory and essential social necessity”, which would lead to the recognition of professional work as a whole.

The great transformations underway (social, economic, political, environmental, etc.) and the current health crisis demand a renewed vision of what the professional means in the society of the future, reinventing what once were the political contributions of the guilds. *A City of Professions* is therefore an initiatory guide, which helps to understand this reality.

The book can also be understood as a necessary critical theory of the professions, and as a tool to facilitate a debate that will help build the new democratic society and make possible the necessary “return of the professions”, an essential tool for shaping what will be the “new forms of citizenship” that will provide an appropriate response to what Daniel Innerar-

ity has recently called the “society of complex democracy” in which we already find ourselves, although sometimes we have not yet realised it.

JOAQUÍN MAÑOSO
Architect and town planner
Former Director General of the Plan Office
of the Madrid City Council

13. Josefina Cambra

Those of us who have already had the opportunity to listen to Jordi Ludevid in his public speeches, characterised by the clarity of his exposition and the depth of his thought, were not at all surprised by this magnificent book, *A City of Professions*.

Written from the point of view of someone who knows the collegiate world in depth, through his career as Dean of the College of Architects of Catalonia, the presidency of the Higher Council of Spanish Architecture and, finally, also the presidency of Unión Profesional, this is an essential reflection on the current moment of accelerated changes, It is of great interest to all those who value the validity of the collegiate organisation of the professions and are concerned about the phenomenon of “de-professionalisation”, to use a term that Jordi Ludevid aptly describes.

Although the writing is characterised by clarity, the text is inevitably dense and requires a slow and careful reading. If this is done, the reader will notice the rigour with which it has been written and the total absence of dispensable elements, which is much appreciated in this type of literature, which is basically of a practically philosophical nature.

We are convinced that this book needs to be given the circulation it deserves, especially among the collegiate and municipal world, and by extension, among those politicians who are concerned about the basic problems of our society and work to solve them with an eye to the future beyond the four-year mandate for which they have been elected.

JOSEFINA CAMBRA
President of the Consejo General de Colegios de
Doctores (General Council of Doctors' Associations)
and graduates in Philosophy and Arts and Science

14. Celestino García Braña

In this day and age, there is an abundance of texts that generalise to the point of uselessness. There is also an abundance of other texts that are confined to casuistic prescriptions that ignore the pretence of even attempting to understand the underlying reasons that permeate the issues they deal with. These are the faces that adopt, depending on the case, indolent and careless attitudes that are satisfied with describing or prescribing, leaving a feeling of emptiness and uselessness in those who have dedicated hours of their valuable time to them.

And the reader will have already guessed that this rhetorical preamble is the pretext to begin by stating that the book Jordi Ludevid now presents to us, on the complex reality and desirable future of the Professions, avoids, with voluntary decision, both dangers. And this, in itself, makes it extremely attractive as it accepts the double challenge of theorising and concretising.

It is perhaps worth remembering that this is a text drawn up by an architect and, as such, he is well aware that the general principles inspire everything, but the inevitable concreteness must be the final result. He knows perfectly well that it is in the finished work, in all its details, that its ultimate validity is to be sought. There were many Renaissance or modern architects, who cares, but very few exceptional ones. And we recognise them not for their stylistic ideas, which were imposed on them by the times in which they lived and worked, but for their specific contributions, in specific works, which we continue to recognise and admire.

The central idea is already contained in the title. The intuition that the author is trying to demonstrate: the professions as a fact of our time, with a very long history behind them, and the city, as a contemporary reality that in the past was home to minority communities, but today is almost omnipresent, can and, according to Jordi Ludevid, must share spaces and strategies from which both will emerge enriched.

The problems exist, they are given to us, but the solutions have to be manufactured. This is well known by those who, like the author, have accu-

mulated long hours of reflection and also by the experience acquired in continuous public management tasks. In his case, as president of the Consejo Superior de los Colegios de Arquitectos de España, having previously been dean of the Colegio de Catalunya, and for his years at the head of the Spanish Professional Union. It was a time when he had to understand, very deeply and in the flesh, the text he quotes from Hannah Arendt: “The polis was a spatial incarnation of the political, of the possibility of conflict between parties in profound disagreement, which the social has colonised by substituting conflict for consensus”.

I think I understand that the author internalises something that beats and gives impetus to his thinking and argues the ultimate decision to write this book, based on a non-conformist, analytical and critical spirit, capable of revealing conflicts, but at the same time creative, proactive and determined to explore new syntheses that, in their concretion, are capable of illuminating, if not solutions, then possible ways to find them.

I recommend that anyone who, in an expectant mood and perhaps short of time, has the book in their hands, should read the “detailed index” that the author, with didactic will, sets out at the beginning of the book. It will be easy for him to appreciate the ambition of its purpose, the breadth of its content and its short pages! If you decide to read it, I believe that we will be able to share, to our satisfaction, the richness of his reflections and the usefulness of their desirable implementation.

Questions such as the survival of some very old professions, today out of step with the new circumstances in which they operate, together with the common elements that intertwine and connect them all with human rights, with the demographic explosion, ecology, technological disruption, the massive incorporation of women into the workplace or the very suggestive argument in favour of a civic aspiration to exemplarity and its deontological foundations, are themes that will unfold before the reader and which, I have no doubt, will avidly attract their attention as they turn the pages.

A solid and beautiful book, for the clarity it exudes and the ease with which it reads. It leads the reader through the history of the “professional”, of inexcusable knowledge in order to know both its long past and the mutations that identify it today; and also through the changing and conflictive nature of cities. Necessary journeys, in order to end up specifying, and this was the really difficult part, a strategic proposal that would bring clarity to the dark and harshly belligerent points of our times.

A book that could well be a bedside reading for our public administrators and serve as a stimulus for young people who, disoriented, seek arguments and reasons for a committed professional practice, in which that inexcusable aspiration for excellence must always be present and which, of course, has Europe permanently in the background, with the 2030 Agendas, the new Urban Agendas or the Strategic Plans for Human Rights, without forgetting the final objectives of Sustainable Development.

CELESTINO GARCÍA BRAÑA
Architect Vice-president of the Royal
Academy of Fine Arts of Galicia
Chairman of Docomomo Iberico

15. Josep Lluís Mateo

The role of the professions (“practical knowledge oriented towards the well-being of people”) in the contemporary world is the subject of the work discussed here.

Its author, Jordi Ludevid, is a practising architect with a long and successful career in the management of professional organisations (Dean of the Official College of Architects of Catalonia and President of the Higher Council of Spanish Architects’ Associations and of the Union of Professions of Spain, among others), and with in-depth knowledge of the situation of the professions in the world today, with their possibilities and their problems. The work provides an attractive overview of the historical origins of these activities, their evolution, and highlights some of the burning issues of the present.

Its aim is not guild-like, to increase the aura of a social group, quite the contrary. Its reference to the city as the place where action takes place refers us to the collective, to the social (with all its contradictions) as the point of origin and end, the alpha and omega of its justification.

In a complex and changing world, this work makes an important contribution to understanding the development and possibilities of an important group of human activities focused on preserving and improving people’s quality of life.

JOSEP LLUÍS MATEO
Architect

16. Eva Serrats

From Manresa to Madrid, passing through Barcelona, Jordi Ludevid has spent his life in the transition from working as an active architect to the role of representing the architects' collective. From the office to the district, from the province to the autonomous community, from representing the same collective at the state level to representing the whole of the professions at the state level. His life is full of positions, contexts and institutional relations.

A City of Professions is a book written from experience, by someone who knows what he is talking about but, above all, from the privilege of being able to situate himself now in the “after” and “from outside”. This moment of opportunity, far from being the moment to write history, has meant for the author the emergence of the urgency to open the melting pot of thought - independent, necessary and useful - on the professional fact.

Finally having some quality time to research and think, to talk and to allow oneself to go off the beaten track, to put ideas in order, to write and rewrite, has allowed the subject of the profession to reappear with all its plots and sub-plots and to finally put it on the table with a new dimension. It is therefore time to recover the essence of the words - professional, professionalism, profession - and to address ontology rather than deontology. It is also the moment to map the reality once again, made up of an immense and diverse group, 25% of the active population, especially concentrated in cities, together but fragmented, that moves between specialisation and versatility, between responsibility and precariousness. It is also a time to remember, to situate the present and to be able to speculate about the future.

A City of Professions is a generous book, written from a desire to communicate in a transparent way and from the will to nourish the collective with thought. It should be useful for all professional associations as well as for all the academies that train future professionals but, especially, it should go directly into the hands of those who dedicate their day-to-day

work to direct action, responding with technique and criteria - from the what and the how - to each of the professional questions posed by contemporary challenges.

EVA SERRATS
Architect
President of the Governing Council
of the Jordi Capell Cooperative

17. Joan Clos

This reflection on professions and cities, *A City of Professions*, comes at a time of intense transformation when the Covid-19 crisis calls into question some of the most prevalent assumptions of recent decades about the economic function of urban density and its agglomeration economies.

The health crisis comes on the heels of the major impact of the 2008 crisis that so affected the financing of urban investment. The sum of these two impacts will certainly have important effects on the prevailing paradigms of urbanisation theories, although it is not expected to challenge the value-generating capacity of urban economies, which have proven to be extraordinarily productive over the last three hundred years.

During this time, the knowledge developed and managed by the urban professions, in close relationship with the universities, has been a fundamental part of modern knowledge. If in the Middle Ages, convents were the guardian institutions of classical knowledge, since the 16th century the baton has been taken over by the city. This is how the author's thesis on the relevance of the professions resonates strongly when it comes to creating and reproducing cultural and knowledge goods and to recognising the positive impact they have on urbanisation.

On the one hand, the advancement of basic sciences such as mathematics, physics, chemistry, engineering and medicine had a very clear urban development since the Renaissance and the Enlightenment. On the other hand, the manual and technical professions also gave rise to an important development in some cities around industrialisation.

The French Revolution represented the end of the Ancien Régime, opening the way for a liberalisation of guild controls that had become monopolistic. This opening up of competition greatly stimulated productivity, and the modern state emerged as the ultimate regulator of professional qualifications.

Subsequently, beyond the political options for the organisation and control of markets, a new actor is emerging in contemporary science and

knowledge, as are undoubtedly today's large business corporations. Large global companies that surpass the power of the nation state in many aspects and with sufficient financing capacity to allocate resources to research and innovation in such strategic areas as medicines, information technologies, artificial intelligence, etc.

And yet, the New Urban Agenda that emerged from Habitat III proposes a paradigm shift in urbanisation based on a systematic review of the regulatory framework, urban design and financing, in order to achieve socially, economically and environmentally sustainable cities.

It is clear that the predominant system of the 19th and 20th centuries is a threat to planetary sustainability, as demonstrated by the climate change crisis, a crisis that entails the need for a profound revision of the model without questioning the improvements we have achieved in the quality and quantity of life.

The last two crises mentioned at the beginning, together with that of climate change, will challenge the current model of urbanisation towards one that is more acceptable to the majority of the population and capable of articulating a new social contract. This transformation will not be easy given the highly diverse and complex interrelationships in the modern social structure. It is here that Professor Jordi Ludevid's book proposes with

special interest the contribution of the professions that contribute directly to urban construction, both in its physical aspects and in its civic, regulatory and financial aspects.

The author Jordi Ludevid, with an extensive professional, institutional and intellectual career, has constructed this reflection on the link between professions and cities, which is undoubtedly of particular interest in the current difficult and delicate circumstances.

The author proposes a radical regeneration of the profession, with a clear commitment to linking it to cities, thus promoting the "new social contract". At the same time, *A City of Professions* will undoubtedly play an important and significant role in the international debate on the present and future of the professions.

By reflecting on the collegiate professions and trades, but also on professionals linked to municipalism and public institutions, and beyond, by considering their relationship with universities and educational establishments, this book is of interest to a very broad and diverse public. It will undoubtedly be of interest to professionals in the world, but also to all citizens in-

terested in social and collective issues and who aspire to a democratic, equitable and sustainable city.

JOAN CLOS
Doctor of Medicine
Former Mayor of Barcelona
Former Minister of Industry
Former Executive Director of UN Habitat

18. Ferran Mascarell i Canalda

Rarely will a text fall into our hands that better describes something important that is going unnoticed. I assure you that this is a timely book. This is an important text. It raises an essential debate about how and with whom to address the future of our society. I recommend its reading and, therefore, its publication. I believe it will be of interest to the general public, as well as to the wide range of professionals to whom it refers and, in a very special way, to all public servants, politicians and technicians in our country and, no doubt, throughout the world.

The Covid-19 pandemic has made the book even more essential. The crisis has revived the importance of *professionalism*, of the “professional fact”, as the author puts it. The construction of the city and its surroundings has become a key element in guiding ways of living that are more in line with the challenges of the 21st century world.

Developing ourselves in a different citizenship pact, in more appropriate urban environments, through a more representative, effective and fairer style of governance, in a new model of citizen involvement, re-founding our relationship with nature: this is the great challenge of our time.

All this will not come out of nowhere, let alone from waiting for things to adjust themselves. What is at stake is evolution, and in the end, the quality of health, education, liveability, legal security, communication, economic and environmental sustainability, as well as the link to civic ethics, human rights and global challenges. Life is at stake. And this is where the author makes an essential contribution: it will only be possible to deploy the necessary changes if we give a role to those who know the problems best: the professionals, the forty regulated professions that represent them.

The book puts the spotlight on “professional work”, a key but undervalued factor. In Spain alone, it affects more than two million professional members, more than three hundred and fifty million in the world, more than twice as many if we include non-members. A very large majority if we also consider the practitioners of so many trades who *are* professionals.

Two essential facts for the future: professionals and urban space. The relationship between the two is strategic and has enormous potential for articulation and improvement of citizens' lives: public space is a professional space.

This book is an extraordinary, highly intelligent and entertaining effort to bring together professionals and the city, knowledge and values. *A City of Professions* is a suggestive and stimulating text that puts in order the pieces of a hitherto scattered puzzle, which allows us to advance firmly in the understanding, promotion and deployment of an essential process of social innovation and improvement of cities and professions through processes of mutual enforceability.

It is a perfectly written, careful, pedagogical and undoubtedly intelligent book. It is also addressed to the world of municipalism and cities, trapped as they are by a chronic lack of material and human resources in their governance. Not forgetting all professionals and citizens interested in learning about a veiled and unknown reality which, nevertheless, can be inspirational in guiding the immediate future. Finally, it is also addressed to the university and educational world, offering references for the educational debate currently underway. To whom it may concern I therefore suggest, with absolute conviction, that you publish it, and to whom it may fall into your hands I ask you to read it. I am sure that their way of working will be more conscientious, and certainly more efficient and ethical.

FERRAN MASCARELL I CANALDA
Councillor and former Councillor for Culture,
Barcelona City Council
Vice-President of Barcelona Provincial Council
Former Minister of Culture of the Government
of Catalonia Member of Parliament
and writer

19. João Santa-Rita

Along history Cities hosted and generated a diversity of professions, varying concerning the nature of each city. It was a common situation in the Medieval City as well as in the Illuminist City, that the streets took the names of the of craftsmen and merchants professions.

Professions take part in the construction of cities in a confrontation or in a cooperative situation. Above all the professions are the pillars of society and the city, and their contribution was a decisive one to the birth, growth and support of nations, states and kingdoms if so. For instance Switzerland is a well know country of “Watchmakers”. Professions are in a situation of constant turbulence according to the needs, expectations and level of changes in society along history, and the relation between it is a mutant reality.

The book *A City of Professions* is a strong and comprehensive travel along the history of the professions, and its past and present role in the city. The book also concentrates the attention on the phenomena of the desprofessionalization, that not only affect the professions itself, but also the structure of society and the city. It shows us how this process can be understood as a kind of threat, perpetrated by decision makers and politicians, that will impoverish the multifaceted life of the cities.

In a continent like Europe, where a wide range of professions still play an important role in the character of society and the city, the book can offer an extremely actual document in order to envisage the future of the places where we live in - the City. And in a Continent like Africa it can offer an opportunity to rethink education and professionalization as an undoubtedly contribution to the stabilization of society and the development of the City.

JOÃO SANTA-RITA

Architect and Professor, based in Lisbon Former
President of the Portuguese Chamber of Architects,
OA (2014/2016) Former Vice-President of the
International Congress of Portuguese Language
Architects, CIALP (2016/2019)

20. Howard Gardner

Thanks for your thoughtful note and attachments. They have arrived at a time when I have a lot of time-sensitive commitments. I will look them over when time allows and see whether I can be helpful.

I wish you the best of luck with your important endeavor.

Sincerely,

HOWARD GARDNER
Psychologist

21. Fredy Massad

Reclaiming the idea of profession and professionalism is nowadays absolutely essential. Not only the concept of *professionalism* but also that of *learning*, as well as the idea of an idea that provides profound and critical knowledge (far removed from the concept of the “paper culture” put forward by Rafael Argullol and the pure commercialisation of education).

This, which if we had not wanted to understand before, has exploded before our eyes with greater urgency today because of the coronavirus crisis, which has highlighted the value of scientific thought in a society full of opinion leaders and *influencers*. The vindication of the figure of those who know, both professionals and artisans, encourages the creation of a truly more adult and democratic society.

Jordi Ludevid’s essay *A City of Professions* draws attention to this necessary demand, with rigorous data and arguments. It explores the history and context of the professional fact, proposing the need to review local and global urban, social and political issues and opening up essential questions for debate.

FREDY MASSAD
Architect and architecture critic

22. Alberto Campo Baeza

My friend Jordi Ludevid, who has served, and well, as president of the Consejo Superior de los Colegios Oficiales de Arquitectos de España, asks me to comment on his interesting reflection on the professions in general and the architectural profession in particular. The text, very generously, not only defends architects, but also advocates professionalism, professionals and all the professions in our society, an absolutely essential virtue. Can you imagine such a society? Basically, it is a demand for excellence in all fields. That training that the University provides, that it should provide.

Jordi Ludevid's text is clear-sighted. From someone who has an in-depth knowledge of the situation of the architectural profession in Spain. Not in vain has he been for several years the president of the Consejo Superior de Colegios Oficiales de Arquitectos de España, the CSCAE. And instead of forgetting about it, he has translated the conclusions he has drawn during this time into a text that, I insist, is clear-sighted. And it defends not only the professionalism of architects but also the need to demand maximum professionalism from all professionals, and their recognition by our society. Thank you.

The distribution of work, the technical quality of projects, fair remuneration, hindering regulations, etc. are some of the issues that need to be resolved.

These architects, so many and so well trained, find themselves stunned by a market that does not value their professionalism at all, or very little.

But it is a question here, in this text by Jordi Ludevid, of defending professionalism, the profession and Spanish professionals. If the 70,000 architects were all working, it would be a different story. Is there work for all of them? Although Ludevid does not put it that way, there is. There is if it were shared out well, with a sense of responsibility. If the work were distributed, all the architects could do things more than well. They have the capacity.

As Emeritus Professor, my commitment to my students and to younger architects is to try to help them as much as I can. And this text by Jordi

Ludevid may well contribute to this. If all the work that there is now in Spain, even in these times of pandemic, were shared equally among all architects, there would be work for everyone. And every doctor, excuse me, every architect, would attend to ten sick people a day, which is no small thing. And he would be able to live with dignity. This very week I bought a great white shirt in Primark for 3 euros, and a blue mouthwash in Dia for 1.65. Of course you can live!

When I finished my degree in the 1970s, there was a certain division of labour. There were certain rules that meant that everyone had a job. Now all this has changed a lot. And it is a question, as Jordi Ludevid tries to do in his writing, of defending professionalism and the profession and the professionals. For a better functioning of Society, to try to make people happier in our architectures.

The recognition of professionalism is what led Hadrian to retain Apollodorus of Damascus, the Syrian architect hired by Trajan, to rebuild the Pantheon in Rome, the most perfect work of architecture in the world according to many architects and historians. The Syrian architect was able to control perfect proportions, the right scale, precise measurements and exemplary construction. The ultimate professionalism, a professional architect rather than just an artist.

Once again the Vitruvian triad could give us the answer: *Utilitas*, *Firmitas* and *Venustas*, translated as Utility, Good Construction and Beauty, could give a good answer to that first triad. Which, in short, for architects, and also for all other professionals, would be an adequate response. And all this well linked to honesty. Because Profession, Professionalism

and Professionals can only thrive in an honest breeding ground. An honest society that distributes work in order to do it better. A society presided over by Truth, whose reflection, as Plato rightly said, is Beauty.

ALBERTO CAMPO BAEZA
Architect
Gold Medal of Spanish Architecture 2019

23. Luis Vilches

Jordi Ludevid's CV informs us that he is an architect and town planner, although I would add philosopher and sociologist, as well as a seeker of consensus and a great promoter of concord in order to join forces and make life easier and more fruitful for future generations. With a great sense of ethics when facing professional and institutional life, as he presents in this concise and at the same time very deep, extensive and complete work on the background of professionalism, professions and professionals, with emphasis on "starting from the origins in order not to lose identity", that is, from Hippocrates and Cicero, through Max Weber and our contemporaries such as Victoria Camps, who are very present throughout the book.

Personally, I have dedicated eight years of my life with great enthusiasm and effort, at the height of my professional life, to the professional representation institutions, and specifically to the UPCI, the Professional Union of Spanish Engineering Associations, impregnating myself and becoming convinced of the transversality and interdisciplinarity of the professions, ideas that we were fortunate to be able to share and join forces with Jordi as president of the architects of all Spain and of the Professional Union.

For engineers from different branches it was a convincing "emergence" with new approaches and challenges on the treatment of professionalism, professions and professionals, very open for unity and creation of critical mass to convince civil society and politicians about this apparent new reality, but as old as inspiration, as described in the book.

We are not in a time of change but in a Change of Epoch, where the pandemic and the fourth industrial revolution with the New Technologies must provide us with opportunities to build the better world that many of us desire.

I would like to conclude with a call for hope in a new world that is happening with this Change of Epoch and paradigm, characterised by the combination of this tremendous pandemic, with so much suffering and

pain, and the opportunity for Innovation offered by the New Technologies of the fourth industrial revolution, from which will emerge a New Humanity, which we wish to contribute to be more supportive and of union between peoples around the world, building “citizenship” with an ethics of professional action for the world of the New Age, the Change of Epoch, such as the one described by Jordi. I actively recommend reading the book as I consider that it makes a great contribution with many coincidences in ideas that I share, together with foundations and explanations that are clearly an excellent contribution in the new society that we face with “professional ethics that will be the way to make Human Rights a reality” in a better world.

LUIS VILCHES COLLADO
Naval Engineer
Former Dean and President
of the Naval Engineers of Spain
Former President of the Professional Union
of Engineering Colleges of Spain (UPCI)

24. David Saldoni

At a time of liquid societies, where the ephemeral and sensations can override thought and reflection, Jordi Ludevid's work is to be welcomed, where he analyses and tries to set fixed beacons, beyond the flashes of flashes that can manipulate a community.

The *A City of Professions* is a city with six clear missions, which include the vital objectives of a society as a whole, and which are put into practice thanks to the leadership of forty professions made up of millions of professionals. Individual, professional work thus has two important characteristics: practical knowledge and a sense of citizenship. Decisions must therefore be made under the prism of a job well done and an awareness of "civis", "civitas", of the city, of the citizen.

And I would like to add another one, the sense of institutions, because all these things together lead us to the great goal of building communities, beyond living in communities?

In this sense, the challenge and civic responsibilities are shared between political representatives and practitioners. Together, we can make modernity work on the basis of well-executed techniques, shared governance practices and global goals.

We need to make collaboration a positive evidence, to work to overcome extreme bureaucracy, to recover the core of common sense and to give value to the word "professionalisation" in all areas, also in the public sector.

Jordi Ludevid, with this book, illuminates a path for us. From the public and private sectors, we must collaborate and learn to make it possible.

DAVID SALDONI DE TENA
Director General of Transport and Mobility of the
Government of Catalonia · Former President of the
Associació Catalana de Municipis (Catalan
Association of Municipalities) ·
Former Mayor of Sallent

25. Eloy Algorri

Throughout the first two decades of the 21st century, Jordi Ludevid has worked his way up through the ranks of architects' institutional representative positions, culminating, between 2010 and 2017, with the presidency of the Council of Architects' Associations and, at the same time, of the Spanish Professional Union (2016-2017). Three years later, now retired from these duties, he published the essay entitled *A City of Professions* which, metaphorically, I hold in my hands.

Through the analogy of the Chinese vase, the problematic position of those who exercised a leadership role has been shrewdly exemplified. Among the various possible ways out, I can think of no better alternative than to write down what I have learned during this period of responsibility and commitment. It is an act of accountability, or also an act of service and gratitude: to reciprocate the trust placed in us by reflecting on our accumulated experience; to offer the knowledge gained from the performance of these leadership functions.

The text is, unsurprisingly, a portrait of the author. Particularly his enviable ability to methodically order the analysis and exposition of complex issues. Also for coining memorable expressions or triads that synthesise concepts and facilitate their understanding. Thus, for example, the distinction between *civitas*, *urbs* and *polis* is particularly illuminating.

The structure of the paper is simple yet effective: past, present and future. The first part is an acknowledgement of the fact that the profession has deep and rich historical roots. The second part sets out the principles that until recently have underpinned the social legitimisation of the professions, particularly those who provide their services on an exclusive basis. The third is to address future prospects in a society undergoing continuous and accelerated processes of change and in which, at least in appearance, knowledge has become popularised, eroding the aura of specialisation.

Among the many ideas distilled throughout its pages, I would highlight the taxonomic exercise based on the concept of mission. There is no solid

profession without a socially recognised *mission*. Conversely, any profession without a clear mission is condemned to row against the tide. We architects are well aware of this.

In short, Jordi Ludevid offers us a necessary and timely essay. Necessary because it tackles a paradoxically little explored territory despite the numerical relevance of those directly involved. Timely because the present moment, both structurally and circumstantially, demands a change of direction.

ELOY ALGORRI GARCÍA
Former Secretary General of CSCAE 2014-2017
Former Secretary of the Architects'
Association of León

26. Josep Maria Llop

Cities and Professions or the discovery of an intense but less visible relationship than others. In this world of cities, where the process of urbanisation and the increase in the urban population rate of the countries is strong and present, the complexity of the processes derived from the urban fact are also totally linked to the exercise of professions in so many different ways. The text of *A City of Professions* shows the image of the urbanised world with good references, connected, however, with our professional spheres and with the dimension of the professions. I have rarely seen this double panorama, the second one I insist is more decisive than ever, but they are related. We therefore have a contribution that aims to make visible to us an intense relationship and we must take advantage of the opportunity to rethink the cultural and economic, ethical and political dimensions that it shows us.

As for the author, I admire the study company that has led us to see this basic relationship. The book we have in our hands is the result, in addition to the little visible reality mentioned above, also of another relationship, that of Jordi Ludevid's commitment and career. A commitment to improving the urban and territorial reality in which he is immersed, in the sense of the good man of making a country. A brilliant, continuous and insistent trajectory, of overcoming the student, professional and corporate stages. Few people have a personal and professional career based on commitment, which is transferred to public service in the ethics of professionalism. An architect who has been President of the state entity of the Professions. A study company that has taken care of me (together with his "good luck", Roser), in the hardest moments of my life, with his friendship. This person now enlightens me with a contribution to one of the themes I am working on: that urbanisation generates development is not, and will not be possible without a better relationship between cities and professions.

JOSEP MARIA LLOP TORNÉ

Town Planning Architect

Director of the UNESCO Chair Intermediary

Cities - Urbanisation and Development

27. Oriol Nel·lo

At the dawn of industrialisation, some of the most important struggles between workers and employers were not only over pay for work, but also over knowledge of the production process. Technological advances and new social relations required stripping workers of much of their previous habits and knowledge, particularly those that gave them understanding and control over the entire production process. On the other hand, mechanisation made it possible to dispense with a good part of the professional skills that until then had made each worker, man or woman, more difficult to replace.

Thus, at the same time as ownership and control over the means of production was concentrated, the worker was deprived of knowledge and initiative in the use of these means. The loss of one's own trade thus became one of the prerequisites for wage-earning and proletarianisation. It was in the face of this drift that Marx elaborated the theory of the alienation of the worker both from the product of his labour and from a process of production devoid of "all autonomous character, all free initiative and all charm for the worker", to put it in the words of the *Manifesto* of 1848.

Jordi Ludevid's book *A City of Professions* revisits the subject of professions almost two centuries later. Drawing on his long and solid career in the fields of architecture, urban planning and professional associations, the author casts the question of professions and trades in a new light. He does so in order to vindicate the importance of professional qualification and practice, both for the fulfilment of each person's life and for his or her contribution to society as a whole. It is a claim that is largely against the tide, since, as in the past, "de-professionalisation" continues to be a major threat, the origins of which the author unravels and analyses: job insecurity, economic and functional precariousness, hyper-regulation, bureaucratism and the weaknesses of the educational system. The context of accelerated technological change in which we live, with digitalisation and robotisation, exacerbates these risks.

The approach of Jordi Ludevid's work is particularly interesting because it distances itself from both neoliberal individualism and corporate fickle-

ness. On the contrary, he proposes that the exercise of the professions should be based on values of social responsibility and cooperation, and that it should be animated by the will to transform the economic system, cities and society as a whole, to make it fairer, more democratic and sustainable. *Useless Toil*: that work “which carries with it the hope of pleasure in rest, the hope of pleasure in our use of what we produce, and the hope of pleasure in our daily creative skill”.

ORIOL NEL·LO
Geographer
Former Secretary General of Territorial
Planning of the Government of Catalonia

28. Félix Solaguren-Beascoa

In Italo Calvino's *Invisible Cities*, there is a paragraph that provokes some concern:

“Kublai asks Marcus: “You who scout around and see the signs, can you tell me towards which of these futures the favourable winds are blowing us?”

Kublai Khan had the territories and cities documented in a large book that he often consulted, and in this atlas of the Great Khan there were also maps. Maps symbolised the world. They are its abstract representation. Maps were apprehended from the experience of the journey. And it is in them that a certain wisdom crystallises, which allows us to weave together the facets of the world. Cities and landscapes, rivers and mountains, seas and harbours are drawn on maps. Places, places in the world. But what is most interesting on maps are the nodal points, the spaces where people live. These points are called cities. And both the Kan and Marco Polo were most interested in the cities on their maps, not so much because of their configuration but because they were the main focus of human activity.

This book by Jordi Ludevid focuses on this, on human activity, on cities as the cradle of the *professional fact*, with all the complexity and concepts that they entail in order to, as he himself says, “turn it into a pedagogical and communicative resource”. That is the aim of any good book.

Jordi Ludevid collaborates with ETSAB in the Master Habilitante. He generously offers us this multifaceted vision of a *city* that he knows well, having represented the professional world at all levels and all that it entails. This endows him with a knowledge that is not at all trivial, as it allows him to draw a transversality between the different factors of the *professional fact* and of which the schools, and especially those of Architecture, are a fundamental part of the equation. Jordi Ludevid guides us through this *city* from a different point of view, from the reflection of

his enormous experience, and thus allows us to understand the meaning of our future.

Linguistics allows for seductive juggling. Profession, professional, professionalism are three words with a common root and related to each other. They alone generate a seductive spider's web that rotates around this denominator that makes sense fundamentally in the city. A city of multi-coloured threads where Jordi Ludevid's contribution has been to focus on this *city of professions*, adding another thread to the tangle, which is neither more nor less than the main characteristic of the city of *Ersilia*.

FÉLIX SOLAGUREN-BEASCOA
Architect
Professor Director of the ETSAB-UPC

29. Antonio García Herrero

An exceptional, profound and complete analysis is offered by Jordi Ludevid in *A City of Professions*. A complete journey through the history of trades and professions that extends not only to the correct diagnosis of the origins and reasons for the current crisis, but also, after considering the undeniable city-professions identity, proposes a clear project for the future in an environment of accelerated, stimulating and encouraging change.

A document that is, today more than ever, necessary and fundamental for the renewal and future projection of the professions. Because if there is one thing that particularly characterises the professions, it is the commitment freely acquired in the development of the missions that Ludevid lists with complete clarity. A commitment that identifies the professional in the singularity of these specific and special missions, based on professional ethics and the responsibility assumed in the service of society.

Society, the state, must therefore protect the dignity of the professions and professionals by guaranteeing a scenario of legal certainty that allows professional practice in a specific and fair framework. Responsible professional practice can no longer be confused with the commodities market. We must demand that the gratuitous (and for some, comfortable) confusion between the market of mere objects and the provision of professional services be eliminated once and for all by designing a specific and appropriate legal environment.

The often radical and irrational application of *competition* rules, drawn up on the basis of assumptions far removed from reality, to professional practice can lead to the destruction of the quality of service if it is not remedied immediately. In fact, a large part of the serious crisis we are currently suffering is caused by this painful transformation in the conditions of professionals. A transformation clearly brought about by an unwise legislative framework. If left unchecked, market *competition* may end up destroying true professional competence.

We see with great concern the growth of the *cult of ignorance* that Asimov denounced in the 1970s, while the pressure and contempt for knowledge is spreading seemingly without remedy. It is difficult for professionals to carry out their mission correctly under such adverse conditions and with economic pressures that sometimes border on the ridiculous, even from the public authorities themselves.

Jordi Ludevid proposes the recovery of balance and social sanity based on respect for and protection of the professions. Because, if human beings have evolved and progressed from their origins until now, it is only due to knowledge, research and the efforts of those professionals who made it possible.

ANTONIO GARCÍA HERRERO
Architect

30. Álvaro Siza Vieira Manuel Somoza Barreiro

Architects and architecture are currently going through a deplorable period. In addition to the senseless acceleration that floods our technocratic society, a growing bureaucracy is progressively detaching us from the social and cultural values of architecture, and thus, together with the gradual loss of control of the works by professional architects, all too often leads us to reduce our figure to a mere manager of building licences.

We know Jordi Ludevid well, having collaborated and worked together with him on the actions for a singular medieval irrigation channel, the *Sèquia de Manresa* in Catalonia. His book, *A City of Professions*, delves with knowledge and experience into the analysis of this negative drift for the function of the professions in the wider context of the crises suffered by today's society and adds, in the form of a manifesto, some interesting lines of recovery while considering the professions as the essential vital nerve of the new citizenship and of the cities of the future.

ÁLVARO SIZA VIEIRA,
MANUEL SOMOZA BARREIRO
Architects

31. Carme Sanmartí

From Greece until the beginning of the 20th century, the professions required not only specialised technical knowledge but also the ethical commitment to use this knowledge for the benefit of people, but throughout the 20th century and up to the present day they have become a specialised activity that constitutes a way of earning a living. This is the starting point of Jordi Ludevid, who, in his book *A City of Professions*, proposes the need to open a debate on the present situation of the professions. The author argues that the profile of professionals of yesteryear is still valid today.

The evolution and transformations that the professions have undergone since the industrial revolution in the 19th century, and the progressive loss of autonomy and widespread job insecurity experienced in the last century, have been compounded by the challenges and opportunities arising from digitalisation and new forms of communication. But these profound changes have not called into question the value of the professions, understood as civil society organisations that should be at the forefront of democratic regeneration. In an increasingly urbanised world, the missions assumed by professionals (health, education, communication, habitability, legal security, environmental and economic sustainability) affect society as a whole and contribute to the articulation of the city and the strengthening of coexistence. To this end, professionals must be aware that through their work and their ethical commitment they are essential actors in the application and development of human rights.

Ludevid considers that the states, which assumed responsibility for the training of professionals at the beginning of the 19th century, do not guarantee them adequate training and regrets that the universities reduce their training, in some cases, while, in others, the programmes are obsolete and excessively academic. They do not focus on the art of problem definition, practice and improvisation, but on systematic, preferably scientific, knowledge. Faced with this situation, which he defines as widespread, he pro-

vides positive experiences that have opted for learning through guided discovery and cooperative work, based on projects, analysis of complex situations and based on real problems. Higher education curricula and continuing education programmes organised through professional associations should be imbued with the ethical and civic values that characterise professions which, beyond technical knowledge and the demand for excellence, must not forget that they have a responsibility to care for people and improve their living conditions.

Thus, faced with the challenges of the present and the future, Jordi Ludevid argues that it is urgent to promote the debate on the definition of profession, professionalism and professionalism and to give these words back their original meaning in order to strengthen cities, civic-mindedness and human rights.

CARME SANMARTÍ
Historian
Professor emeritus UVic-UCC

32. Federico García Erviti

The book *A City of Professions*, by Jordi Ludevid, provides a broad personal vision of the professional world, notably qualified by the institutional responsibilities carried out at the highest level by its author in recent years. More specifically, this work takes a holistic look at the current world of the professions from the perspective of ethics as an element that gives meaning to the activity of professionals providing services in an open and mature society of citizens who are subjects of rights. And all this in the spatial and temporal framework of the city, understood in this work as the urban fact, the physical environment in which social relations develop and flow, the scenario in which citizens demand the services of professionals. This is also, in a way, the perspective of professional civil liability in the context of the typical service agreement - the service leasing contract - which excludes the examination of the result of the work carried out and is limited to the verification of the fulfilment of the obligation of activity of means. In other words, compliance with the *lex artis*, which the Supreme Court has identified with “the state of professional knowledge”, and which in the disputed situations is determined by “the canon or parameter of normality expected of a specific performance”. This concept is not only closely linked to the canonical definition of ethics as the set of rules that order the behaviour of a social group, but it also refers us to another of the main ideas in J. Ludevid’s book: professional performance as an art - the ability or capacity to do something properly - a concept that the DRAE also identifies with the set of precepts and rules necessary to do something, in this case, professional work well done. Once again we return to the rules and standards - to the canon of normality - which, together with the growing technical and legal complexity of professional performance in an environment of ever-increasing technological demands, would explain the criticism in this *A City of Professions* of hyper-regulation as a contemporary disease. As an illustrious jurist has said, in the debate between the anomie of the State and regulatory saturation, there is no escape: either the eminent

classes dominate us through the State or they do so through large private organisations. To withstand this pathology of the exuberance of the norm, it is worth applying Peter Sloterdijk as a lenitive when he states that “the legal system is the immune system of society” (El País 3-5-2019). And it is also useful to recall, by way of example, the simple statement of intent in the explanatory memorandum of the Law on Building Regulations: “For the different agents that participate throughout the building process, the obligations that correspond to each of them are listed, from which their responsibilities derive”, to then go on to advance that “the Law delimits the scope of actions that correspond to the professionals, the designer, the project manager and the project execution manager, clearly establishing the specific scope of their intervention, depending on their qualifying qualification”. In a law on guarantees for the consumer of the built product, there is no more transparent statement of the basic regulatory framework - and of the consequences of non-compliance - in which professional action is carried out in a specific field - building work - and, finally, of the ethics of the technical professions involved in this specific sector of activity.

There is much more in this excellent and necessary *A City of Professions*, from the crisis of the collegiate model and its missions to the vision of gender in professional performance, as well as the constant precariousness and labour proletarianisation of the activity of professionals, among other not minor issues. Jordi Ludevid’s book focuses, as has been said, on the professional fact with a holistic vision. The author is

left with the task of entering into the debate on the specific problems of architecture and its professionals in the 21st century, on which Ludevid is a conspicuous expert, for another occasion - hopefully the next one.

FEDERICO GARCÍA ERVITI
Architect. Professor Emeritus of Deontology and
Legal Architecture at the ETSAM

33. Marc Marcè i Casaponsa

We have always known that four houses are only four houses, but four houses and a bread oven are a town. And it could be added that, if an investor and an engineer turn the workshop into a factory, the town will become a city. The impact of the professional fact on stable human communities is thus definitive: the city does not appear when the accumulation of dwellings and people exceeds a certain number, but when a sufficient number of its inhabitants offer useful skills that can be exchanged for money or other services. This is how the infinite chain of urban complexity, with all its economic, spiritual and political dimensions, is set in motion. The complex society is forged in cities, and its detonator is neither priests nor kings, but professionals.

In this book, Jordi Ludevid explores the enormous dimensions of this process in history and in the present. He does so with an approach that is as surprising as it is suggestive, with great ambition and an enlightening display of documentation. Ludevid's work is as multidisciplinary as the concept of the city itself.

A City of Professions provides a perspective on what has been one of the central lanes of civilisation, and describes in minute detail the unstable reality of the world of professions today, which is becoming increasingly diverse as knowledge fragments and specialisation increases, generating a greater need for cooperation and, therefore, greater complexity. But, at the same time, Ludevid raises fundamental questions for the future. Quoting Javier Gomá, he recalls that modern culture is a culture of the professions, traditionally linked to a middle class that has sustained democracy. And he remarks: until today. Indeed, the digitised society is giving globalisation a major twist, and Western societies are facing enormous challenges arising from the decreasing employability of their less educated populations and new immigration. One of these challenges is precisely the *deprofessionalisation* of the less educated middle classes, who are increasingly frustrated by the devaluation of their jobs and, therefore, increasingly disoriented, re-

sentful and ready to throw themselves into the arms of authoritarian populism. The world of the professions is, therefore, at the very heart of the most burning issues of our time, and Ludevid provides a priceless marker of knowledge to understand them.

MARC MARCÈ I CASAPONSA
Journalist. Director of *Regió7*

34. Carlos Irisarri Martínez

Some time ago we invited Jordi Ludevid to give a master class as part of our Deontology and Ethics programmes. I must say that I was frankly surprised.

Jordi drew a perfectly organised constellation of forty professions on the blackboard, related them to the virtues of a job well done and linked them to their real missions (six no less). Moreover, all of this was systematised as a single, authentic City, understood not only as a physical space but as the whole of its inhabitants and, even more so, of the forces that govern and transform it.

I am firmly convinced of the indispensable role that professionals have in today's society. This idea, which came to me from Adela Cortina's lectures and writings, justifies much of my teaching and my own research and books. That is why, listening to Jordi, I was not only recognising someone who shared my concerns, but also discovering an approach very different from my own, despite the coincidence of objectives, with a programme that is as original as it is solid and very, very convincing.

It is a privilege to have met Jordi Ludevid, firstly because of his personal qualities. But also because of the importance of his theory, which integrates spatial qualities, typical of architects, with virtues and duties, typical of thinkers.

The future can only be traced by transversal reflections, typical of the few authors who are capable of relating truths found in very disparate disciplines. This is the great virtue of *A City of Professions*, the book that embodies Ludevid's research. In addition, there is its timeliness, its gentle way of developing the exposition and the cleanliness of its thread. But above all, if anything stands out even more, it is its Necessity. May this book serve as a contribution to the urgent professional regeneration on which social regeneration inevitably depends.

CARLOS IRISARRI MARTÍNEZ
Doctor of Architecture European University
of Madrid

35. Federico Mayor Zaragoza

At last, we can express ourselves. At last, we are all equal in dignity. The time has come for popular participation. Of “We, the peoples”, as the Charter of the United Nations (1945) so lucidly and prematurely begins... Citizens are finally aware that the time of submission, fear and silence has come to an end. And that now, with great popular clamour, the present social asymmetries can be corrected and governance can be placed in the hands of an efficient democratic multilateralism, eliminating once and for all the harmful plutocratic groups (G6, G7, G8, G20) that neo-liberalism imposed at the end of the 80s of the last century.

The author is right to consider the role of professional associations in providing leadership in turning around the many current trends which, especially given the irreversible nature of some of them, are looming over humanity for the first time in history.

It is this “professionalism” that can contribute to the future that is yet to come. “We will have to change course and ship”, warned José Luis Samperdro. These urgent transformations are unavoidable because - essential to our intergenerational responsibilities - future generations will only be able to fully exercise their rights if current generations fulfil their duties.

FEDERICO MAYOR ZARAGOZA
Biologist
Former Director-General of UNESCO

36. Sandra Bestraten

The book *A City of Professions* is really an episode of the author's generosity in sharing with us his reflections on the present and future of professions in society and in cities. Reflections that in fact are also the fruit of his work over many years in different positions of responsibility in the Architects' Collegiate Bodies and the Union of Professions.

Disruption and global digitalisation have thrown everyone into a world full of professional perplexities, where the speed of change has not allowed us the necessary and timely reflection, which was more prevalent in the 20th century, for example, with the debate on the dominance of the machine and ethics.

As professionals, we need to regain confidence in the value of civic ethics that has always accompanied our own mission. Today, professionalism is severely threatened in the face of the social insecurity and excessive bureaucracy to which the current economy has led us. However, professionals have always been committed to the challenges of modern society and now more than ever, when we have to face the challenge posed by climate change or the defence of social and gender equality.

It is in this increasingly gauzy rather than liquid society that the professional associations still have the capacity to promote up-to-date training itineraries. An example of this is the Escola Sert, the continuing education centre of the Col·legi d'Arquitectes de Catalunya, which is seeking to anticipate the objectives of the future from a foundation based on professional ethics. A formative space where practical specialised knowledge is also nourished by contemporary networks between colleagues, linked and reinforced through the professional association and interprofessionals.

The book *A City of Professions* masterfully articulates these reflections on the links between professions and cities throughout history, links on which the construction of a democratic society is based. Thus, the ethics inherent in the codes of ethics of the legal profession is one of the instruments at the service of the greatest treasure we have given ourselves as a

civilisation to date, the Charter of Human Rights, a treasure that is constantly under threat. In the current context of uncertainty, professionalism should be of great help in providing answers to the great challenges of the 21st century. It is for all these reasons that *A City of Professions* is a must-read book to understand what is happening to us and also to hope for the future.

SANDRA BESTRATEN CASTELLS
Architect
President of the Barcelona District of COAC

