

Lord

Cultural Resources

C 4
COMMUNICATION

CW (WORKING SESSION)

February 11/14

ITEM - 2

Creating Cultural Capital

PERFORMING ARTS

NATIVE EARTH
PERFORMING ARTS ▶

Toronto

Photo: Native Earth Performing Arts



FESTIVALS

TORONTO INTERNATIONAL FILM
FESTIVAL BELL LIGHTBOX ▼



PAVILIONS

QATAR PAVILION AT
RIO+20 SUMMIT ▲

CORPORATIONS

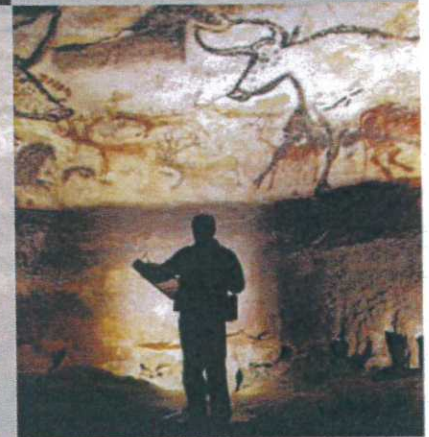
CONSERVATOIRE DES
CRÉATIONS HERMÈS ▼

Paris, Shanghai
Photo: Hermès



HERITAGE SITES

LASCAUX
INTERPRETATION CENTRE ▶
France



DEVELOPERS

EUROPA CITY ▲

Photo: BIG



MIXED USE DEVELOPMENTS

RIGA CONTEMPORARY
ART MUSEUM ◀

Latvia

Photo: Office of Metropolitan Architecture
Rem Koolhaas



SPORTS MUSEUMS

MUSEE NATIONAL
DU SPORT ◀

Nice, France

Photo: Musée National du Sport



GOVERNMENTS

WEST KOWLOON
CULTURAL DISTRICT ◀

Hong Kong

Photo: Foster + Partners



CHILDREN'S MUSEUMS

ZOOM CHILDREN'S
MUSEUM ◀

Vienna

Photo: Bettina Mayr-Siegl

Engaging Communities • Planning the Experience • Building the Vision



CULTURE IS FOR EVERYONE

Culture attracts people, creates community, creates an experience and destination, creates emotional connection, builds reputation, brings people back.



Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide.

We offer a comprehensive range of integrated services including master planning, business planning, feasibility studies, cultural and heritage tourism planning, strategic planning, facility planning, functional programming, architect selection, interpretive planning, exhibition design, project management, training and recruitment.

Our cultural projects include museums, mixed-use developments, cultural centres, art galleries, science centres, world expositions, visitor centres, heritage sites, festivals, theatres, archives, libraries and gardens. Our clients are in all sectors including private and public corporations, foundations, governments and non-profit institutions.

Lord Cultural Resources

collaborates with people to
plan and manage cultural places,
programs and resources that deliver
excellence in the service of society.



CORPORATIONS

CONSERVATOIRE DES
CRÉATIONS HERMÈS ▼
Paris, Shanghai
Photo: Hermès

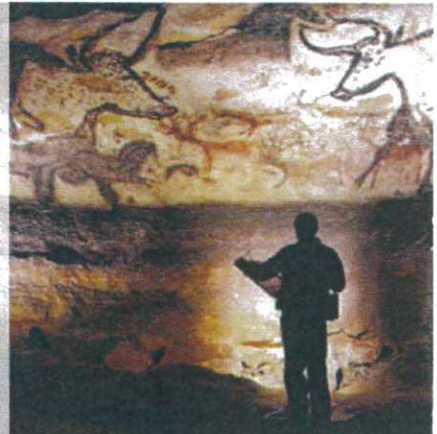
DEVELOPERS

EUROPA CITY ▲
Photo: BIG



HERITAGE SITES

LASCAUX
INTERPRETATION CENTRE ►
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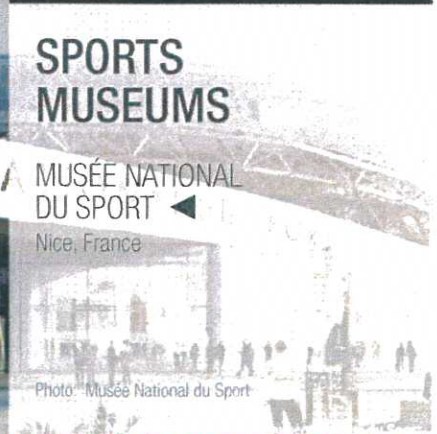
MIXED USE DEVELOPMENTS

RIGA CONTEMPORARY
ART MUSEUM ◀
Latvia
Photo: Office of Metropolitan Architecture,
Hent Koolhaas



SPORTS MUSEUMS

MUSÉE NATIONAL
DU SPORT ◀
Nice, France
Photo: Musée National du Sport



PERFORMING ARTS

NATIVE EARTH
PERFORMING ARTS ►
Toronto
Photo: Native Earth Performing Arts



FESTIVALS

TORONTO INTERNATIONAL FILM
FESTIVAL BELL LIGHTBOX ▼



PAVILIONS

QATAR PAVILION AT
RIO+20 SUMMIT ▲

HISTORY MUSEUMS

SMITHSONIAN NATIONAL
MUSEUM OF AFRICAN
AMERICAN HISTORY
AND CULTURE ▶
Washington, DC

Photo: Smithsonian Institution



ART MUSEUMS

PERMM –
CONTEMPORARY
ART MUSEUM ▶
Russia

Photo: Meganom Architects



NATURAL HISTORY AND SCIENCE MUSEUMS

MIAMI SCIENCE MUSEUM ◀

Photo: Grimshaw Architects, 2010



ARCHIVES AND LIBRARIES

LIBRARY OF CONGRESS,
CENTER FOR EDUCATION ◀
Washington, DC

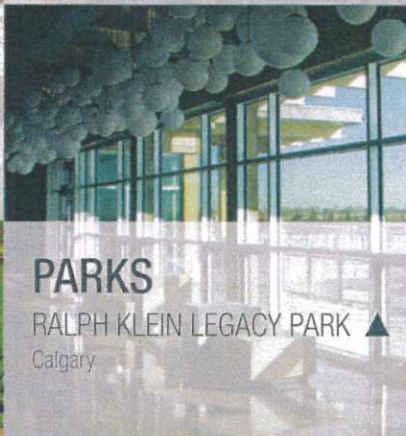
Photo: Chris Phan



GARDENS

LONGWOOD GARDENS ▼
Kennett Square, Pennsylvania

Photo: Gregg Ober



PARKS

RALPH KLEIN LEGACY PARK ▲
Calgary

EXPOS AND EVENTS

ONTARIO HOUSE
2010 OLYMPIC AND
PARALYMPIC WINTER
GAMES ▶
Vancouver

Photo: Symantia J. Walker



CULTURAL CENTRES

KING ABDULAZIZ CENTER
FOR WORLD CULTURE ▶
Saudi Arabia

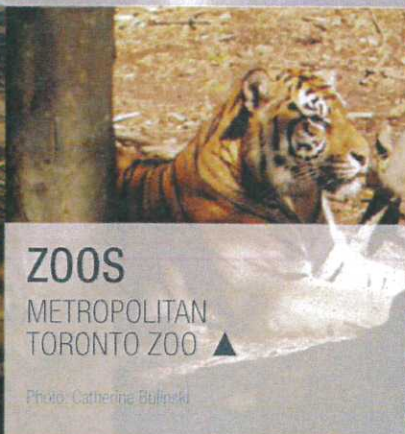
Photo: King Abdulaziz Center
for World Culture



GOVERNMENTS

WEST KOWLOON
CULTURAL DISTRICT ◀
Hong Kong

Photo: Foster + Partners



ZOOS

METROPOLITAN
TORONTO ZOO ▲

Photo: Catherine Bullinski

CULTURAL DISTRICTS

KOC CULTURAL CAMPUS ▼
Istanbul



CHILDREN'S MUSEUM

ZOOM CHILDREN'S
MUSEUM ◀
Vienna

Photo: Bettina Mayr-Siegl

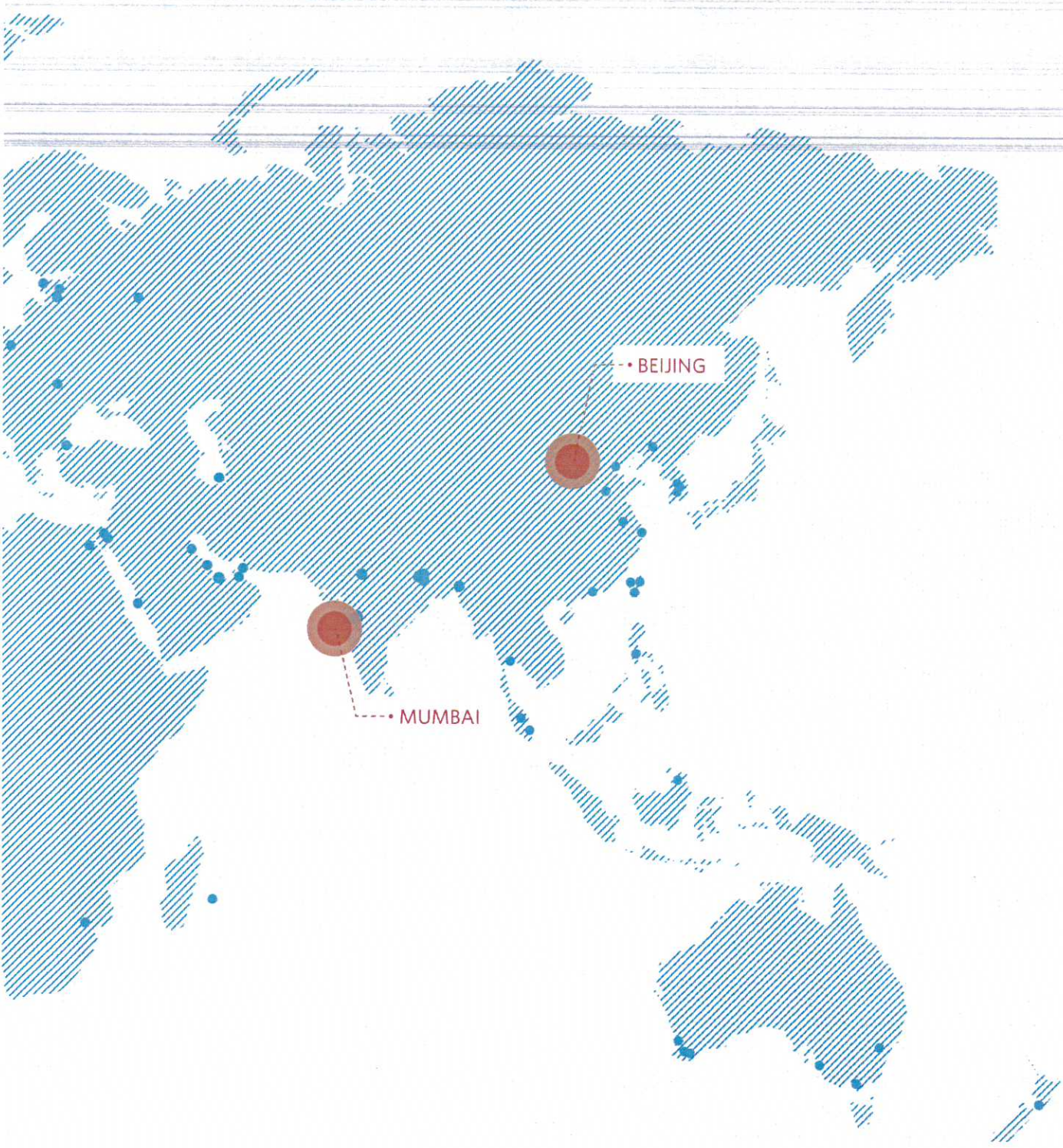


A GLOBAL PROFESSIONAL PRACTICE



Lord Cultural Resources operates offices in Canada, the United States, France, Spain and China. These offices are situated in many of the world's most exciting and culturally significant cities. Our offices are fully networked and managed to provide an integrated global service to local and international projects. Highly valued resources for cultural initiatives, **our staff are sector leaders in innovation and professional practice.**

Professional, approachable, collaborative, and skilled as listeners and learners, our people are the best in the business, deserving of their international recognition for leadership in a challenging sector.



6 OFFICES



50+ COUNTRIES

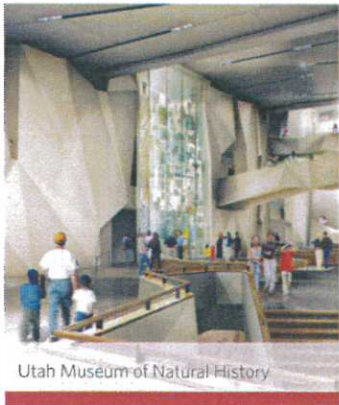


2000+ PROJECTS

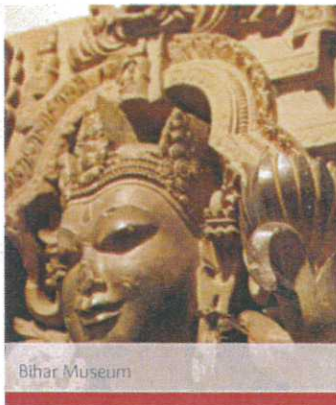
We are a value-based company, conducting ourselves with respect for uniqueness, diversity and cultural characteristics. We embody the highest standards of integrity, ethics and practice in all our relationship and work.

OUR SERVICES

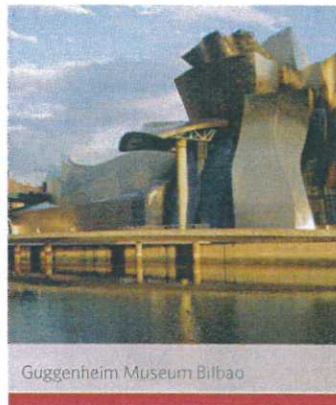
Lord Cultural Resources offers a full range of integrated services for new and established cultural institutions. No matter what service is required, **we collaborate with our clients to find the most creative solution possible.**



Utah Museum of Natural History



Bihar Museum



Guggenheim Museum Bilbao



City of Chicago

BUSINESS PLANNING

- Concept development
- Concept and market testing
- Operating and business strategies
- Attendance, cost and revenue projections

Photo: Courtesy Utah Museum of Natural History

MASTER PLANNING

- Vision, mission and mandate statements
- Concept development and market positioning
- Institutional planning
- Governance
- Attendance, cost and revenue projections
- Marketing, positioning and communication strategies

STRATEGIC PLANNING

- Internal and external consultations
- Visioning sessions and charettes
- Strategic positioning and best practices
- Development of goals and objectives
- Implementation planning

CULTURAL & TOURISM PLANNING

- Cultural asset assessment
- Comparables analysis and benchmarking
- Community and stakeholder consultations
- Cultural and implementation planning
- Cultural policy



Musée du Louvre, Lens



National Archaeological Museum Aruba



Grand Egyptian Museum



Forward+50, Rio+20 Summit

FACILITY PLANNING

- Facility strategy
- Functional brief (or program)
- Design review
- Architectural selection processes

EXHIBITION PLANNING

- Interpretive and concept planning
- Cultural program planning
- Content development
- Exhibition design

PROJECT MANAGEMENT

- Client representation
- Architectural supervision
- Exhibition production and control
- Partnerships implementation

OTHER SERVICES

- Event production
- Training
- Recruitment
- Procurement
- Site management

Photo: SANAA

COLLABORATING WITH OUR CLIENTS

Lord Cultural Resources is dedicated to the pursuit of excellence and the creation of value on behalf of those we serve. Our clients have benefited from the invention, development and renewal of facilities; the enhancement of organizational reach and responsibility; the heightening of public and user awareness, respect and engagement; the attraction of new partners; and the management of sustainable operations.

We undertake projects of all sizes, from a visioning workshop to the comprehensive transformation of a plot of land into a thriving cultural facility.



We will be forever grateful to you for helping us 'reach for the stars' and making the dream of the Canadian Museum of Human Rights become a reality.

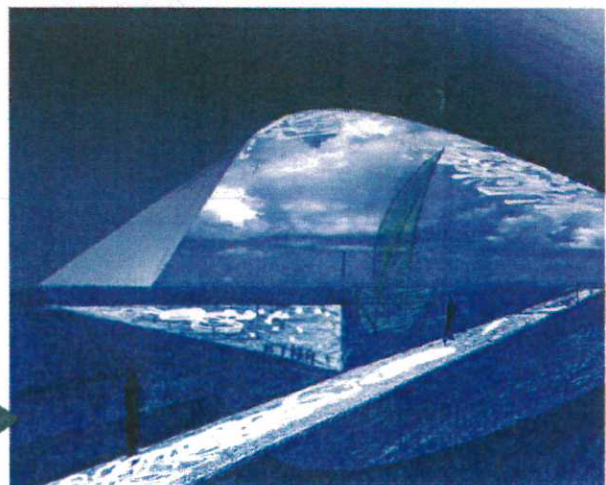
Gail Asper,
Chair, Capital Campaign

Planning for Canadian Museum for Human Rights, Winnipeg, Canada.
© Canadian Museum for Human Rights.

One of the world's most experienced museum consultants, Lord Cultural Resources, has been appointed to plan content and operational matters for the Sheikh Zayed National Museum and the Maritime Museum.

Abu Dhabi Tourism Development
and Investment Company

Planning and Advisory Services for Saadiyat Island Cultural District, Abu Dhabi, United Arab Emirates. © Drawing for Maritime Museum by Tadao Ando. Tourism Development & Investment Company.





After more than one year of collaboration, we congratulate ourselves on the choice of Lordculture for the complex mission which supposes strong capacities of adaptation, dialogue and synthesis, requiring good knowledge, especially at the international level, of the cultural field and its frontiers.

Christophe Dalstein,
Director of Europa City, Immochan

© Europa City.

Longwood Gardens chose Lord Cultural Resources as its planning partner, because it was the only firm that could truly provide the depth and quality of comprehensive planning services that we needed to achieve our planning goal. The level of professionalism, responsiveness, attention to detail and willingness to go beyond the call of duty to deliver a solid product was unquestionable to the entire Lord team. Longwood Gardens didn't want just a Consultant... we wanted a partner and found it with Lord Cultural Resources.

Paul B. Redman,
Director, Longwood Gardens

Master and interpretive planning for Longwood Gardens, Pennsylvania, USA.
© Longwood Gardens



Lord Cultural Resources contributed an **efficient methodology and a multi-disciplinary approach** that made it possible to integrate the expectations and viewpoints about the Museum's operations from representative spheres of the local society and the museum world in general.

Juan Ignacio Vidarte,
Director General, Guggenheim Museum Bilbao

Strategic Planning for the Guggenheim Bilbao Museum, Spain.
Fuentes Klein. Photo: Erika Barahona Ede.
© FGBM Guggenheim Museum Bilbao.

COLLABORATING WITH OUR CLIENTS



The planning work that Lord Cultural Resources has done for the Natural History Museum of Utah has been critical to our success. A master plan for the Museum analyzed our physical facilities, market, collections, and programs and laid the foundation for the work that led to the construction of the new building, the Rio Tinto Center. Their business planning provided a road map for the successful operation of the Museum prior to and after opening the new building. And the strategic plan set direction for the Museum after its transformation from a small academic museum to a large, community-based institution.

Sarah B. George,
Executive Director, Utah Museum of Natural History

© Natural History Museum of Utah.

The contribution of Lord Cultural Resources to the American Indian Cultural Center & Museum project is immeasurable.

Your services have enabled our project team to understand and implement the goals of a successful Cultural Center that will serve to communicate our mission in a meaningful way, as well as create awareness among all people of the viewpoint, experience and contribution of American Indians past and present.

Glen Howard, Deputy Director,
Native American Cultural & Educational Authority,
American Indian Cultural Center & Museum, Oklahoma, USA

Planning for the American Indian Cultural Center and Museum, Oklahoma, USA.
© Johnson Fain Architects.



Lord played an integral role in ensuring that Ontario House was completed on time and under budget. Throughout the project, the team was enthusiastic, creative and results-driven. I would gladly and whole-heartedly recommend Lord Cultural Resources for future projects.

Lorrie Pella,
Ontario Ministry of Tourism and Culture

Programming and design for the Ontario House Pavilion at the 2010 Olympic and Paralympic Winter Games in Vancouver, Canada.
© Samantha J. Walker Photography.

The services of Lord Cultural Resources team has been just exemplary from start to finish: the conception of the project goals; the clear communication to both Board and Management of the planning process and their respective roles; the intelligence the team brought to the benchmarking and research work; the facilitation of the board and staff retreat dates; and the final drafting of the plan.

Janice Price,
CEO, Luminato

Strategic Planning for Luminato Festival.
© Stephanie Berger.



Our Clients include:

Cultural Institutions

Musée du Louvre, Canadian Museum for Human Rights, Guggenheim Museum Bilbao, Tate Modern, Smithsonian, Pushkin Museum, King Abdulaziz Center for World Culture, National Art Museum of China

Public Authorities

European Parliament, City of Chicago, United Nations, City of Toronto, City of Vancouver, West Kowloon Cultural District, Poznan City, Department of Interior (USA)

Architects

Foster+Partners, Tadao Ando, Jean Nouvel, Snøhetta, Moshe Safdie, Zaha Hadid, Grimshaw, Renzo Piano, OMA, Moriヤマ & Teshima

Corporations

Louis Vuitton, BMW, Magnum, Groupe Bel, Santralistanbul, Maison Hermès, Odéon Investments, S. C. Johnson, Hudson's Bay Company, Bank of Montreal

Developers

Immochan, The New Three Brothers, Lower Manhattan Development Corp., Tourism Development & Investment Company, STT Group, Ensof, Toronto Waterfront Development Corp.

BUILDING INTELLECTUAL CAPITAL

Lord Cultural Resources builds and shares intellectual capital every day. We are active and contributing members of museum and cultural associations. We teach courses at universities worldwide, and serve as a resource for the distribution of knowledge in the form of presentations, articles and publications. These are available in a variety of languages, and many are freely available. Visit our website at www.lord.ca for current events, articles and presentations.



Read our **blog**

about the world of culture

www.culturalchange.ca



Cultural Capital

Celebrating Sustainable Practice

www.lord.ca/CulturalCapital



Cultural News

Our global round-up of
what's happening in culture

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Lord Publications are available through booksellers and our website. These include our Manuals on various aspects of cultural planning and management, and our Lord museum books for young people.

We are active in developing an educational curriculum that advances training for the sector. In addition, the Lord Cultural Resources **Global Internship Program** provides valuable and practical experience for qualified students embarking on professional careers in the cultural sector.

Publications:

Manual of Museum Planning. 1991, 2nd Edition 1999, 3rd Edition 2012.

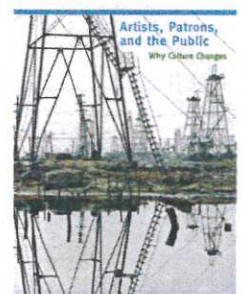
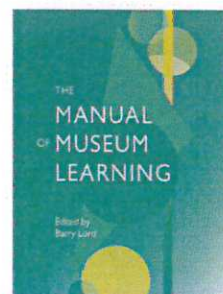
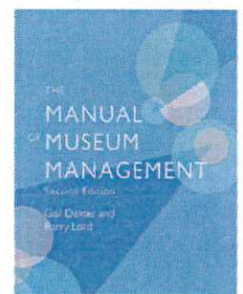
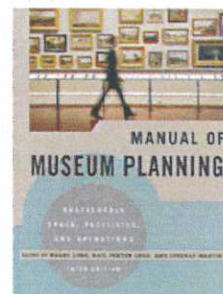
The Manual of Museum Management. 1997, 2nd Edition 2009. (Chinese, Georgian, Russian and Spanish translations also available.)

The Manual of Museum Exhibitions. 2001.

The Manual of Strategic Planning for Museums. 2007.

The Manual of Museum Learning. 2007.

Artists, Patrons, and the Public: Why Culture Changes. 2010. Published by AltaMira Press, Maryland. www.altamirapress.com.





1300 Yonge Street, Suite 400
Toronto, Ontario
Canada M4T1X3
Tel: 1 (416) 928 9292
Fax: 1 (416) 928 1774
Email: info@lord.ca
www.lord.ca

145 Avenue of the Americas
Suite 6A
New York, NY 10013
Tel: 1 (646) 375-2500
Fax: 1 (646) 375-3946
Email: info@lord.ca



34 Boulevard Bonne Nouvelle
75010 Paris, France
Tel: + 33 (0) 1 80 05 62 50
Fax: +33 (0) 1 80 05 62 60
Email: info@lordculture.com
www.lordculture.com



4A, Trust House,
35, Dr. E. Borges Road,
Parel (East),
Mumbai - 400 012,
Maharashtra
Tel: +91-22-61721111
Email: info@lord.ca



21, Gongti Beilu
Yongli Guoji, Unit 2, Suite 510
Chaoyang District
Beijing 100027, PRC
Tel: + 86 10 84425618
Mobile: + 86 13810635271
Email: info@lord.ca



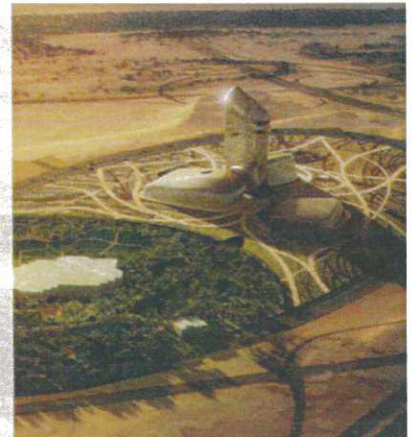
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www.culturalchange.ca/blog

CULTURAL CENTRES

KING ABDULAZIZ CENTER
FOR WORLD CULTURE ►
Saudi Arabia

Photo: King Abdulaziz Center
for World Culture



NATURAL HISTORY AND SCIENCE MUSEUMS

MIAMI SCIENCE MUSEUM ◀

Photo: Golinshay Architects, 2010



GARDENS

LONGWOOD GARDENS ▼
Kennett Square, Pennsylvania

Photo: Greg Cost



PARKS

RALPH KLEIN LEGACY PARK ▲
Calgary

HISTORY MUSEUMS

SMITHSONIAN NATIONAL
MUSEUM OF AFRICAN
AMERICAN HISTORY
AND CULTURE ►

Washington, DC
Photo: Smithsonian Institution

