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GLOSSES ON THE BOOK

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# A city of professions

Jordi Ludevid

## Justification

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

In addition to 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 personally aware, 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, nor on the agendas of the audiovisual media. On the contrary, it is a veiled and hidden, encrypted, eclipsed and declined topic. In the intellectual world and in the world of high culture, it is a subject that has been ignored, although it is also increasingly being called for. How, then, 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 debate and reflection. The book *A City of Professions* offers a set of information and arguments, a basis for facilitating this debate.

In order to initiate and support this debate, there is nothing better than to share some reflections from qualified people who are knowledgeable about teaching and its problems, and who value 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, in need of deep and shared recognition.

The thirty-six glosses existing at the time of the book's publication would like to facilitate a 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 very welcome and would be disseminated. We look forward to receiving them at [Jordi\\_Ludevid@Coac.net](mailto:Jordi_Ludevid@Coac.net).

JORDI LUDEVID

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# 1. Carlos Ferrater

Professional associations and professional bodies, which bring together the different sectors of society, constitute a substantial part of civil society and are essential for the organisation of society, especially at sensitive times such as the present. These associations and colleges 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 offices 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, which 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 BellesArts

## 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 significant 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.

Education and training models are undoubtedly 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 report produced by the University of Cambridge 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 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, yet 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 the professions with which the profession is associated.

!gures a modern and prosperous country. This gap is brilliantly filled by Jordi Ludevid's present book, which is particularly welcome for this reason, and which also manages to present its subject in the sphere that is most appropriate to it, the municipal sphere, hence the title "A City of Professionals". Moreover, it does not limit itself to an isolated presentation of the subject, but links it with 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 job for which they provide a service and receive remuneration and, at the same time, or even before that, citizens who are aware of their priceless dignity. And this book does not merely lay the foundations for a definition and characteristics of the profession, but, by connecting it to the duties of citizenship, it creates the context for a civic vision of the professions.

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

## 4. Joaquín Sabate

The American educator and philosopher Donald Schön, in *The Reflective Practitioner: How Professionals Think In Action* (1983) a re-reflexion on professional activity, understood as the instructional application of theory and verified techniques to problem solving; theory and techniques that can form the basis of systematic professional knowledge. In *The Craftsman* (2008), the US sociologist Richard Sennett called for the craftsman who is proud and committed to his or her work, and who does it with a rich combination of evolving practical knowledge and reflection. Both authors also called for practical knowledge, artistic intuition and ethical reflection, which are indispensable in the face of growing uncertainty and instability. In both texts, the potential of these professionals and craftsmen to regulate themselves and to form citizenship and civic-mindedness 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 intense commitment. The author has spent more than twenty years working as a professional and teacher, 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 in 2016 led him to be elected President of the Spanish Professional Union, Vice-President of the European Council of liberal professions and Vice-President of the World Union of Professions.

His text is also surprising for the extent of the regeneration of professional activity that it calls for, closely linked to the future of the European Union 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 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 present day of professional training and 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

## 5. Serafin Romero

From the concept of profession, as we understand it in medicine, we consider the appearance of a book that conveys this essential bi-nomial of profession-society, this necessary social contract that is periodically renewed and which is the basis for the very being of professional representative bodies, to be very timely.

The author's central idea of the "City of Professions" is based on the performance of the tasks that are specific to each profession, on the application of a body of specialist knowledge, and on the search for the benefit of society and individuals.

In order for this common construction to form the unity of life that is the city of professions, 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 people, and therefore towards the needs and well-being of the City of Professions.

Extensive institutional experience and a proven capacity for re-flexion 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  
(Organización Médica Colegial  
Española)

## 6. Arcadi Gual

I have received in pdf format a very advanced version of your book "City of Professions" (CdP) and I would like 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 discussed key aspects of professional life and the 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 transmit 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 subjects dealt with, will be ideal for our course. 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 Colleges (CGCOM), I have had the opportunity to work in depth, together with my colleagues in the College, on the professional aspect. In addition to simplifying, 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 describes new ideas.

The development of new materials and the development of new drugs and treatments. However, improvements in specific competencies are at the expense of generic or transversal competencies. And these transversal competencies refer not only to those specific to one 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 the professions not only share spaces, cities, but also cross-cutting competencies. It is not very difficult to guess the corollary that can be deduced from this

exposition. Professional bodies, colleges and learned 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 creating alliances with other professions. The challenge is enormous and CdP 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 deprofessionalising means deprofessionalising citizenship. Hence our concern. And hence the social repercussions of CoP. We are not dealing with the crisis of a profession. We are dealing with 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 of!ende. My intention was to clarify my ideas and to congratulate you on your work: CoP. I believe it will be a text that will help our world. I 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 made the relevance of CoP even more important.

The fact that deprofessionalisation has not yet taken root in society. It is our duty to prevent the destruction of citizenship.

With respect and affection

ARCADI GUAL  
Professor of the UB Academician of the  
RAMC 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 reader but also a potential readership 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 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 actors 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 Architects' Association of Catalonia and the Higher Council of Spanish Architects in itself demonstrates the strong link between his professional activity - architecture - and the global vision of architecture 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 these 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 our gaze to a broad concept of profession and professionalism that encompasses all those 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 increasingly demanded - 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 profession as a whole.

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 in architecture an inescapable base of support. That is why I fervently recommend reading the book, which invites us to take a step beyond what we are already doing in our own lives. our daily reflections in order to strengthen the commitment of professionals in this field.

CARME TRILLA  
Economist, President of the Hàbitat3  
Foundation Third Social Sector and  
l'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. It knows human reality well and knows that it is representative. The names of things are not the things, but they serve to relate to them. That is why he demands in his book that we professions reappropriate 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 professionals 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 large 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 dizzying 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



The new edition of the Law of the Professions, in addition to doing justice to the regulated professions, is a necessary work. It should be compulsory reading for managers and students of 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 Organización Médica  
Colegial Former President of the  
Organización Médica Colegial Former  
Vice-President of Unión Profesional

## 10. Antoni Solanas

There are interesting books, there are timely books and also, and this is not a menu item, 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 his or her own time, but that it is timely is evident in the situation in which we find ourselves. Rarely have professionals - at this time health professionals - and the subject of the city and the habitat in which we are confined, merited the preponderant and almost exclusive attention of the media and of our daily concerns and conversations. As far as surprise is concerned, the third of the conditions, I must admit that I did not imagine that a subject such as the one we are dealing with could give so much of itself and provoke curiosity to learn more. The text, from the outset, invites questioning and, without 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 such a work of art. The tracing back to the Greek origins of the professions, the practical knowledge of one's own profession and also of 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 7 May 2020

## 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, demanding citizenship that is committed to the needs of our times. In the analysis of professional excellence, it is usual to focus on the aspects related to expert or technical knowledge, not on the exercise of an activity that takes place in democratic scenarios and which is due 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 different 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 *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 whatever 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 face. 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, in order to 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 call for a renewed vision of what the professional means in the society of the future, reinventing what the guilds' political contributions once were. *A City of Professions* is therefore an initiatory guide to help 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 the needs of the professions.

What Daniel Innerarity has recently called the "society of complex democracy" in which we already find ourselves, even if we sometimes do not yet realise 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, *Una ciutat de professions*.

Written from the point of view of someone who knows the collegiate world in depth, due to his career as Dean of the Architects' Association of Catalonia, the presidency of the Higher Council of Spanish Architecture and, eventually, also the presidency of the Professional Union, it is an essential reflection on the current time of accelerated changes, including the gender issue and digital affectation. This is an essential reflection at the present time of accelerated changes, including the gender issue and digital affectation, and 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 describes very aptly.

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 very much appreciated in this type of literature, which is basically of a practically philosophical nature.

We are convinced that this book needs to be disseminated as widely as it deserves, especially among the collegiate and municipal world, and especially among those politicians who are concerned about the underlying 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 y  
Licenciados en Filosofía y Letras y  
en Ciencias (General Council of  
Colleges of Doctors 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 locked into characteristic prescriptions that ignore the pretence of even attempting to understand the underlying reasons that permeate the subjects they deal with. These are the faces adopted, depending on the case, by the 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 saying that the book Jordi Ludevid now presents us with, on the complex reality and desirable future of the professions, avoids, with a voluntary decision, both dangers. And this, in itself, makes it extremely attractive, as it accepts the double challenge of theorising and making concrete.

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. Renaissance or modern architects, who cares, there were many, but very few exceptional ones. And we recognise them not for their stylistic ideas, which were imposed on them by the time in which they lived and worked, but for their specific contributions, in specific works, which we 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 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 found. This is well known to those who, like the author, have accumulated long hours of experience in the field.

He also had a wealth of experience in continuous public management tasks. In his case, as president of the Consejo Superior de los Colegios de Arquitectos de España, he had previously been dean of the Colegio de Catalunya, and for his years at the head of the Unión Profesional Española (Spanish Professional Union). It was a time when he had to understand, very deeply and in his own way, the text he quotes from Hannah Arendt: "The polis was a spatial incarnation of the political, of the possibility of trust between parties in profound disagreement, which the social has colonised by substituting consensus for trust".

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 exploit new syntheses that, in their concreteness, are capable of illuminating, if not solutions, then possible ways of finding 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, disruption of the environment, and with the need for a new approach to the world of work, will be of great interest to us. The common elements that intertwine and connect all of them with human rights, 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 unfold before the reader and which, I have no doubt, will avidly attract his or her attention in the medium and long term.

The pages are turning.

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 inexhaustible knowledge to know both its long past and the mutations that identify it today; and also through the changing and conflictive nature of cities. This was the really difficult part, and this was a strategic proposal that would bring clarity to the obscure 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 universal objectives of Sustainable Development.

CELESTINO GARCÍA BRAÑA  
Architect  
Vice-president of the Royal  
Academy of Fine Arts of Galicia  
President 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.

The author, Jordi Ludevid, is a practising architect with a long and successful career in the management of professional organisations (Dean of the Colegio Oficial de Arquitectos de Catalunya and President of the Consejo Superior de Colegios de Arquitectos de España and of the Unión de Profesiones de España, among others), and with an 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, but rather the opposite. 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 final, 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 between professional practice as an active architect and 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. Their lives are full of positions, contexts and institutional relations.

"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 melon of thought.

-independent, necessary and useful- on the professional fact.

Having quality time to research and to 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 its plots and sub-plots and to put it back on the table with a new dimension. It is therefore the moment to recover the essence of the words - professional, professionalism, profession - and to tackle ontology rather than deontology. It is also the moment to map the reality again, made up of an immense and diverse group, 25% of the active population, especially concentrated in the cities, together but atomised, which 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.

"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, in particular, it should go straight into the hands of the people who are the ones who are the most important in the field of the profession.

Of those who dedicate their daily lives to direct action, responding with technique and criteria - from the what and from the how - to each of the professional questions posed by contemporary challenges.

EVA SERRATS  
Architect President of the Consell  
Rector de la Cooperativa Jordi Capell

## 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 economies of agglomeration.

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 is bound to 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 past 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, manual and technical professions also gave rise to significant 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, which is undoubtedly today's large business corporations. Large global companies that surpass the power of the nation state in many aspects and with sufficient 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, in addition to the climate change crisis, will lead to the questioning of the current urbanisation model, 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 relationships 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 background, has constructed this reflection on the link between professions and cities, which is undoubtedly of special 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 participate in a notable and significant way in the international debate on the present and future of the professions.

In reflecting on the collegiate professions and the ombudsmen, but also on the professionals linked to the municipalities and institutions, it is important to consider the role of the local and regional authorities.

The book is of interest to a very wide and diverse public, both in terms of its relationship with universities and educational institutions and beyond. It will undoubtedly be of interest to professionals in the world, but also to all citizens interested 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 and 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 text. This is an important text. It raises an essential debate on 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 indispensable. 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 tune with the challenges of the 21st century world.

Developing ourselves in a different citizenship pact, in more suitable urban environments, through a more representative, e!caz 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.

This will not come out of the blue, let alone from waiting for things to adjust themselves. What is at stake is evolution, and ultimately the quality of health, education, liveability, legal certainty, 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 bring about 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 registered professionals, more than three hundred and fifty million in the world, more than twice as many if we include non-registered professionals. A more

The majority is very large if we also consider the practitioners of so many offices 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: the 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. City of Professions is a suggestive and stimulating text that puts together the pieces of a hitherto scattered puzzle, allowing us to move forward at a steady pace 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 well-written, careful, pedagogical and undoubtedly intelligent book. It is also aimed at the world of municipalities 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 inspiring in order to guide the immediate future. Finally, it is also addressed to the academic and educational world, offering references for the educational debate currently underway.

To whom it may concern, then, I suggest, with absolute conviction, that you should publish it, and to whom it may fall into your hands, I ask you to read it. I am sure that his or her way of working will be more conscious, and certainly more ethical and ethical.

FERRAN MASCARELL I CANALDA  
Councillor and former Councillor for  
Culture of Barcelona City Council  
Vice-President of Barcelona Provincial  
Council  
Former Minister of Culture of the  
Generalitat de Catalunya Member of  
Parliament and author



## 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 - CdP - 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 de-professionalization, 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 professional and critical knowledge (far removed from the concept of the "paper culture" put forward by Rafael Argullol and the pure mercantilisation of education).

This, which if we had not wanted to understand before, has now exploded before our eyes all the more urgently because of the coronavirus crisis, which has highlighted the value of scientific thought in a society plagued by opinion-makers and influencers. The vindication of the figure of those who know, both the professional and the artisan, encourages the creation of a truly more adult and democratic society.

Jordi Ludevid's essay *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 Superior Council of the Spanish Architects' Associations, asked 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 for the profession, professionals and all 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 O'ciales de Arquitectos de España, the CSCAE. And instead of forgetting, he has transferred to a text that, I insist, is clear-sighted, the conclusions that he has drawn during this time. And hence not only the professionalism of architects but also the need to demand the utmost professionalism of all professionals, and their recognition by our society. Thank you.

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

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

But it is a question here, in this text by Jordi Ludevid, of defending the profession, the profession and the 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 shared out, all the architects could do 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 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 be able to attend to ten people a day, which is no small thing. And he would be able to make a decent living. 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 distribution of work. 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 speech, of defending professionalism and the profession and the professionals. For a better functioning of society, to try to make people happier in our architectures.

It was the recognition of professionalism that led Hadrian to hire 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 of this is 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 for Architecture  
Spanish 2019

## 23. Luis Vilches

Jordi Ludevid's CV informs us that he is an architect and town planner, although I would add a 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 explains in this concise and at the same time very profound, extensive and complete work on the background of professionalism, professions and professionals, with emphasis on "starting from the origins so as 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 representative 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 the profession, professions and professionals, very open for unity and creation of critical mass to convince civil society and politicians about this seemingly 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 want to conclude with a call for hope in a new world that is happening with this Epochal and Paradigm Shift, 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 united among peoples all over the world, building "citizenship" with an ethics of professional action for the world of the New Age, the Change of Epoch, as described by Jordi. I actively recommend reading the book as I believe it makes a great contribution with many overlapping ideas that I share, together with foundations and

explanations that are clearly an excellent contribution to 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 Engineers  
Navales de España  
Former President of the Unión  
Profesional de Colegios de Ingenieros de  
España (UPCI)

## 24. David Saldoni

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

The City of Professions is a city with six clear missions, which reflect 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 in the light 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 meaning of institutions, because all of that together leads 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 de Transport i  
Mobilitat de la Generalitat de Catalunya  
Former President of l'Associació  
Catalana de Municipis  
Former Mayor of Sallent



## 25. Eloy Algorri

Throughout the first two decades of the 21st century Jordi Ludevid has run 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.

The analogy of the Chinese vase has shrewdly exemplified the problematic position of those who exercised a leadership role. Of 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 me by reflecting on the experience accumulated; to offer the knowledge gained through the performance of these leadership functions.

The text is, of course, a portrait of the author. Particularly his enviable ability to methodically order the analysis and exposition of complex issues. He is also able to coin memorable expressions or trifles that synthesise concepts and facilitate their comprehension. Thus, for example, the distinction between *civitas*, *urbs* and *polis* is particularly enlightening.

The structure of the paper is both simple and 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 that 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 profession without a socially recognised mission. Conversely, any profession without a clear mission is condemned to row against the current. We architects know this all too well.

In short, Jordi Ludevid offers us a necessary and timely essay. Necessary because it tackles a territory that is paradoxically little explored despite the numerical relevance of those directly involved. It is opportune 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 College of  
Architects 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 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 *Una Ciutat de Professions* shows the image of the urbanised world with good references, connected, however, with our professional spheres and with the dimension of the professions. On several occasions I have seen this double panorama, the second one I insist on more than ever, but they are related. We therefore have a contribution that makes an intense relationship visible to us and it is necessary to take 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 academic, 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 my "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  
Arquitecte Urbanista  
Director de la Càtedra UNESCO ciutats  
intermèdies - urbanització i desenvolupament

## 27. Oriol Nel-lo

At the dawn of industrialisation, some of the most important struggles between workers and employers were not only about pay for work, but also about 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 large 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 the means of production. The loss of self-ownership 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 occupations in a new light. He does so in order to vindicate the importance of professional qualification and practice, both for the vital fulfilment of each person 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: occupational, economic and functional precariousness, hyper-regulation, bureaucratism and the weaknesses of the educational system. The context of accelerated technological change.

The digitalisation and robotisation in which we live exacerbates these risks.

The approach of Jordi Ludevid's work is particularly interesting because it moves away from both neoliberal individualism and corporate fickleness. On the contrary, he proposes that the exercise of 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 ha- bility".

ORIO L NEL-LO  
Geògraf  
Ex Secretari General d'Ordenació del  
Territori of the Generalitat de Catalunya

## 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, will you be able to 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 that allows the world's facets to be interwoven. Cities and landscapes, rivers and mountains, seas and harbours are drawn on maps. Places, places in the world. But what is of most interest on maps are the nodal points, the spaces where people live. These points are called cities. And what most interested both the Khan and Marco Polo in their maps were the cities, 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 and Architecture, have to be aware.

ra, are a fundamental part of the equation. Jordi Ludevid then 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 multicoloured threads where Jordi Ludevid's contribution has been to focus on this city of professions, adding another thread to the tangle, which is no more and no less the main characteristic of the city of Ersilia.

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

## 29. Antonio García Herrero

An exceptional, profound and complete analysis is offered by Jordi Ludevid in *Ciudad de Profesiones*. A complete journey through the history of jobs 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 deontology and responsibility in the service of society.

Therefore, society, the state, must undoubtedly protect the dignity of professions and professionals by guaranteeing a scenario of legal certainty that allows professional practice within 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 for 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 rules of competence, 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. 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 pressure and contempt for knowledge are 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 have made it possible.

ANTONIO GARCÍA HERRERO  
Architect

30. Álvaro Siza Vieira

31. Manuel Somoza Barreiro

Today, architects and architecture are going through a deplorable period. In addition to the senseless acceleration that pervades 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 building sites by professional architects, all too often leads us to reduce our figure to that of a mere manager of building permits.

We know Jordi Ludevid well, having collaborated and worked with him on the actions for a singular medieval irrigation channel, the Sèquia de Manresa in Catalonia. His book *Una ciutat de professions* (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 manner 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

## 32. 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 per- lion once held by professionals is still valid today.

The evolution and transformations experienced by the professions 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 with 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 rather on the co-operation of the practitioners, systematic, preferably scientific, knowledge. Faced with this situation, which is widespread, there are positive experiences that have opted for learning through guided discovery and cooperative work, based on projects, analysis of complex situations and real problems. Higher education curricula and continuing education programmes organised through professional colleges 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, in the face of the challenges of the present and the future, Jordi Lu-  
devid 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

### 33. 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 service-providing professionals 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 the 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 litigious situations is determined by "the canon or parameter of normality expected of a specific action". 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 of 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 - 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 made in this "City of the professions" of hyper-regulation as contemporary disease. As an illustrious jurist has said, there is no escape from the conflict between state anomie and normative saturation: either the eminent classes dominate us through the state or they dominate us through large private organisations. To support 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 Ley de Ordenación de la Edificación: "For the different agents involved throughout the process of edification process, the obligations corresponding to each of them are listed, from which their responsibilities derive", and then goes on to state that "the Law delimits the scope of actions corresponding to

the professionals, the designer, the project manager and the project execution manager, clearly establishing the specific scope of their intervention, according to their authorising 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 in a specific field -building work- is involved and, in fact, of the ethics of the technical professions that intervene in that specific sector of activity.

There is much more to this excellent and necessary 'City of the professions'.

The book is a reflection on the "issues", from the crisis of the collegiate model and its missions to the gender vision in professional performance, including the constant precariousness and labour proletarianisation of the activity of professionals, among other no lesser 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

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

## 34. Marcè and Casaponsa

We have always known that four houses are only four houses, but four houses and a forge are a village. 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 clear: the city does not appear when the accumulation of dwellings and people exceeds a certain number, but at the moment when a sufficient number of its inhabitants offer useful and exchangeable skills for money or other services. This is how the entire chain of the urban complex is set in motion, with all its economic, spiritual and political dimensions. 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, growing more diverse as knowledge is fragmented and specialisation is increasing, generating a greater need for cooperation and, therefore, more 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: Today. Indeed, the digitised society is giving globalisation a major turnaround, 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 labour market and, therefore, increasingly disoriented, resentful 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 an invaluable marker of knowledge to understand them.

MARC MARCÈ I CASAPONSA  
Journalist. Director of Regió7



## 35. 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). Furthermore, 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 deeply convinced of the indispensable role that professionals play 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 own concerns, but also discovering an approach that was very different from my own, despite the coincidence of objectives, with a programme that was as original as it was 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

## 36. Federico Mayor Zaragoza

Because of fin, we can express ourselves. Because of fin, we are all equal in dignity. The time has come for popular participation. For "We, the peoples", as the Charter of the United Nations (1945) so lucidly and prematurely begins... The citizenry is now aware that the time of submission, fear and silence is over. And that now, with great popular clamour, the present social asymmetries can be corrected and governance can be placed in the hands of an effective democratic multilateralism, eliminating once and for all the harmful plutocratic groups (G6, G7, G8, G20) that neo-liberalism imposed at the end of the 1980s.

The author is right to consider the role of professional associations in providing leadership for the reconversion of such present trends which, especially because of 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 Sampedro. 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

## 37. Sandra Bestraten

The book "Una Ciutat de 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 recover our belief in the value of civic ethics, which has always accompanied our own mission. Today, professionalism is severely threatened in the face of social insecurity and the 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 it comes to tackling the challenges of climate change and 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 Col·legi d'Arquitectes de Catalunya's continuous training centre, which is seeking to anticipate the objectives of the future from a foundation based on professional ethics. A training space where practical specialised knowledge is also nourished by contemporary networks between colleagues, linked and reinforced through the professional association and the 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 society is based democratic society. 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, the profession should be of great help in providing answers to the great challenges of the 21st century. It is for all these reasons that "Una Ciutat de Professions" is a must-read book to understand what is happening to us and also to look forward to the future.

SANDRA BESTRATEN CASTELLS  
Architect,  
President of the Barcelona  
District of the Col·legi d'Arquitectes de  
Catalunya COAC  
(Catalan Architects' Association)

## 38. Enric Mir

If there is anything special about Jordi Ludevid's cultured and well-structured essay on his professions, it is not so much what he says, which is also true, but - like the best of them - precisely what he does not say. And not so much for what he insinuates but simply for what he does not say. Not to say, in fact, evidences certain ideas that the reader distils and interprets from the text. The interpretation and meaning of the context and time of a text depends on the time of the reader and of the moment, as can be understood from Heidegger's teaching. The reading of the book, its assimilation, has led me to ask myself other questions.

Therefore, the interpretation of the historical and current reality of the professions is more important and goes beyond the direct and immediate meaning of the text. And what are the ideas that I interpret as the main ones, of all the many interesting contributions made in the text? Two questions, one very, very clear and very simple, almost obvious, which is to understand professions not from difference but from similarity. And the second, the same way of working that is based - as Jordi Ludevid describes very well, from the Hippocratic tradition - on a double commitment: philotechnics and philoanthropoiesis: practical knowledge, versus the people, respectively.

But what is more - and this is, for me, the important aspect of Jordi Ludevid's work - is that the anthropoietic philo, which we interpret as the duty to respect others, evidently raises an issue, a conflict, not explicitly, but which can be interpreted from the reading and which is obvious to me: the conflict with power. Power, whatever it may be, seeks to subdue; but when power prevails over all others, it is the duty to respect others above all others.

-therefore from any of those established by the authorities and in an autonomous and independent manner-, entails putting tension on the latter.

As the text explains, over the centuries this resulted in the organisation and association of the different professions in order to maintain the philo anthropoietic phylum, as an independent and autonomous duty, in the face of power, the second professional commitment. In Rome, this led to the creation of the Collegia Opificum. Likewise, in the Middle Ages, driven by the Church, with the preceptor of the Collegia Opificum, the professions and the officis were organised into guilds and confraternities that complied with their religious duties, defended the interests and professional commitments of their members (both the philo anthropoie and the philo technè), fought against intrusiveness and helped and supported their most disadvantaged members. On the other hand, they were in charge of organising and

regulating the activity at local or municipal level, an organisation and association that protected and supported their professionals in front of the established power in order to guarantee their commitments.

It is curious and remarkable from this reading of powers that I interpret (from the text of Jordi Ludevid), as the Church, which treasured and repressed the knowledge of the time, safeguarding Greek and Jewish texts and knowledge, encouraged (and controlled) the organisation and association of the professions as depositaries of practical knowledge in the face of established power. These trade organisations, as another power, were the professionals' way of achieving the anthropoietic phylum. Therefore, professional or trade organisations were, above all, the guarantors of the philo anthropoietic, between the individual professional self and the established power; understood as a duty exercised independently and autonomously in front of the established power.

One of the first things that was done in the French Revolution; in the change of power from the monarchy to the economic power of the bourgeoisie, was to eliminate the guilds as conservative, but also because it was a counter-power in a new society, in which the state is everything. The state (the state/nation) is the supposed new guarantor of the philo anthropoietic. The book does not talk about what is or has been the professions within the world of the Russian Revolution (for example, the lawyers after the revolution), the Soviet Union, the Eastern Bloc and China. This chapter is not written, but intuited,

-In my opinion, it would once again manifest the conflict between power and the professional commitment of the debt linked to the philo anthropoietic, above all others.

Therefore, the guarantor of the professional commitments of the professions since the French Revolution has been the state/nation; This state/nation is still power, in an absolute sense, and therefore it is difficult to guarantee the professional commitment of the philo anthropoie and philo technology, due to the conflict of interests that this entails, even though this (the philo anthropoie) is one of the fundamental rights of a democratic state. Even though the professions and professionals essentially maintain the commitments of philo-technology and philo-anthropology (as has been seen in the health professions in relation to covid); al meu entendre, les organitzacions professionals actuals, si- guin col-legis o altres, ja no són interlocutors vàlids doncs ja no tenen ja no tenen el poder de salconduir i salvaguardar els compromisos professionals com la philo anthropoiè; només determinats interessos professionals prosaics i lluny de el que ha sign!cat the philo anthropoiè and its safeguarding over the centuries. And the worst thing is that neither society nor the powers that be read professional organisations from the point of view of safeguarding and protecting professional commitments, which shows that these organisations are

obsolete and out of date. The fault has not only been the fault of the professional organisations and their idleness in forgetting their essence (philo- anthro- poiè) but also of the State/Nation itself, which safeguards professional commitments but from a neo-liberal orbit between the State/Nation/power and the individual, be it a professional or a citizen, there is no other interlocutor (and even less a professional association that does not act as a vase). We only need to analyse the pandemic, the role of the health professions, and the response of the authorities, which fluctuates over time...

After 35 years in the profession, I have had moments of joy and others of denial.

guits. But the refusals have often been due to private pressures (from neoliberal capital) or public pressures (due to mismanagement by the administration) on my professional self in order to relax my philo anthropoietic philo. And in no case have I felt that the Architects' Association was the reference point and the guarantor for protecting and safeguarding the professional commitments of the philo anthropoietic. D'altres coses si, però d'aquesta, de salvaguarda del meu deure...mai.

In conclusion, this book illuminates and sheds light on the professional why and why we are where we are; it is fascinating if it is read as it is; and extraordinarily lucid if it is read as a book of keys. A book of keys for one to read and interpret what is not said, but is, or so it seems to me: that the history and the whys and wherefores of the professions is a history of conflicts with power for the philo anthropoietic, as a duty over and above duties, the duty towards others. The place and interlocutor of the professions are the cities, as is well explained in the text, and understanding it in this way is the only way to overcome the historical conflict, the conflict of powers; to be powers of one's own. What's more, the most splendid and balanced moment in this conflict was in the state cities and returning to the city, as a city of les professions és el camí; com clarament se'ns se'ns diu a l'assaig d'en Jordi Lu- devid.

As he says, it is time for other organisations, for new professional relations, for new pacts with the cities of the professions and to recover the words, professionalism, professionals, professions, recovering meaning, significance and light.

Thank you Jordi, for this book that provides the key to the past, present and future of the professions.

ENRIC MIR  
Architect

## 39. Victoria Ortega

Jordi and A city of professions. Or A city of professions and Jordi. It doesn't matter, the order we use doesn't matter, because they are both the same thing. They both want to express the same idea. The restlessness of someone who will never give up on building better ecosystems of life, relationships and coexistence. I believe that this is Jordi and I believe that this is A city of professions.

Emilio Tuñón, one of the greats of Spanish architecture, maintains that in architecture what is interesting is in the seams. I believe that in this work Jordi has been able to sew. He has been able to masterfully sew together the three sides that come together in this work: the sensitivity of the architect, the passion of the professional and the commitment of a democrat. Jordi is all of these.

They are the necessary glances of someone who knows what he thinks, what he says and what he observes. Jordi has devoted twenty years of his life to the professional institutions of Catalonia, Spain and the world.

On the one hand we have the architect Jordi, who sees, who understands public space as a professional space, because cities, professions, share and resolve together missions, dialogue, daily life and conflict. We also have the purely professional Jordi, who is concerned about the risks of de-professionalising and destroying citizenship.

Likewise, we have the citizen Jordi, who adds up, who acts each and every day as such, involved in improving everything around us and also involved through proposals, through reason, through intellectual freedom.

I believe that all this amalgam of visions gives meaning to and explains his work. A work that I would qualify with two words: necessary and opportune.

Necessary because there is hardly any scientific or doctrinal literature on the subject, in a good light, with the light of knowledge, intelligence and experience. In this time of absolute uncertainty that we are living in, any contribution of knowledge is always welcome and I believe that we are all tremendously grateful for it.

But it is also very timely. Because we are in a time of uncertainty. We may also be going through a process of paradigm change, both globally and locally, and the professions must be protagonists in this change.

It is also timely because it explains why we must be protagonists in this transformation: because of our link with the society we serve, because of our



expert vision and because without us, without professionals, it is not possible to move forward or transform.

That is why we appear as a lever that moves nations. And being a lever, as well as legitimising us and giving us a certain *authoritas*, gives us a great responsibility when it comes to leading projects and processes.

We are in our Constitution. The law recognises a totally irreplaceable function of the Colleges, that of structuring society from an irrevocable vocation of service to the citizen. With expert knowledge and, always, with a social ethic, with independent criteria and with a deontological requirement.

Reality shows us to what extent we are also, to some extent, the backbone of societies and states. A reality that tells us, for example, and this must be emphasised, that the professional services subsector in Spain generates almost 10.7% of the total gross value added of the Spanish economy, that its contribution to direct employment is 12.6% and that it accounts for 16.7% of the Spanish business fabric.

That is why, with all the wisdom in the world, Jordi talks in his book about the professional fact. Of the imperious need that we have, that we feel and that we must share to protect it, to respect it and to take it into account. Of not mistreating or neglecting those who care for and look after societies, today and at a time like the one we are living in.

Among other things because, in the face of emergencies and social contingencies, including, of course, this pandemic we are experiencing, the professions always respond. Always. And not because we are serious, as has been said on the street, but because we are precisely that: professions.

In the same vein, Jordi wrote to me in an email one day. When he was telling me about his book, he literally told me that, in these difficult times for all of us, we need illusion. And there is no doubt that professional work deserves great praise, an enormous vindication and an injection of hope and motivation.

With this spirit, with this illusion, Jordi began his work. The same spirit that later marks each and every one of his pages. The spirit of a free-thinker who knows that in these new times, faced with these kinds of opportunities, the professional must play in the major leagues of debate and reflection, but also of action. And it must play at this level out of pure democratic sense, out of pure conviction. Because democracies also undergo their own processes of reinvention and regeneration. Because participation and involvement will be key to their evolution and because where the future is being built, there will always be professions and professionals who make it possible. Without us, as Jordi rightly points out, there would be no urban agenda, no human rights, no digital economy, no global projects and so many other things.

And I am talking about democracy, in this case, with capital letters. Of professionalism as a democratic virtue and of reinventing ourselves. For example, with some of the recipes that Jordi himself proposes, recovering the word and recovering the city.

Le Corbusier, one of the icons of modern architecture, defended the open hand as an attitude of life. He said that the open hand is to receive and to give, it is a sign of optimism in the modern world.

Well, in a way, this work has a lot to do with an open hand. An open hand to hope and illusion. An open hand to commitment, because there is no doubt that, without involvement, there are no horizons. And of a hand open to thought so that it may continue to be a guarantee of progress. A hand open to ethics, responsibility and dignity, the best way to draw landscapes of life. And there is no one better than Jordi to show us these landscapes as he does in his book.

Jordi, congratulations on this work and, above all, thank you very much on behalf of many. Thank you very much.

VICTORIA ORTEGA  
President of Unión Profesional

## 40. David Dobarco Lorente

Jordi Ludevid has been Dean of the Official College of Architects of Catalonia, President of the Higher Council of Spanish Architects' Associations and President of the Spanish Professional Union. He has held these positions from the peak of the Spanish economy until the present day.

The "bursting" of the financial bubble, reinforced in Spain by a real estate bubble that, until 2007, appeared to be a false Spanish economic miracle. As President of the CSCAE, he lived through the most difficult moments of the financial "austericide" and the slow and incomplete recovery that followed, until 2018. These vicissitudes occurred in a context of social crisis, due to globalisation and the technological disruption of the Digital Revolution, which induced a crisis of modes of representation. Against this background, it is difficult to find anyone with a broader vision of a worrying reality: the role of the professions and their professionals.

Its representative trajectory has the singularity that it has been producing an argued reflection on what it was experiencing. Initially it was based on his professional reference, Architecture and architects, oriented towards a "Professional Classroom" to disseminate the new professional reality, with a preferential orientation towards students finishing their studies and those starting out in their activity. Over time, it has transcended its beginnings and has taken shape in the book, *A city of professions*, which is a unique case because, as Victoria Camps states in the prologue, "it is an unprecedented and original contribution to the study of professionalism as the constituent virtue of a new citizenship, demanding and committed to the needs of our time". It is certainly unique, as no one who has held these posts has bequeathed a written reflection on his life, the circumstances that surrounded him and, in particular, on the role of the institutions he represented and their future projection.

*A City of Professions* is essentially a political book, but it is written from the perspective of Civil Society and is not party-political. It is fundamentally

It is political, European and ambitious, because it recognises the crisis of the social model that emerged after the Second World War and calls for the need for a new Social Pact for a society undergoing profound transformations. Despite the obvious threats, induced by the changes underway, it is optimistic because it interprets that it is time to apply the Human Rights, formulated by the UN in 1948, and underlined in the Sustainable Development Goals adopted by the UN in 2015. Faced with the demographic explosion and the unstoppable urban development of cities and their inhabitants, cities are

becoming the main stage of this new world, implemented on the basis of Human Rights and in need of a new Social Pact. In order for cities to be able to respond to the problems of this new context, they need professionals and their mastery of the art, in its different specialities, which he specifies as: "Four professions, six missions (health, habitability, legal security, education, economic and environmental sustainability and communication) and one City".

The text provides an overview of the evolution of the profession and professionals over time, from the guilds and the transformations associated with the different socio-economic revolutions. However, it naturally focuses on the transformations that have taken place over the last forty years (globalisation, identity, digital revolution, network society...) and the various crises induced in different areas by the New Society and its impact on the Nation-State. It warns of serious social risks, such as a

The New Society must be a "democracy without citizens", social hyper-regulation, the educational crisis, job insecurity, de-professionalisation, and how to deal with them. In this New Society, the public must play a leading role and recover citizen complicities, such as agreements with Civil Society. The author is committed to ethics and the attraction of professional excellence and self-regulation before the state, perhaps to almost heroic limits, since the facts indicate that political power is not usually prone to delegation, nor to facilitating new spaces for governance. But it sees the need for this new Social Pact in the global context as unavoidable; which seems key in the face of broader challenges that transcend the European framework and seek the best positioning on the emerging geopolitical map... but that is not another story, it is the continuation of the one we are living and of the book.

On the future of the professions and professionals, it will be difficult to find a more qualified opinion than that of Jordi Luís's narrative.

The book is dense and reference-driven, and some may therefore see the book as a far cry from the day-to-day struggle for professional survival in such a complex context. It is a dense and well-referenced book, which is why some may see the book as far removed from the day-to-day struggle for professional survival in such a complex context, but reading it may give them ideas on how to approach it. Personally, I think it is necessary for those who take up representative positions for their colleagues to be familiar with it. We must wish them all success in their management and remember that, in addition to maintaining our institutions, they face the challenge of new ideas, and that is the main contribution of *A City of Professions*, the bibliographical references to key thinkers of recent years: Ulrich Beck, Zygmunt Bauman, Gilles Lipovetsky, Guy Debord, Richard Sennett, Manuel Castells, among others... which are included in an interesting bibliography. I believe that this unique book opens the way for others that will follow in its wake, since a New

Social Pact can hardly be achieved if the culture for it is not created and its recipients do not demand it.

DAVID DOBARCO LORENTE  
Architect

## 41. Ferran Mascarell

When I am asked to take part in the presentation of a book, I always say that the only mission of the presenter is to tell people to read the book, because it seems that it is appropriate to ask you to read it, to read the book and to make it possible for people to read it. And I say this with conviction: it is a book that is good to be read because it has many positive consequences.

The book illuminates, as has already been said (excuse me, because I will surely repeat something that has already been said), a whole aspect of our social dynamics that is of considerable importance but which, Surely, because of the importance it has, it ends up happening what usually happens, that saying - it seems to be by Umberto Eco - that fish have a problem, that they don't know they live in water; Well, we have a problem, which is that we have failed to perceive many of the things that are important, and one of the things we have failed to perceive is precisely the importance of what we say, and which we use unconsciously on a daily basis, which is professionalism. We tend to say "He is a good professional", "He does things well", "This doctor is an excellent professional", "This architect is an excellent professional", but then we do not give this a collective connotation.

Well, this book sheds light on this aspect and shows the importance that the profession, the professionals, have (I will now say for what aspects of our collective dimension). The regulated professionals, these forty professions mentioned above or these forty areas, let's put it this way, but also those who do not have an organisation but who have this connotation of professionalism.

The book illuminates this and that would be more than enough, but the second thing it does is everything that has to do with the need for this to be a very important factor for the future. When Jordi and I began to talk, and he began to explain this with his usual enthusiasm, I was a government delegate in Madrid, he was president of all the colleges, and there we had the opportunity to meet a few times and to talk about it.

We didn't know each other very well, but the conversations gave us that element that makes a person interested in us, that is to say, ostres, he or she is discovering things that are valuable and that give us novelty and new knowledge.

He, at the time, was starting with this book and was beginning to put it in the spotlight. It has been a while since then, but now the book is on the street. It has cost him a lot, because it is a book that is not easy for current publishers to publish, but they have made a mistake, because if it had been published (now he has published it himself, more or less) I believe that some publisher

who would have understood it would have taken it as a publisher. But well, you will do the second edition with an editor. Now, when you do the English version, which is what you have to do now, you will do it with an editor.

The book sets out an area that illuminates well, which is that of the professions, and it is like a kind of incentive, like a guide to action. It says: "Escolta, hauríem de fer". Why does it say "we must do"? Well, because, in short, it is a very valuable book that should be read, among other things because it rethinks the importance of the professional world. In fact, he points out that we live in a professional model that is, I would say, one or two centuries old and, on the other hand, in circumstances that imply or impose or demand a certain renewal of this model. For him, the professional is that person who does things well, who combines technical knowledge with ethical knowledge, humanistic co-nurturing. In fact, it is in line with a whole current of thought.

The not insignificant logic that is coming out of Italian and Anglo-Saxon universities and, moreover, I would say, in some French circles, that speaks of "posthumanism", in the sense that the humanism we have seen today, the one we have seen in the last three or four centuries, is no longer sufficient, and probably the pandemic is helping to emphasise the idea that all that is no longer sufficient. ns ara, el que hem viscut en els tres o quatre últims segles, ja no és su!cient, i probablement la pandèmia ens ajuda a accentuar la idea que tot tot el que hem tingut com com a gran patrimoni des del punt de vista del l'humanisme ho hem de revisar. Not because humanism should not continue, but because it needs more than remarkable accents - some say "post" - to make our relationship between things.

For me, one of the most important of these approaches is precisely the one that tends to stop looking at society according to the main divisions that the 19th century - which was a century of divisions, of divided names - made. We should no longer look at the world from the perspective of the artist or the scientist or the humanist, but with a kind of fusion between the three.

If we do not know how to look at the world from the perspective of the woman or man of science, the woman or man of humanity and the woman or man of art, we will not have a sufficiently rounded view to activate the changes that must necessarily take place.

The posthumanism, posthumanism, is that, it is to link the things that we have looked at separately over time. We are, basically, cultural beings in the deepest sense of the word, basically we are nature and we add everything we are capable of modifying through culture. Well then, culture either unifies all views or it will hardly have the capacity to face the great challenges we have before us, which the pandemic has only accentuated. That it is true! That this is true! That if we don't make changes, things won't go! That the sustainability of the planet, if we don't face up to it, we'll run out of steam! And medical or

scientific sustainability has taken us by surprise and we did not know that this was possible, nor were we capable of imagining it, and it is happening.

Well, he says: in the face of all this, the role of the professional must be addressed. He says in the areas of health quality, education, habitability, legal security, communication, economic sustainability and environmental sustainability. Imagine: quality of health, education, habitability, legal security, communication, economic sustainability and environmental sustainability. If in these areas we do not give to professional life, to people's professionalism, this basically reconstructive mission, which strengthens all these areas, we are leaving all the mechanisms we have to face reality by the wayside. Health, education, housing, legal security... these are the elements on which we practically revolve in the world in which we live.

In order to do so, he makes a proposal that is to link professionalism, professions and citizenship, two parts; one acts on the other, let's say, he explains it very well in the book. Professionals and city means professionals and citizenship. He asks professionals to make a commitment, which I think is one of the key elements of the book: commitment, that is, commitment to the idea of the willingness of professionals to intervene. The city needs the commitment of professionals; it is no longer enough to be there, it is necessary to commit to intervene there. He proposes and demands it, he calls for professionals with citizenship and commitment. Professionals, therefore, with an idea of civilisation; therefore, with human commitment, with humanism. Professionals and civilisation and professionals and civic-mindedness. From all of this emerges (I don't know whether the concept is his or mine, but it is the same) the constitutive relationship between professionals and city, professions and civilisation, that is to say, professionals and future.

These elements make them up, and this has to do with politics, because it also implies recomposing the relationship between politics - which theoretically tries to administer the knowledge that allows us to face situations with greater awareness - and the professions.

Indirectly, the book also proposes a certain reconsideration of the politics of civil society, a return to giving importance to what is not public and which arises precisely from people's professional lives. What a great success it would be if the action you have just called for were to imply that we reconsider, with even more conviction, this fundamental role in Catalonia of civil society and the professional world that wants to put on the table the mechanisms for a solution. Afterwards, politics will decide, which is the great function of politics - to decide at any given moment what can or cannot be done or what has to be done depending on the circumstances - but on a solid argument base, and it is not politics that gives it; politics tries, but not the woman. It is precisely the fortress of thought, of the professional world.



Well, all these things and a few more, but I won't go on too long, are what is in the book; at the end, it concludes with a kind of proposal. He says: a mature city is a city made of agreement; surely, as all of us who work with cities know, agreement is a fundamental element. The pact between public administration and civil society is a key element for cities to develop; it proposes the citizenship pact: the mature city emerges from the pact, and introduces a concept that I hope will be successful, which is that at this moment we should no longer only talk about citizenship, but we should talk about !ns i tot de "cociutadania", diu ell, és a dir, compromís com a ciutadans en un projecte de ciutat.

All this is in the book and much more, it's a dense book but it's good to read, there's a lot of !loo!a, there's a lot of knowledge, there's not only architecture: there's !loo!a, hi ha hi ha -d'un manera o altra- el món de la medicina (no sé com hi ha anat a parar però hi surt), i tot això li dona un enorme valor; per tant, des del punt de vista del que puc recomanar és que tothom se'l llegeixi, en traguem conseqüències i penso que les coses ens ens aniran millor. That is why books are made, so that our knowledge grows.

It is a book that contributes to the culture of our country, in the global sense of the word. Culture is always two things: basically, knowledge, and massively, values, and this book makes a great contribution to the culture of our country, which is that it reminds us that a country that does not work on knowledge does not advance. But it also reminds us that a country that does not consolidate values does not advance either. He proposes to combine these two elements in a single machine: cultural life is strong when knowledge advances and is linked to strong values. If we dilute one of these two things, culture weakens.

The book is culturally solid precisely because it talks about these two co- ses, two things that we all too often overlook or neglect. It is a cultural proposal to strengthen knowledge and a cultural proposal to strengthen values. The two things linked are the cultural future of our country. This book, I am convinced, is a key piece in the cultural strengthening of our country, what we need from a cultural point of view. And well, when I manage to translate it (which I hope will be very soon) into English, as al-gun col-lega is already saying, it will be a key element for this same debate to take place in today's world.

I have read a lot of Richard Sennett, a person I have always been very interested in; he has a book devoted to craftsmanship, in which he makes a very interesting proposal based on the American model on the role of craftsmanship, imagine vindicating craftsmanship in the United States. Richard Sen- nett's book is very well known internationally, and I sincerely believe that Jordi's book is a book that gives (I don't want to compare figures), it is a very important book that is in a line that I believe will be important not only at our level, at home, but also at international level. It must be read, it

contributes things that go beyond what authors who have always dedicated themselves to these things, as is the case with Sennett, have been able to put on the table.

Therefore, I recommend that we do everything we can so that some editors dare to go beyond the local territory and go a little further afield (I'm sure they will appreciate it), even a little further from home. To Jordi and to all of you, thank you very much.

FERRAN MASCARELL  
20 December 2020

## 42. Lluís Comerón

President, vice-president of the Congress of Deputies, president of Unión Profesional, dean, Javier Gomá, Victoria Camps and Jordi Ludevid, dean, president of the Architects' Council and president of Unión Profesional. I would like to begin by thanking Jordi Ludevid for the book, for the magnificent and very useful book we are presenting today, which we are discussing today, and for having allowed me to say these words and for inviting me to this event.

We are in a changing world, where the professions face an essential challenge of self-definition. In this world, where practically everything is in transformation, the role of professionals is at stake, and it is not at all obvious what it will be in the coming years. All operators, all agents are changing, the world of work has changed and we are now "pro-consumers", the concept and the roles played by the business world is changing, as are the public administrations and the self-employed and, in this redefinition, one of the greatest challenges for professionals is to understand this change and be able to face it.

In this sense, in a document from the previous European Parliament legislature, a document of prognosis and strategic foresight, in its prologue, the two Vice-Presidents who signed it stated: "Everything is changing for everyone; not to accept it is to abdicate reason", and finally, they said: "Faced with this change we can do two things: resign ourselves as victims or accept it and lead it". I believe that this is the role we have to play and what the book is aimed at, among other things: to help us understand and lead this change.

And in that sense, someone who has become an icon of change, of that transformation, like Jeff Bezos, the creator of Amazon, often insists that as important as understanding change, as motivating change and as offering consumers, his customers, new things, is to understand what does not change, what his consumers continue to desire and, therefore, what remains.

I believe that, in this sense, Jordi Ludevid's work has an extraordinary capacity to help us in these two directions, in being able to understand, to assume and, therefore, to try to lead this change, to make this change the best possible, because the games are not finished before they are played and it also depends on the professionals in which direction our role can be redefined, and in contributing this deep and very little generalised knowledge of what the professional act really means, of what its origins are, so that, from this knowledge, we can see how much of it is still valuable, how much of it should be part of the future, of what does not change and, from this

knowledge, we can see how much of it is still valuable, how much of it should be part of the future, of what does not change, and how much of it should be part of the future. It is also up to the professionals to contribute this deep and very little generalised knowledge of what the professional fact really means, of what its origins are so that, based on this knowledge, we can see how much of it is still valuable, how much of it must form part of the future, of that which does not change and, therefore, help us to provide models that really generate an adequate space for the supply of the professional world in the future, so that we professionals can really build that city of professions that the author suggests.

Thank you very much, I insist, for the invitation and for the book, which will enable us all to do this work much better. Thank you very much.

LLUÍS COMERÓN  
4 July 2021

## 43. Javier Gomá

Good morning, dear authorities and friends, I am happy to present an important book with such distinguished people at the seat of national sovereignty. I would say, to use the terms of antiquity, that we are in an omphalos, in a navel of the world; thank you very much for allowing me to be in the navel or centre of the world.

What does a book presentation consist of? In a general theory of the public act, the presentation of a book, as distinct from a literary review, or as distinct from a café conversation or simply from a formal act, must consist above all in congratulating the happy birth, wishing the book and the author a long life and, finally (perhaps most importantly), inviting people to read it.

On the invitation to read it, I would like to draw attention to the unsurpassed importance of the subject. Jordi, in his proposal, even mentioned ancient Greece. The first book of literature in Western history, the cradle of European literature, the *Odyssey*, has some significant verses in book XVII, verses which I quote: "For who ever goes to seek a man from outside, except to those who have an art in the service of all, whether doctor or builder of houses or inspired singer, who recreates with his song, these are the men who go to seek even to the ends of the earth". Today we would say men and women. It is the song of the Demiurges and rightly includes the architects, the builders.

And not only in the origin of Western literature, but in the origin of Athenian literature itself, which is attributed to Solon, there is included in his famous *Elegy to the Muses*, from verse 43 onwards, the so-called "catalogue of the gods", in which he describes the zeal of each of them and goes on to point out (curious, because he repeats some of Homer's professions) the soothsayers, the doctors, the singers.

Therefore, the *olcies*, the professions, are at the origin of Western thought and literature, and it makes perfect sense, because they form part of the life path of men and women. I set this out in my book *Aqui- les en el gineceo*, *aprender a ser mortal*, which is the book, I believe, that has motivated Jordi to incorporate me into this task of thinking about professions. In it I develop the theory of double specialisation, the house and the *o!*In it I develop the theory of the double specialisation, the home and the workplace, the process of progressive determination and the passage from an aesthetic stage - childhood and adolescence - characterised by self-absorption, self-absorption, idleness subsidised by parents or the State, to a second stage, progress on the path of life; The passage from the aesthetic stage to the

ethical stage, in which we move from the self-conscious sterility of childhood and adolescence to production and reproduction, i.e. children and merchandise, that art in the service of all, as Homer would say.

The second specialisation allows us to move from the aesthetic stage to the ethical stage: one is to choose a person with whom to found a house, the other is to choose a profession with which to earn a living. The second specialisation, the professions, have been the driving force of modernity in Europe since the Middle Ages. From above, emperors, kings, feudal lords, princes of the Church, and from below, peasants and serfs, a new social class emerged, the middle class, the bourgeoisie, mainly in urban professions, which is clearly the author of the new Modern Age.

It would be very, very important for a society, for a state, to simply have good professionals, good doctors, good architects, good soothsayers, good poets, good politicians, good civil servants, good experts; excellent professions are the best guarantee of modernity.

Spain's relationship with modernity has been problematic to say the least; I will not go into it now; I will give the floor to Sánchez-Albornoz, who famously said: "It had neither feudalism nor bourgeoisie".

And now comes the great, very great paradox, which Jordi also mentioned. The professions, social specialisation, the world and the ethical stage have developed in Europe, to a very high degree, not only on the fringes of modern philosophy, but against modern philosophy. With due exceptions, which come not so much from the great currents of thought as from sociology and ethical reflection (which have, however, produced great fruits), the professions have been looked upon with contempt by philosophy. Because a large part of modern culture, and in particular the consciousness of culture, which is philosophy, has been (culture and philosophy) an infinite exaltation of the aesthetic stage.

We are Romantics and Romantic children in the permanent celebration of individual freedom, creativity, subjectivity, feeling, originality, authenticity, sincerity above all, artistic experimentation. Take Heidegger, for example. In his famous book *Being and Time*, for him, the authentic man (in this case it would also have to be said of the woman) has a mode of existence that he calls his own: he is the one who chooses himself outside society and outside others. And Ortega himself defends self-absorption in many texts (*El hombre y la gente*, *Ensimismamiento y alteración*); he literally says that this is where man finds his unbribable depths.

The individualism of contemporary philosophy, which is also characteristic of the aesthetic stage prior to its evolution and progress to the ethical stage, the extreme anti-social and therefore anti-professional individualism, has been one of its constants almost without exception. This is what I tried to point out in *Achilles in the gynaecum*; the self, in my opinion,

is not created outside the walls of society, but on the contrary: it is precisely in the process of specialisation, the double specialisation, that one finds the form of one's most authentic individuality.

Double specialisation is not, as modern mainstream thought, the enemy of individuality, an alienation or impoverishment of the self, insists; this could only be thought of if every limitation is harmful, if every limitation is always inherently alienating with respect to individual freedom. I do not agree, but double specialisation, in my thesis, is an objective enrichment; indeed, it is the pledge of true individuality.

That is why I welcome Jordi's book, *A city of professions*. One of the book's great successes is the choice of subject, necessary and opportune, and its positive approach. But there is, in my opinion, a second success. Education is the passage from the state of nature - the wild baby born from its mother's womb - to the ethical stage, through, I said, the double specialisation of the professions; but there is a second element: in addition to being professionals, before being people who earn a living and even found a house, before being professionals we are citizens who are aware of our dignity.

The book is very much about dignity. Not dignity as that which resists everything, even the general interest. In antiquity they could not even conceive of it; Aristotle considered that private interest necessarily yielded to general interest.

The great discovery of modernity has been not to do away with this equation but to add a new element. The great discovery of modernity has been not to suppress this equation but to add a new element: the particular interest yields to the general interest, but the general interest yields to individual dignity.

Well, above being a professional is being a citizen, and the second success of Jordi's book is indicated by the book, the title of the book, which is entitled *Una ciutat de professions* (*A city of professions*). In other words, a civic use of being a professional or, to put it another way: before being a professional is being a citizen, and we can only be professionals to the extent that we are citizens first.

Having said that, you will understand why I recommend reading the book, as I said at the beginning, which was one of the objectives of the presentations, why I offer my warmest congratulations to the author and wish Jordi and his book a very long life. Thank you very much.

JAVIER GOMÁ  
4 July 2020

## 44. Victoria Camps

First of all, I would like to greet the authorities and friends who are here to participate in the presentation of Jordi's book, *Una ciudad de profesiones*. I am very excited to see this book published and to have been invited to take part in the presentation of this book, because I have known it since it was first written. About three years ago, I think - I think it was in 2018 - I received an email from Jordi, whom I didn't know, sending me what was an embryo of what was to become the book.

I welcomed it enthusiastically and I think he felt that way, for two reasons. I welcomed it with enthusiasm and encouraged him to work on it and to turn it into what it has now become: a study of professional ethics of many dimensions, very intense and with commendable depth. And I say this for two reasons: first, because it was an exercise in professional ethics from a profession that does not usually talk about ethics. Professional ethics has found a reception in other professions, such as medicine or everything related to the health sciences, or even with activities such as business, and there is an exercise in ethical work, but there are other professions that have tiptoed very lightly over ethics and have not gone into it in depth, nor do they think it has anything to do with professional practice in the strict sense of the word.

Jordi had seen it this way and, moreover - and this is the second reason - he had seen it from the profession of architecture, from within the profession itself. Theoretically, those of us who dedicate ourselves to ethics are the philosophers, and yet this leads to a specialisation that is not at all favourable to really introducing what ethics should mean in the exercise of citizenship, which is what Jordi's book really sets out to do when it talks about professionalism.

I believe that the idea that runs throughout the book is that the profession must be seen as a social mission, or as a mission to be carried out in the city, taking up the idea of the city of the Greek polis, of the community in which we find ourselves. Professionals have to exercise a this means understanding professionalism beyond technical competence and specific knowledge. It means understanding professionalism as a civic duty (as Javier Gomá, Jordi himself, has said before), understanding that as citizens, as citizens, we are not only subjects of rights, which we obviously are, but also subjects of duties. Duties that mean that we owe society and we owe society a service, in part, as compensation for everything that society has given us and continues to give us so that we can carry out our professions, our work, in an appropriate manner.



Society forms us, helps us to form ourselves, gives us security, gives us freedom, that is to say, it provides us with an environment from which we can freely exercise our profession, not only for our own interests, not only for corporate interests - which I think is important to point out in the case of the professions - but also for the common good.

The civic duty is to understand professionalism, professional excellence, as a debt owed by individuals to society as a whole, to the community as a whole, and even to the world at large, since

In general, what we are doing when we speak of the common good is responding to fundamental issues that are not specific, in a global society, to each community or each city, but that concern us all and have a universal and international scope.

In this sense, I believe that Jordi's book is a good exercise in re-flexion on that civic duty that constitutes the exercise of the professions and, at the same time, something that also has a lot to do with the origin of the word ethics: the exercise of the professions as a contribution to building an ethos, a way of being, which is the way of being civic, the way of being a citizen by which everyone, from their speciality, from their professional competence, contributes to improving, contributes to solving problems, contributes to reflecting, contributes to setting challenges that are common and not just specific of a profession.

Jordi transcends the field of architecture, that is, he works from his perspective of architecture, but the book is entitled A city of professions, it goes beyond architecture, and what he wants us to understand is that if all professions, even all jobs that do not have the potential to become professions as such, are understood as an exercise of citizenship, they will contribute to highlighting and improving all of the professions.

We are missing today, such as social cohesion, transcending inequalities, committing ourselves to all that is common.

The book was published in November, in November 2020, at the height of the pandemic, at the height of the pandemic, which highlighted even more the importance, the need, to recognise what the professions do and, above all, can do for the common good and as a public service. The pandemic highlighted the need to recognise certain professions, especially the health professions. It also highlighted the recognition of what we have ended up calling essential jobs, which are not exactly professions but which can also be seen as a dedication to something that contributes to the good of all.

It is a pity - and this is said in the book and we should bear this in mind so that it stops happening - that only crises lead us to recognise what, in this case, some professions can do for the good of all.

There are many challenges facing us: climate change, digitisation, unemployment, the future of work, major inequalities... the list is long. All these challenges can be tackled not only by the administration, not only by politics, not only by governments: they must also be tackled by citizens and must be tackled by the different specialities that the professions bring to the table.

It is this perspective, which I believe to be fundamental, that is developed in the book in a very complete way, as I have said, because Jordi, in addition to being an architect and town planner, has held several institutional posts, and is therefore in a very good position to tackle these issues from all perspectives, from a broad perspective thanks to the experience he has gained in his profession.

Javier Gomá said a moment ago that we are very romantic, I would say too romantic - and living in Catalonia, perhaps we can say a little more - but he also spoke of the Enlightenment, and of the Enlightenment as the transition from the state of nature to a social state that obliges us to live together, to develop that unsociable sociability, as Kant said, but sociability nonetheless, and to do so as best we can. When we speak of sociability, we think of solidarity, we think of fraternity, we think of voluntary work, of helping those who suffer most, all of this can be done in a social way.

The most important thing is to do it in a more habitual, more everyday way, from the performance of one's own profession, from one's own work activity.

This is the message that the book gives and I believe that this is the message that should be taken up, for which Jordi should be congratulated, and I congratulate him on his contribution. He said at the end that "the book is already written and I can't add anything more". Nothing more can be added, but we can continue to think about the subject, that is the incentive, and we can continue to write about the subject and we can continue to act on the subject, because I am convinced that many things can be done from here. It was a pleasure to be able to contribute to this presentation.

VICTORIA CAMPS  
4 July 2021

## 45. Ana Pastor

Thank you very much, a very good morning to all of you, especially to those of you who have not seen us, and thank you very much, President and friend Meritxell, for being here at this event. Dear Jordi, dear Assumpció, dear Victoria, dear Lluís, dear Javier and dear friends. Dear Jordi, it is a pity that we are so many kilometres apart and, above all, that we are unable to embrace each other.

I am going to speak, if you will allow me, Chair, first about the author and then about the book. The truth is that speaking after all of you is certainly complex, and I would encourage all of you to listen to you, especially after listening to Javier Gomá speak about the general interest that is ceded to the individual dignity and responsibility that we have in this House.

It is a pleasure, Jordi, to participate in this presentation of your book, and I would say that the title alone would have been enough for us to intuit the identity of the author, of Jordi Ludevid. I am sure that everyone who is watching us knows who he is, but I would like to emphasise that he has an impressive professional career wherever he has been as an architect, as a town planner, as a public servant, as an experienced manager.

Jordi's career takes us back to a vast and fruitful trajectory that is inextricably linked to names and places and corporations in which he has always left his mark. In Manresa, in Balsareny, in Navarcles, in Santpedor, in Sant Joan de Vilatorrada, in the COAC, in the Superior Council, as president of Unió, wherever I have known him, in all these parts of his professional career it has always been an activity guided by knowledge, talent and commitment. And you will say: why does he use the word career, as it seems old-fashioned to speak of a professional career? Now there is another terminology that is more in use. I call it a career because it has always been through effort, overcoming obstacles and, above all, giving the best of oneself, and always, moreover, with passion, which I believe should also accompany the exercise of a profession.

A career in which a tireless object of interest stands out and, furthermore, always a vertebrating reflection from which I have learned so much, which also concerns the president of the Congress of Deputies so much, which is that our reflections should always be vertebrating and build bridges. A lens, your lens, to look at the world. The study and defence of the professions, to which you have contributed so much, but which I know have given you so much, as they have also given the president of Unió Profesional.

We therefore knew that it was only a matter of time before a subject as essential as it was neglected, the analysis of the professions - not by some, but by almost everyone - would acquire its importance through an important text in our language, following the publication in 15 of that work that I love, *The Future of the Professions*, the work of the British Richard and Daniel Susskind, whose reading I also recommend.

And we knew that the paternity of this text in Spanish could only correspond to Jordi, our great defender of the professions and who has made them the purpose and reason for an admirable *cursus honorum* as president of *Unión Profesional*, as vice-president of the European Council and of the World Union of Professions, as the visible head of the First National Congress of Professions in Spain that brought us together in 2018 and as the driving force behind something as fundamental as the *Aula Profesional Itinerante*, and I will stop there because there is a long etcetera.

We were expecting the text, he said, and we were perfectly aware of the enormous authority with which Jordi was going to write it. But these certainties do not prevent us from admiring what has been achieved, a book that offers us a comprehensive, profound and rich view of the history and importance of the professions and their meaning in today's world and in the future, linking it to the individual. Because, as Gomá rightly says in his gloss, this book does not limit itself to putting into words the definition and characteristics of the profession, but by connecting it with the duties of citizenship, it creates the text for a civic vision of the professions. I believe that there can be no more accurate vision.

It would be very difficult in a brief intervention to refer to the large number of aspects that the author takes into account in order to establish - or to re-establish, it would be better to say - this link between the professional act and the condition of citizen. But I would not want to fail to pick out a few points that seem to me to be of particular importance and which help to understand and appreciate the ethical - and also solidarity-based - perspective of this book.

First of all, I would like to highlight the conception of the polis, that is, the space in which citizens interact as a virtuous association as described by Aristotle in his *Politics*. The great philosopher said that the city is a grouping and that groupings are organised with a view to the good, so this reasoning leads him to conclude that if every grouping tends to the good, the city or political society is the superior among them and includes them all, it tends to the good to a greater degree than the others and to the best good. No one succeeds in surpassing the philosopher.

And indeed, dear Jordi, the book shows, in my opinion, that the professions concur and organise themselves under the impulse of a constructive will whose action takes the form of missions, public missions (forgive me for putting this first), which is habitability, legal security, education, communication, economic sustainability and the all-important environmental sustainability.

Let us consider the importance that our professions have had and continue to have during this pandemic in meeting the needs of society in each of the areas mentioned: health, education and legal security. Professionals, as Victoria Camps has said, in addition to acquiring an identity as lawyers, journalists, doctors, architects, assume a responsibility with regard to what we have come to call civic duties, says the philosopher.

And it is because professionals have a leading role to play in the polis, which without them would not have become the sphere of rights and freedoms that opened the way to modernity. That sphere is what the city embodies in this book, with the agora of democracy whose soul still beats in this Congress of Deputies, although some may not believe it. Or with the medieval city studied by Piren or Legolf, where artisans and guilds were safe from feudal tutelage and where they could enjoy the autonomy that trade gave them.

With this evolution, as Jordi says, the public space is a professional space, that is to say, a space that from then until today constitutes a promise of individual and collective improvement that has rested on the unflagging determination of professionals to introduce new improvements and achieve greater advances.

I will end now, Madam President. Readers of this book are therefore bound to react to the inherent involutory movement (forgive me, President of Unión Profesional) which it denounces. I am referring to Jordi diagnosed this process of de-professionalisation on the basis of three worrying symptoms, such as job insecurity, bureaucratised over-regulation and inadequate education. All these problems undermine the status of professionals, empty the sense of citizenship and undermine the commitment of those who assume duties because they are subject to rights, as Victoria said.

After the current crisis, moving forward with a renewed social pact means, in my opinion, on the contrary, creating as many opportunities as possible for all those who, with their work, their training, their creativity and their initiative, are always ready to play an active part in preserving and improving our collective life. And I want to tell you that I am optimistic, that these are the vast majority of Spaniards.

Einstein said that we must always distinguish, dear Jordi, between success and courage, and he urged us to strive for the latter. There are both. You and our professionals represent all the motivation and drive that are necessary for success, and therefore deserve policies that give value to your abilities. Policies that care for and strengthen your decisive contribution to this project of freedom, solidarity and progress in which we Spaniards must always preserve the best that we have, which is our citizens.

Thank you, dear friend Jordi, for bringing us face to face with this reality in these pages that are full of erudition, of wisdom, but above all of something as important as a vision of the future. Thank you.

ANA PASTOR  
4 July 2021

## 46. Meritxell Batet

Thank you very much, a very good morning to all of you.

The vice-president, our dear Ana Pastor, said that it was complicated to speak after those who had previously taken the floor; being the last still raises the question, but in any case it is a pleasure to participate in this simultaneous event from the Architects' Association of Catalonia and the Congress of Deputies here in Madrid, where we are meeting. But, in any case, it is a pleasure to participate in this simultaneous event from the Architects' Association of Catalonia and the Congress of Deputies, here in Madrid, where we are meeting together with many other people who follow us through the networks to congratulate, as Javier Gomá also said, Jordi Ludevid for his book *A city of professions*.

I think there is no better way to congratulate an author than to read his book, to reflect on his words and to dialogue with his thoughts. Jordi Ludevid has written a book in defence of the professions or, to put it in a more classical but very beautiful way, in praise of the professions.

He has done so, no doubt, because he loves his profession and his book is, like few others, the result of a life dedicated to it. But also because this love for his profession has developed over a long career in management and representative positions in the professional and institutional world, and this makes him a unique connoisseur of this reality.

Thank you, then, for offering us a paradigmatic product of professional work, full of wisdom, affection and commitment. Three words that I hope the author himself would take as another possible definition of the values and characteristics of professionalism.

Wisdom. Wisdom that is born not only from practical knowledge and experience, as the author likes to insist throughout the book. Wisdom is attained in the exercise of the profession, but above all, and principally, in the exercise of citizenship. This work is a magnificent selective journey through the history of reflection on the professions that never ceases to open doors to new readings that appear on every page. He himself has quoted many of his reference authors, who, fortunately for him and for all of us, have been able to join us for this presentation.

The second term to which I referred as characteristic of the book and of the reality of the professional itself is affection, love. Love for one's own task. This is a much more subtle property than that of wisdom, but certainly no less significant and relevant to the book and to the work of the professional. The love that is reflected in the ten beautiful illustrations in the book, which are also an expression of Jordi's own work as an architect and of the ancient substratum on which it is developed, and in the very careful edition of the book itself (the publisher is also to be congratulated).

And the third and last is commitment. Ethical commitment to the principles of the profession, without any doubt, but, above all, ethical and political commitment to the society in which the professional carries out his or her work. Because - and this is where I would like to focus - Jordi Ludevid is passionate and knowledgeable about the link between the professional and his or her society, about the true vocation of service of professionals or, better said, of the professions towards the values, demands and challenges of the community of citizens. For Jordi, there is no profession without its own values that are contributed to the community. What qualifies the professions is precisely their orientation towards satisfying the most basic social needs, those that we have conceptualised as people's rights.

This liberal conception of the profession, which is of course projected onto each of its professionals, is what allows me to return to Jordi's book as an example of the classic genre of eulogies. If this book is a eulogy of the professions, it is because it expresses an ideal, a should be that is offered as a parameter, as an aspiration of reality, of our individual realities as professionals, since all of us present here, I would say, in a more or less strict sense, are professionals.

A city of professions requires us to live up to tradition and to commit ourselves in our professional practice to the development of the community. It demands that professionals act as citizens, that is, that they take part in public debate, become involved in it and do so on the basis of their own characteristics: knowledge, cooperative action and, above all, reflection.

Jordi Ludevid's book has no shortage of claims and demands or criticisms from the professions towards the public authorities: the demand for public policies that accompany the professional task in each field, the demand for consideration of the voice of professionals or the claims in defence of their rights, some still in need of effective protection and guarantee. The Second Vice-President of the Bureau also referred to this.

But what gives the book, what gives it the strength that is evident from my point of view, is something else. It is the expression that the opportunity for everyone, for institutions and for society, offered by the professions in today's world, is very much present.



Professionals are there and are ready to offer their skills. Not only to citizens in their professional practice, but also to society and its institutions. Taking advantage of this offer requires, above all, that public institutions be aware of its existence and that this resource be assumed through agreement and the generation of public consensus that legitimises and promotes citizen participation and, in particular, that of professionals.

This is a way of strengthening and giving a qualitative dimension to our democracy, as Jordi Ludevid said in his speech, because this book also talks about precisely that, about democracy. Being a citizen before being a professional, as Javier Gomá also said in this presentation.

I will end, then, by thanking Jordi Ludevid in particular for having made explicit this vocation for public service of the professions; I think it is fundamental and I think it is very good and very healthy that it is also done in Spain and in our language and, on his behalf, I would also like to thank all the participants in this presentation and their attention to those who have been able to follow it through the social networks, and I hope that we will soon be able to attend new presentations of new books that Jordi Ludevid, or any of those who have been present at this presentation, can give us, and then we will be able to do them in person and with the hugs that we all miss. Thank you all.

MERITXELL BATET  
4 July 2021

## 47. Iñaki Rodríguez Cueto

I am grateful for the opportunity offered by Jordi Ludevid to reflect on his essay entitled *A city of professions*. This text invites us to take a look at the professional fact from a different position from the usual one, a look that is more committed to people, more ethical and, above all, more political, from the point of view of creativity and improvement of citizen coexistence.

If I had to sum up the text in one sentence, I would not hesitate to mention what it describes so forcefully: "he who loses his origins, loses his identity". Today we live in contradictory and certainly disturbing times. Not only because of the pandemic, but also because of the great social breaches that are being generated thanks to the interests of large corporations, the perversion of information through the media and the interests of neoliberal politics that inundate us from all sides.

In my professional field, Social Education, this situation is experienced on a daily basis, because we work with the most vulnerable people. However, we are not oblivious to the social and cultural conditions that surround us and there is a risk that our profession may forget its origins, whose objectives revolved around change, social and personal transformation and community development.

Jordi Ludevid's text represents a step forward in professional reflection and places professionals as a whole in the decision between conforming to a comfort zone, or taking risks and going further in their commitment to knowledge, to people and to a job well done.

This is not only in contrast to our professional work, but also represents the challenge of getting involved in the profession as a whole, through the Professional Associations, a true guarantee of quality and ethical care for the profession.

The ethical issue appears in this essay from the very first chapters and is very important in that it demonstrates that professional capacity, It is also measured by how values that can generate an improvement in civic coexistence are transmitted. In this way, professional ethics is the prelude or travelling companion in the creation of a civic ethic, based on dialogue, listening, tolerance and solidarity, where enrichment is sought in the face of different ideas and, not so much, the encounter with those who think the same way.

The proposals described by Jordi Ludevid in this book, as well as the challenges we have to face, are an invitation to work and/or continue

working in an interdisciplinary way, and this idea is basic if we want to make professional ethics effective and practical. We know the conditions of our field of work and we need the collaboration of the rest of the professions, of professionals, to face this challenge: the 2030 agenda, policies on human rights, European proposals, support for professional associations and the Professional Union of Colleges..., are the objectives to be met in the face of the crisis of the social pact, professional discredit or the crisis in education.

In short, it is a text that is worth reading with special attention and devoting time to group discussion, either in the workplace or through professional associations. It is surprising to read because of the clarity of the ideas and arguments put forward to defend them, and also because of the proposals described.

There is no doubt that Jordi Ludevid, through this book, offers us the opportunity for debate and professional progress, as well as the defence of the ethical values necessary to build a civic education.

With affection and gratitude.

IÑAKI RODRÍGUEZ CUETO  
PhD in Philosophy and  
Educational Sciences  
(Psycho-pedagogy).  
Social Educator.  
Technical Educator of the Culture  
Department of Barakaldo  
Town Council (Bizkaia).  
Coordinator of the Ethics and  
Deontology Commission of the  
Professional Association of Educators.  
and Social Educators of the Basque  
Country

## 48. Alfredo Sanz

I will begin my gloss with a version of Gropius. The professional has the ability to breathe soul into the product of his practice, his creative force lives on as a vital phenomenon. His contribution is not a luxury, nor a charity, but must be a fundamental, essential part of the social process. I do not use quotation marks, because I have gone beyond the concept of truth. It is almost a recon-version.

As heirs of the guilds, we must ask ourselves whether today's society and the professions relate to each other in an appropriate way. We apply without reasoning an old philosophical premise: To be is always to be in conflict with our predecessors. In this way, we believe that we have our *raison d'être*.

In the current context, we survive against each other. The world of professionals, on the verge of being devoured by a misunderstood neo-liberalism, is driven towards the law of the jungle, denying any essence of civilisation. The concept of privilege should be revised and oriented towards the margins of a dignified life.

Therefore, I understand that the work we are glossing is timely in time. Also in form, because it reminds us of the Enigma variations, in which Elgar, exposes his mastery of expression around a central theme; in our case, the professions.

In the book, we travel through the Séquia de Manresa, an element that articulates the territory, stopping at the key concepts that unravel the concept of profession and its relationship with citizenship.

Jordi chooses an absolutely appropriate title to contextualise his work, the city. City, a cluster where the flows of professional activity and citizen needs to be covered sometimes flow without balance between the parts of what should be equality.

I wholeheartedly support the need for a citizenship-professions-state pact. The politicisation of the professions distorts their very essence. Perhaps we should remember Khun and apply what he termed as *ex-we* need to be able to do this by rejecting the paradigms that have managed to consolidate certain sectors of society. Let us contribute to changing the I of place. From XIX to XXI.

I believe that the analysis of the profession-mission binomial, which the SDGs support, is a very good one. This illuminates the scene, fading the shadows cast from the "todovale" box.

In short, a work to reread, which undoubtedly contributes to the recovery of dignity in the professional world. "Dignitas is not an attraction, but the very possibility of being able to ask ourselves what is the status of the experience of professionalism, from the point of view of improving its condition". And here, if I quote Pico della Mirandola.

Thank you Jordi for your contribution to this.

ALFREDO SANZ  
Technical Architect  
President of the Consejo General  
de la Arquitectura Técnica  
(General Council of  
Technical Architecture)

## 49. Clara Blanchar

An exhaustive review of the professional profession, its origins, functions, challenges, and an assertive but vehement vindication of the role that professionals should have in this increasingly hostile and precarious world, with a market that presses for deregulation, flexibility and liberalisation. This is what Jordi Ludevid does in *A City of Professions*. Cities, where the majority of the world's population lives and where it would not be a bad idea, he says, for professions and the guarantee of doing things well to recover the role that trade unions once played.

The author was the head of the Col·legi d'Arquitectes de Catalunya and later of the Consell Superior dels Col·legis d'Arquitectes d'Espanya, before becoming president of the Unió Professional Espanyola and vice-president of the Consell Europeu de les Professions Liberals and the Unió Mundial de Professions.

The volume devotes the last chapters to the enormous challenges facing both professionals and the legal profession in the face of all the challenges to which they are exposed: globalisation, the precariousness and individualisation of work, gender inequality, the impact of the digital world.... all of this in a "difficult" context in which the social pact or contract is in crisis and where strong colleges are needed in order not to weaken professionalism. But it ends with a positive message: in the face of threats to the professions, we have professionals to respond with professionalism.

With the volume in hand, one realises that perhaps we are not sufficiently aware of the weight of the professions. There are two million members of the profession in Spain alone. Probably twice as many if we were to add the non-collegiate ones. They represent 4.3% of the total population, but they represent only a quarter of those of us who live in cities. If we add to this the people who are considered professions, the total represents half of the active population.

Ludevid vindicates the "democratic virtue", "a job well done" and "technical co-existence" together with the "values" of the professions. And he reminds us that professionals "always respond". We are not heroes, we are professionals", health professionals have claimed during the coronavirus pandemic.

The author's historical review is interesting, explaining the birth of the professions in Greece, with Hippocrates, a physician, as the father of the profession. The word, by the way, comes from *professio -onis*, or the profession that is exercised in exchange for remuneration. We jump to Rome,

to the offices, the work done and the idea of standard; and to the middle ages and the guild rules. Until Henry VIII founded the guilds in 1518. The guilds in Spain were abolished in 1834, and with the modern university, in the 19th century, professionals began to be trained and schools granted licences to practise.

Ludevid cites authors as diverse as Adela Cortina, Richard Sennet, Sigmund Baumann, Donald Schön, Henri Lefebvre, Hanna Arendt, Ulrich Bech and Victòria Camps. And she recalls the missions that were agreed at the National Congress of the Professions held in Madrid in 2018 for the 33 professions of the Professional Union: health, habitability, legal security, education, sustainability and communication. All of these are linked to people's rights that are often under threat. In short, the author is in favour of the "contemporary recovery of the artisanal arm in a city of professions". "There are no human rights without cities and professionals", he says, and suggests the creation of a Table of Professions to claim their "civic potential".

CLARA BLANCHAR  
Journalist

## 50. Jacint Bassó

It has been a while since we discovered that we are facing a journey. Now the text is set in the present and the more immediate future, the adjectives used in the chapters are very simple: "different context", "difficult context" and "difficult context".

"nova ciutadania" (new citizenship). Ludevid presents an exposition of some certainly powerful phenomena that have had an impact on the structures of the contemporary world and that, therefore, announce without any doubt the progressive entry into a new stage of history that we do not know if it is just sketched out, perhaps designed or already actively installed. In any case, we are living in what some paradoxically call "a long lull", which is an expression with multiple interpretations, interpretations that swing between the irony of the scenic and the impatience of the motivated. Major issues such as globalisation, digitalisation, the liquidity of information, the removal of people from classic reception structures, the loss of state control and the de-professionalisation of the profession are some of the dozen or so cases that deserve the author's reflection, followed by the reflections of good readers. Then, of course, come the questions and possible answers as to what role the initial constellation that we cannot forget - professionalism, professionals and professions - plays in the new scenario; the collaboration between the public sector and the private sector, especially with the third sector; or the necessary balance between what we could call the ethics of personal convictions (nowadays very much in vogue) and the ethics of civic responsibility (nowadays very much forgotten). Let it be clear, dear reader, that the brackets are mine.

On the morning of Thursday 12th November 2021 I met Jordi Lude-

vid i Anglada al bar de la benzinera on diuen que hi hi hi hi hagué un lleó engabiats. It had been two or three years since Jesús Bonals had spoken to me about him and, in fact, in recent months he had contacted Ludevid by telephone to tell him that he had read *A City of Professions* and wanted to write an article about it. As we sat in the bar, we quickly began the conversation: "One day in 1953, when I was two and a half years old, I went home alone from the Escola Betània to my house...". Etcètera. The diaphragm of the conversation opened up to talk about the country, urban planning, education, professionalism, his lectures and many, many other things. But the aim of that morning was to discover some of the key points of the Séquia de Manresa, "a mediaeval canal that has been carrying water from the Llobregat river from Balsareny to Manresa since the 14th century" with a length of just over twenty-two kilometres (in some places we read twenty-six) and an



unevenness of only -only!- de deu coma seixanta-tres metres -deu coma seixanta-tres metres! We went to the castle of Balsareny to observe the Resclosa dels Manresans, then the Runam de Sallent, the Am! teatre de la Sala, the Bosc Illa and the Parc de l'Agulla; five splendid moments to walk as if we were reading, to write as if we were thinking, to discover as if we were contemplating, all at the touch of the canal and with the book Una ciutat de professions dins el cap. While I walked beside him and listened to what he was saying, I thought about what I call the Pascal-Montaigne paradox, in which reading and walking are the same thing, but we'll explain that another day. For the moment, what we need is to find a morning this spring to run the five long kilometres that separate - or join - the Resclosa de Balsareny from the artificial lake of l'Agulla to get there. cial de l'Agulla to know that water, if it is treated in a written way, never stops flowing, just like thinking, reading and writing, because water - which is the source of life - also has a memory and a profound natural grammar. Thank you, Jordi. Ah, by the way, you didn't get lost that day in 1953, you simply knew how to get your bearings, which is no small thing.

JACINT BASSÓ  
Philologist and General Director Escola  
Betània Patmos

## 51. Joan Ganyet

El mon mon muta. Society is changing. Societies and professions have to adapt if they do not want to perish. Jordi Ludevid, rich in professional and institutional experience, provides us with a solid and unsolvable book on a transcendent subject.

JOAN GANYET  
Architect,  
Photographer.  
Former Director General of  
Architecture and Landscape of the  
Generalitat de Catalunya.

## 52. Miquel Darnés

Professional associations are the great unknowns of public opinion. To begin with, the name doesn't help. The easy joke could be: "Papa, how old are you and you still go to school? The dictator Franco was to blame. Va decidir potser per allò de "Spain is diferent", canviar-los el nom a les !ns llavors associacions. Val a dir que la cosa té la seva just!cació, com a tota la resta de les barbaritats que va fer l'homenet. The word col-legi comes from the name collegium, which in ancient Rome was a group of people united by the same interest and governed by their own rules. But ancient Rome is a long way off and the evil is already done. It has to be said that professional associations are inevitably linked to the professions they represent. And the professionals who exercise these professions, as Jordi says in his book, represent a very high percentage of a city's citizens. And we can say that, nowadays, even the smallest village can be considered, in basic aspects, as a small town. Therefore, the title of the book is extremely accurate. And almost always, if the title is good, so is the book.

As a school dean, this is the book I would have liked to read when I started my career in 2013. There was no book, article, study, report, etc., that could provide the depth, the brilliant reflections, the timely recommendations, with which Jordi delects us through his pages. If I have had serious doubts about the future of schools ever since I co-wrote my first mandate, after reading this book they have dissipated. Either we react quickly or we are on the way to becoming residuals. The 21st century's attacks on anything that does not keep pace are furious. Darwin said it clearly: it is not the strongest that survives, but the one that adapts best.

Therefore, welcome to this magnificent text, which no school leader should fail to read and which should serve, among other things, to raise awareness, to awaken concerns and to stimulate action. We have been lamenting for too long and it is time to act. As Gramsci said: "Crises occur when everything old does not die and everything new does not die".

The new one has not yet been born". Així doncs, cal urgència que neixin els

"New schools", otherwise it could soon be that only our own schools would be left. We need to explain ourselves much better - to have a story is what they say nowadays -, we need to assert ourselves in the administrations, in business and in society in general, we need to bring in the new generations of graduates and make them see that a strong profession needs a strong college and we need, in short, to reinvigorate our profession and, in short, to

reinvigorate our profession. In short, we need to reinvent ourselves, because if we do not do the work that the professions and professionals of the 21st century demand of us, someone, as always happens, will fill the gap.

We are fortunate that Jordi has placed in our hands a magnificent, splendid book. If we do not take it and do not express it on the first page, we will make a mistake that we could pay dearly for.

MIQUEL DARNÉS I CIRERA  
Degà del Col·legi d'enginyers graduats i  
enginyers tècnics industrials de Barcelona

## 53. Miquel Morell

In the current level of uncertainty with which the world is facing the economic, social, health, cultural, environmental, geopolitical, etc. scenarios, both at local and global level, it is more useful to ask ourselves the right and appropriate questions than to propose hasty solutions, both locally and globally, it is more useful to ask ourselves the right and appropriate questions rather than hastily proposing magical solutions which, in many cases, are of doubtful effectiveness; and Jordi Ludevid, in his book *A city of professions*, tackles this accurately and, what is even more difficult, in an informative way.

In a world full of surprises, with endless torrents of information, and where we move forward at the click of a button, it is essential to be able to take a moment (or a long time reading Jordi Ludevid's book) to be able to ask those questions that allow us to start the debate where it belongs, and to be able to ask ourselves those questions that allow us to start the debate where it belongs, during the reading of the book, the author provokes the reader (at least in my case it happened) to ask himself a whole series of pertinent questions and reflections about the professions that converge in the design, planning, management and management of the city and its surroundings. cation and management of the increasingly complicated ecosystem known as the city, and of which, in this modest gloss, I would like to highlight two.

On the one hand, urban planning applied to cities is becoming increasingly complex and multidimensional, and complex problems, whether we like it or not, will require complex solutions, and we will not be able to find them, in any case, by means of a process of withdrawal and curtailment of the different professions in themselves through a fruitless and sterile defence of exclusive competences and spaces, but undoubtedly by means of the diametrically opposite process. Only a holistic approach to the problems and challenges facing cities will enable progress to be made in the search for effective and efficient solutions. In this sense, and as an example, after reading hundreds of pages of Tolstoy's *Anna Karenina*, and just before finishing the novel, one realises who the real heroes of the novel are and what the underlying reality of the work is, far removed from what the reader initially imagined. Because the problems that underlie cities are also polyhedric, multiple realities, generating externalities and impacts that are in many cases far removed from what we might have imagined at first.

Only by combining and bringing together all disciplines and professions will we be able to find the best way forward and to this is a possible framework or, if not more, we can evaluate ex-ante the consequences on decision making in terms of urban planning and city management.

To affirm that urban planning is not only knowledge. Urban planning is, moreover, the ability to govern and lead the territory, and to do so democratically. Three fronts (knowledge, governance and democracy) in which we are currently not moving in the best direction in the urban planning sphere. We often reinforce corporate interests, we perceive governments that find it difficult to make decisions, and we set up participatory processes that do not provide the real added value that projects linked to urban planning need.

On the other hand, and referring to the contents of *A city of professions* dedicated to the professional colleges, the current challenge in which they find themselves, and which Jordi Ludevid identifies in a concise manner (what is the mission of the professional college, why is the incipient process of abandonment by many professional colleagues of the belief in the usefulness of professional colleges, etc.), it is also worth paying attention to and reflecting on the average age of professional colleges (especially in colleges with a high number of members), etc.) it is also worthwhile to pay attention and reflect on the average age of the members of professional associations (especially in those associations with non-compulsory membership (liació no obligatòria), about what the role of professional associations should be beyond corporate interests with an increasingly limited scope, and beyond a media presence that, as the author himself points out, consumes a lot of energy and produces discrete results, in terms of the role of professional associations in continuous training in quantitative terms, but above all in terms of quality. Given the author's surprise at the lack of training in the professions in values, human rights, ethical principles, etc., I wonder whether the professional associations could take up this challenge and move in this direction.

In short, *A City of Professions* must become a key book in the coming years for all the governing bodies of the public law institutions that govern the professions in our country, and which are now facing a crossroads where strategic decisions will have to be taken to guarantee an inevitable process of collective resilience.

Congratulations Jordi, you have incited to think. After A City of Professions, it would be splendid to reflect and debate about A City of Professionals.

MIQUEL MORELL  
Economist Member of the Governing  
Board of the Col·legi d'Economistes de  
Catalunya Member of the Governing  
Board of the Associació Catalana  
Ciència Regional  
Patron of the Fundació Família i  
Benestar Social

## 54. Núria de José Gomar

Jordi Ludevid, in his book *A city of professions*, attributes to communication one of the six missions that all professions must contribute to the common social space, the polis, which is the sum of the civitas and the urbs, that is, the citizenry and the space where it interrelates. Communication plays a fundamental role in guaranteeing the fulfilment of human rights, especially a "first generation" right: freedom of expression.

"Deprofessionalising is destroying citizenship", says Ludevid. He explains that we are faced with three elements that encourage deprofessionalisation: precariousness, hyper-regulation and bureaucratisation, and, most of all, the lack of a consistent professional relationship and inadequate education.

Precariousness is the great curse of journalism today, it undermines the quality of the information that citizens receive and, therefore, one of the fundamental rights on which democratic systems are based.

Self-regulation or regulation is an unresolved debate in the practice of journalism. At the same time, it generates pernicious buzz which, as in the case of precariousness, encourages misinformation and threatens the freedom of citizens. Bureaucratisation is antagonistic to the responsible practice of journalism, but it is now a trend in production routines that we must fight with determination.

And we must urgently place ethics at the heart of the training of future professionals and of our daily practice. In the field of communication, too, we are more geared towards training "technicians" than "professionals", and in such a technologically changing environment as ours, this is totally disconcerting.

The three threats of de-professionalisation, the three threats of the destruction of citizenship, have a full impact on the communication and journalism sector. Therefore, if these threats are common to all professions, we must work together to find and apply solutions to overcome them. Jordi Ludevid's book is an excellent guide to face this path.

NÚRIA DE JOSÉ GOMAR  
Journalist Vice-Degana of the Col·legi  
de Periodistes de Catalunya  
(Catalan Journalists' Association)



## 55. Rafael Moneo

Dear Jordi, I have watched, and read much of your book with interest and I believe that the thesis of the book - to recognise the role that professions play in our society - is of real importance, as indeed the inter-change in the provision of services is key to our life together, the City being the horizon scenario for it.

That the issue you are dealing with is in the spotlight of contemporary thinkers is confirmed by the timely and suggestive quotations that accompany the text, reinforcing your arguments.

On the other hand, I knew nothing about the "Séquia de Manresa", which has interested me a lot and which I hope, one day, to get to know.

So, congratulating you sincerely on your work and glad that what I once said about "tenacity and perseverance" not being considered as minor virtues has helped you to head the epilogue, chapter IX of the book, I send you a big hug.

RAFAEL MONEO  
Architect

## 56. Carmen Serrano from Haro

Dear Jordi, I have finished your book. Congratulations in many ways: for the depth of the sociological, technical and political research that you develop in its pages; for your courage in demonstrating without prejudice that our profession cannot be reduced to artistry, that it must be enriched, and it is very necessary that it should be enriched, with legal, economic and technological training; and for the vivacity with which you describe such a harsh subject as the professional fact. For all these reasons, I congratulate you and I assure you that, as far as I can, I will try to apply your proposals to the institutional strategy which is, in short, my field of work.

CARMEN SERRANO DE HARO  
Architect  
Former President of the  
Association of Architects in the  
Service of Public Finance  
Lawyer

## 57. Enric Batlle

Reading the different reflections that Jordi Ludevid sets out in the book *A city of professions* helps us to understand the professional fact in which many of us are immersed. In a very lucid, well-argued and well-documented way, the author describes the current situation of the different professions that make up the reality of our cities. Throughout the pages of the book, Jordi Ludevid tries to describe the qualities that define and distinguish a good professional.

Speaking of professions, professionals and professionalism, Jordi Ludevid asks: "How does a mere technician differ from a professional expert? A crucial question that I have dared to expand on with the following: "How does a service company - full of mere technicians - differ from a professional expert?"

The book denounces the growing de-professionalisation of society in favour of "companies" and "technicians" who lack the tenacity and perseverance that Rafael Moneo claims to be essential, or who ignore the possibilities of the work well done oriented jobs that Richard Sennet speaks of when he associates professionals with craftsmen who are capable of synthesising art, professional competence and technical rationality in a single person.

In our architectural firm we have always tried to explain that we are a "firm of professional experts" and that in order to achieve this we try to find the right balance between being specialists and being transversal, perhaps unknowingly seeking those qualities that Sennet associates with craftsmen.

Our current society encourages specialists who are very focused on a very specific facet of their discipline, but often very detached from the totality of the problem at hand. A hyper-specialisation that often forgets the complexity of the whole, and perhaps, in its application, ends up losing the origins of its discipline and therefore its identity.

Our cities are also full of generalists, who talk about everything, but without any concrete knowledge of anything, and who are convinced that they are capable of understanding or directing any action. A banal generalisation that also forgets the complexity of the whole, sometimes renouncing essential parts of what gives the city its identity.

nal. Jordi Ludevid reminds us of a quote by Javier Manterola in relation to architects that is very revealing: "It is and would be good for architects to take care of their technology, a field they have abandoned. I don't think Borromini

or Neumann would turn to others to solve San Ivo de la Sapiencia or Würzburg".

We like to think that the good professional is the one who finds the right balance between being the best specialist in his or her discipline and having a transversal knowledge of all the other needs that make up the complexity of his or her work. Perhaps many would describe him or her as the coordinator of many disciplines, but always with the ability to know how to synthesise speciality and globality, and of course without ever forgetting the essential relationship with the people who in one way or another will be the recipients of his or her activity. Jordi Ludevid reminds us of an interesting reflection by Ferran Adrià: "In teamwork lies the great change that is underway. We have gone from being solo artists to being artists in teams. This brings us closer to the world of architecture, design or fashion than to painting or sculpture".

But perhaps Jordi Ludevid's simplistic, and I would add sublime, definition, following Victoria Camps and Donald Schön, according to which a professional would be: "A technician with values (virtues), committed to practical knowledge and to people and who does not walk alone", would suffice.

ENRIC BATLLE  
Architect Founding partner of  
Bartlleiroig arquitectura

## 58. Yolanda Díaz

Dear Jordi, as a jurist who does not forget his office and his occupation, I find the underlying reflection that runs through your work very interesting: the weight of the professions in social architecture and their links with the new way of understanding the City and the spaces we inhabit.

I find the portraits of the future that are based on cross-cutting dialogue and civic behaviours very necessary and stimulating. I will take the time to read it calmly.

YOLANDA DÍAZ PÉREZ  
Vice-President of the Spanish  
Government

## 59. Regina Gonthier

With his book “A City of Professionals”, Jordi Ludevid does not only give a historical overview from the genesis of the professional act with Hippocrates in Greek antiquity, but with insights from sociology and anthropology also a synthetic analysis of the role of professions in regard to society and the polis ever since.

Professionals are not a minority, but a central core of society, essential for democracy. Globally, professionals represent one fourth of the active population, but this percentage is higher in cities. Faced with social emergencies, professionals have always risen to the challenges. Inherent in the work of the professional is an artistic and ethical foundation.

Beyond theoretical discourse, Jordi Ludevid provides a helpful list of criteria on professional ethics and deontology, and also proposes concrete measures and actions. He recognises 6 missions valid for all professions: health, habitability, legal certainty, education, economic and environmental sustainability, communication. He also recognises that professions need a new relationship to cities through a new process of urban socialisation, which implies a “spatial turn”. The common cause of professions and the city should give rise to an alliance. There are 40 professions, just 6 missions, but only one city.

As the author points out, the 2030 Agenda and the New Urban Agenda are a concrete opportunity for the professional world and for cities to articulate a new relationship of institutional collaboration and innovation in order to move towards true professional cities. This call should be heard. It will certainly find multiple interpretations in different countries. However, in a new global social contract professionalism must become a recognised democratic value. But professionals must also take their responsibility seriously, serving public interest and the common good. An ethic shared by all is a major challenge of the 21st century.

“A City of Professions” is an important contribution for architects, urban planners and professional organisations. It enables a better understanding of our relation to the city and reminds us of our responsibility as professionals. In ancient Athens, Demos meant not only the people but also the space they inhabited. In Platon’s Republic, the city is related to society. Today’s world needs a new social contract. 70% of the world population will soon live in cities. In a world of cities, new forms of more participative citizenship that are resilient to present challenges must be developed.

Regina Gonthier  
UIA President

## 60. Warsaw, 12 February 2024

Dear Dean and President, Jordi Ludevid

I have just received a parcel with an interesting book along with glosses to this book and a letter, which together allow me to conclude that it is the work of a person who understands the mechanisms that govern the world and human behavior.

So, first of all, I would like to thank for the shipment, or rather for the wonderful thoughts that I could find in the letter and the book.

Of course, I would also like to thank you for your congratulations on my election to an important position in the International Union of Architects (UIA). It is a reason for satisfaction, but also a great commitment to persistent work for architecture and the profession of architect.

Similarly, it is a great commitment to be elected to serve as Chair of the UIA's Ethics Committee. It also includes representatives of all five regions of the Union (Region 1 - Lionel DUNET, France; Region 2 – Fani VAVILI-TSINIKA, Greece; Region 3 - Marco VERGARA VÁZQUEZ, Mexico; Region 4 - Richard KIRK, Australia; Region 5 – Jacinta BISHANGA KABARUNGI, Uganda; and Jordi Farrando (Spain) as a coordinator of the Committee work), which allows us to hope that the effect of our joint work may gain approval on a global scale.

The importance of ethical issues in the contemporary operation of the UIA justifies the appointment of an Ethics Committee. After creating the Ethic Committee which was approved by the 155th UIA Council Session, the most important UIA's tasks were presented for the 2023-2026 term. Among those tasks related to the Ethic Committee's work, the following were indicated: Ethic Code, clear conflict of interest rules (updating an existing document), manual for Council Member including good procedures and ethical code, fields and ways for cooperation with regional organizations and member sections.

Because of the Council's decision to prepare draft amendments to part of important ethics document for the UIA's Extraordinary General Assembly in Kuala Lumpur (18 – 19.11.2024), work on the Ethic Code and revision for Conflict of Interest Policy was considered a priority and should be done with a legal advisor support.

Bearing in mind the tasks indicated above, the books sent will become an important addition to our knowledge for the future work of the Committee. I



consider it particularly important to be able to perceive the book as a holistic publication giving new perspectives in the work of the UIA's Committee.

The title of the book "A City of Professions" announces what has already been noticed in the Committee's work. Architecture and the profession of an architect are embedded in a reality that consists of the work and knowledge of many specialists. It makes the problem of ethical behavior a priority. The book will undoubtedly serve to ensure that the ethical principles developed by the Committee are better embedded in the realities of the modern world.

Thank you once again for the parcel, which I would like to share with the other committee members as soon as possible.

I am convinced that the opportunity to benefit from your knowledge will allow us to continue our contacts.

Yours sincerely,

Jerzy Grochulski  
UIA Vice President