

### HISTORY MUSEUMS

SMITHSONIAN NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE ▶  
Washington, D.C.

Photo: Smithsonian Institution



### CULTURAL PLANS AND DISTRICTS

DALLAS CULTURAL PLAN ▶  
Dallas, Texas



### ART AND DESIGN

V&A EAST MUSEUM ◀  
London, UK

Photo: © Diller Scofidio + Renfro, 2018



### ARCHIVES AND LIBRARIES

SCHOMBURG CENTER FOR RESEARCH IN BLACK CULTURE ◀  
New York, NY

Photo: Schomburg Center



### GARDENS AND PARKS

LONGWOOD GARDENS ▶  
Kennett Square, Pennsylvania

Photo: Longwood Gardens



### EXPOS AND EVENTS

CANADA PAVILION AT EXPO2021 DUBAI ▶  
Dubai, UAE



### ART MUSEUMS

MUSEU NACIONAL D'ART DE CATALUNYA ▶  
Barcelona, Spain

Photo: Museu Nacional d'Art de Catalunya



### URBAN DEVELOPMENT

175 PARK AVE ◀  
New York, NY







Brooklyn Children's Museum

# CULTURE IS FOR EVERYONE

**Lord Cultural Resources** is the global practice leader in cultural sector planning. Since 1981, we have helped create, plan, and operate cultural spaces and places in more than 460 cities, in 57 countries and six continents.

We employ a human-centric approach to all our projects. We engage with stakeholders, communities, and subject-matter experts, to ensure visitor and user needs come first. In a competitive, ever-evolving market, our team of designers, architects, planners, writers, market and financial specialists and experience creators apply their expertise to a wide spectrum of cultural projects, offering a broad range of integrated services.

We plan and develop implementable solutions, help create new visitor experiences, and craft visionary strategies for museums, universities, mixed-use developments, cultural centers, art galleries, science centers, world expositions, visitor centers, heritage sites, festivals, theaters, archives, libraries, gardens, conservatories, and arboreta around the world.







# OUR CLIENTS

## BIHAR MUSEUM

The Bihar Museum, of ancient India in Patna, is one of the largest museums and most ambitious projects undertaken by a state government in India. Lord Cultural Resources worked with the Department of Art, Culture and Youth and the Building Construction Department of the Government of Bihar on developing this museum as the Master Planning consultant. It is situated on a 13.9 acres plot of land and features some of the invaluable artefacts from the existing Patna Museum.

Patna, Bihar, India, 2011-18

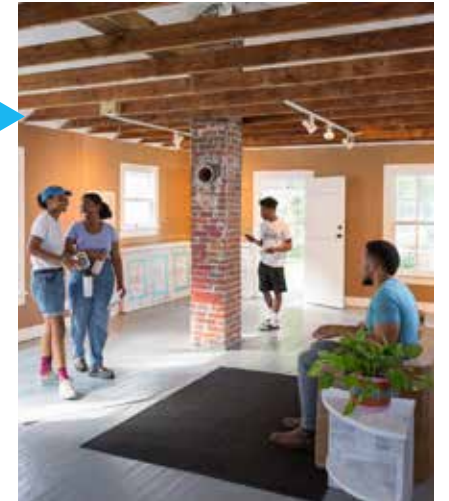


Lord Cultural Resources collaborates with people to plan and manage cultural places, programs and resources that deliver excellence in the service of society.

## PROJECT ROW HOUSES

Project Row Houses (PRH) was founded in 1993 by seven African-American artists/activists with the mission to empower people and enrich communities through engagement, art, and direct action. PRH engaged us to facilitate the application to pursue cultural district designation. Our team led a planning process that included community and stakeholder engagement, cultural asset inventory, a cultural plan, marketing plan, and we supported in developing the vision for the district and laid out a set of priorities and strategies to ensure that the goals are accomplished.

Houston, Texas, 2019-20



## THE HISTORIC NEW ORLEANS COLLECTION

The Collection engaged Lord Cultural Resources to facilitate a strategic planning process that revisited the mission and vision, set impactful goals, and developed measurable objectives. Our process included a comprehensive internal and external assessment. We assembled a DEI Advisory Council to advise the Steering Committee on issues related to diversity, equity, and inclusion such as increased hiring of staff of color, as well as working more closely with communities in New Orleans.

New Orleans, Louisiana, 2021



## WEEKSVILLE HERITAGE

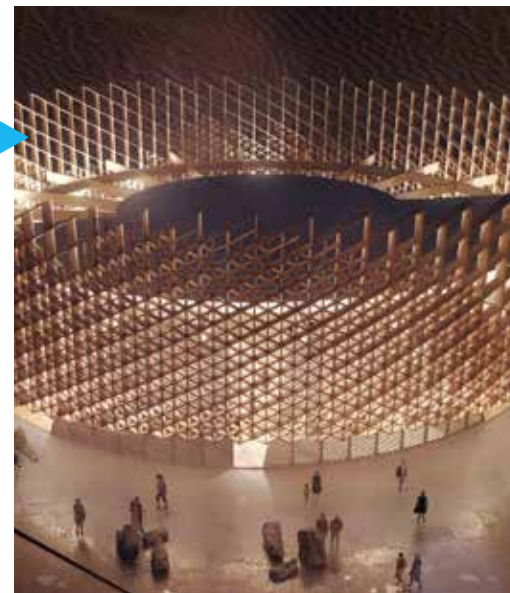
Through preservation, education, arts, and civic engagement, the Weeksville Heritage Center explores the history of Weeksville, a 19<sup>th</sup> and 20<sup>th</sup> century free Black community, and the relevance of other communities like it, to contemporary audiences. Weeksville engaged Lord to facilitate a transformational Strategic and Business Planning process. Our team identified critical issues and key strategic opportunities; assessed facility needs and future expansion opportunities; and created a business plan with realistic operating, revenue and expense projections.

Crown Heights, New York, 2019-20

## CANADA PAVILION AT EXPO2021 DUBAI

Lord Cultural Resources is part of a consortium led by general contractor EllisDon and Moriyama and Teshima Architects to design and build the Canada Pavilion at Expo 2021 in Dubai. Lord Cultural Resources is Creative Director for the Public Presentation at the Pavilion, alongside NGX Interactive and Kubik-Maltbie. The design of the pavilion represents an integrated vision inspired by indigenous symbols, Canadian landscapes, and Arabic architectural elements. The Canada Pavilion is a representation of the strong cultural and economic ties between Canada and the UAE.

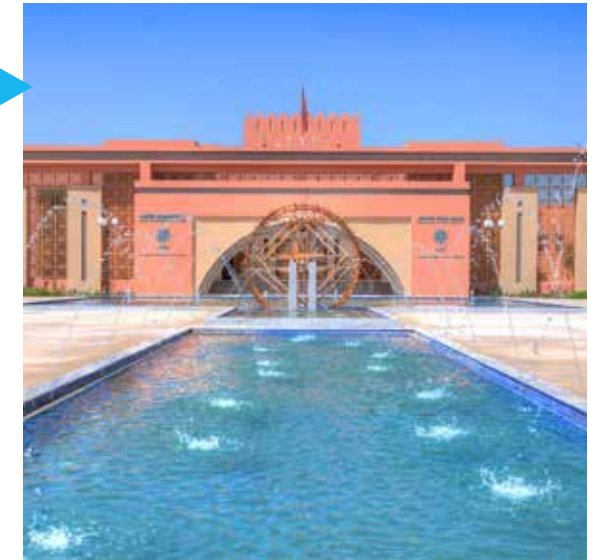
Dubai, UAE, 2019-2021



## MUSÉE AMAN

The AMAN museum raises public awareness of issues of water scarcity and best practices for its preservation. Lord Cultural Resources conducted a thorough assessment of the museum's positioning, as well as institutional, organizational and operational performance. Further to this exercise, we delivered a set of very practical recommendations and an action plan that included aspects such as governance, human resources, conservation, visitor services, public programming and community engagement.

Marrakesh, 2018-20





# A GLOBAL PROFESSIONAL PRACTICE



Lord Cultural Resources operates offices in Canada, the United States, Europe, India 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.



**8 OFFICES**



**57+ COUNTRIES**



**2600+ 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. **We collaborate with our clients to find the most creative solution possible.**



City of Dallas Cultural Plan



University of Michigan Museum of Natural History



Tennessee State Museum



Mandela: Struggle For Freedom, Travelling Exhibition

## ORGANIZATION & STRATEGY

We never lose sight of the big picture. We dig deep into the detail work, analyzing attendance, income, expenses, staff and financial resources: the result is a destination that feels effortlessly inspiring. Our projects can transform a neighborhood or a city, and thanks to thoughtful planning, they still feel like a completely natural addition to the local - and global - cultural landscape.

We customize our role to suit each project, but our main areas of service include:

- Concept Development
- Master Planning
- Feasibility Studies
- Business Planning
- Strategic Planning
- Institutional Planning
- Training and Change Management
- Owner's Representation
- Cultural Planning
- Digital Strategy
- IDEA Services

## VISITOR EXPERIENCE

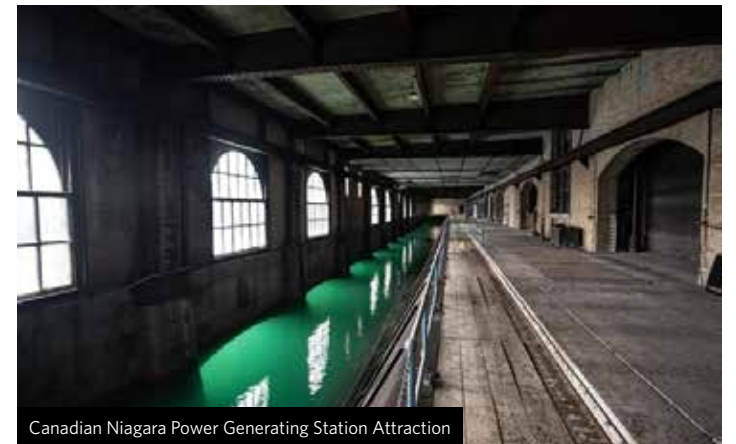
Every exhibition is unique and should begin with a clearly articulated design philosophy. We begin our process by asking how the exhibit medium can best serve the story, establish context and engage the visitor. Every project has its own look and feel derived from the institution's mission. You can depend on our wealth of experience in exhibition planning and design, media development and choreography of the visitor experience.

- Visitor Experience Planning
- Interpretive Planning
- Evaluation
- Content Development and Research
- Design
- Graphic Design
- Event Planning and Activation
- Project Management
- Exhibit Production Supervision
- Public and Educational Program

## SPACE & FACILITIES

Our approach to Facility Planning is highly collaborative. Through our interaction with your entire team we will co-create a comprehensive planning roadmap to ensure the project is on firm ground to move forward. We work with new and established cultural institutions (or with their architects and engineers) to ensure that the built space fully meets their needs and realizes their opportunities and objectives.

- Facility Strategy
- Functional Program
- Design Assist
- Visitor Flow Analysis
- Collection Analysis
- Wayfinding and Signage
- Architectural Selection
- Space Plans
- Juried Competitions



Canadian Niagara Power Generating Station Attraction



Africville Interpretive Framework Project



# 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,  
Board of Trustees, Canadian Museum  
for Human Rights

Planning for Canadian Museum for Human Rights, Winnipeg, Canada  
© Richard Ray

“From visioning to opening, you and your team worked with us, providing expert guidance and assistance. We are especially grateful for all you did in supporting us though the many challenges we encountered to develop and complete this outstanding project that we consider a gift to our national community. The Museum has seen thousands of visitors since opening its doors to the public and we have had rave reviews about the space and the experience.”

Nicole Crooks,  
Senior Manager, Central Bank of Trinidad & Tobago

Exhibition Development, Collection Analysis, Functional Programming,  
Project Management



Lord helped the Museu Nacional d'Art de Catalunya to organize and visualize our ideas and future projects. Their extensive experience is an invaluable resource that allows them to bring innovative methods and approaches. I am very satisfied with their contribution to our strategic plan.

Pepe Serra,  
Director, Museu Nacional d'Art de Catalunya

Strategic Plan  
Photo courtesy Museu Nacional d'Art de Catalunya

“One of the most compelling reasons we hired Lord Cultural Resources to consult for the plan was their belief that a community-driven plan is a better plan. And it was no surprise that the community informed vision reflected a desire to solve our largest community problems (equity and economic prosperity) and that allows the Cultural Plan to play an important role in other community-wide improvement plans. Through the community conversations and site visits, I was able to learn SO much about the artists and arts organizations in our community and have translated those meetings into meaningful relationships that will be a great asset to the implementation of the plan, in addition to the personal rewards of new and diverse friendships.”

Julie Wilkerson,  
Executive Director, Macon Arts Alliance

Cultural Plan



“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  
Photo: Erika Barahona Ede © FGBM Guggenheim Museum Bilbao



# COLLABORATING WITH OUR CLIENTS



"I currently sit on three nonprofit boards and this has been, by far, the most comprehensive and thought provoking process that I have been involved with. **The Lord team will challenge conventional thinking, push creative ideas and solutions that are realistic to achieve**, and ensure that established timelines are adhered to."

Tim Simons,  
Board Chair, Weeksville Heritage Center

Strategic and Business Plan  
© Sindayiganza Photography

**"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,  
Former Deputy Director, Native American Cultural & Educational Authority, First Americans Museum, Oklahoma, USA

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



**"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 Emerita, Natural History Museum of Utah

Strategic Master Plan, Business Plan, Strategic Plan for the Natural History Museum of Utah  
© Natural History Museum of Utah



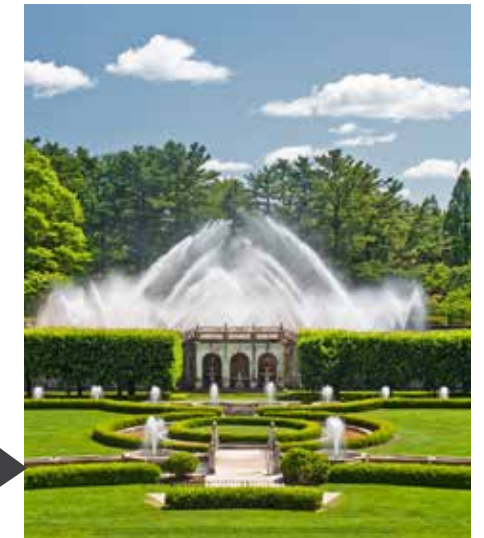
"Thank you very much for your vision and assistance in the creation of a destination experience for the Revitalization of the Historic Core. Through the study of the individual programs prepared for the each building, Smithsonian interviews, and extensive research by you and your team were **able to capture the essence of our intentions and provide the narrative that joined the programs into a single vision: "Returning the Buildings to the People."**

Brenda Sanchez, FAIA, LEED AP BC+C  
Sr. Architect/Design Manager  
Smithsonian Institution

"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,  
President and Chief Executive Officer, Longwood Gardens

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



## Our Clients include:

### Cultural Institutions

Musée du Louvre, Canadian Museum for Human Rights, Guggenheim Museum Bilbao, Tate Modern, Smithsonian Institution, 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, Moriyma & 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 Corporation



# SHARING KNOWLEDGE

# LORD PUBLICATIONS

Lord Cultural Resources is a strong believer in creating and sharing knowledge. We are active, contributing members of museum and cultural associations.



## Resources

Browse our tools, ideas, and books, informed by over 35 years of proven experience in museums, arts, and culture.

[www.lord.ca/resources](http://www.lord.ca/resources)



## Cultural News

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

Sign up at

[www.lord.ca/news/cultural-news](http://www.lord.ca/news/cultural-news)

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.

### Publications:

Published by Rowman & Littlefield [rowman.com](http://rowman.com):

*New Directions for University Museums*, 2023

*Manual of Museum Exhibitions*, 2001, 3rd Edition 2022

*Museum Development in China, Understanding the Building Boom*, 2019

*Manual of Digital Museum Planning*, 2017

*The Manual of Strategic Planning for Cultural Organizations*, 2017

*The Manual of Museum Learning*, 2007, 2nd Edition 2016

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

*Artists, Patrons, and the Public: Why Culture Changes*, 2010

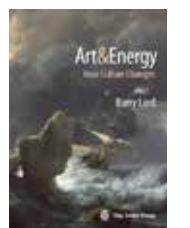
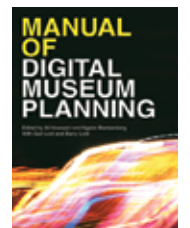
*The Manual of Museum Management*, 1997, 2nd Edition 2009

(Chinese, Georgian, Russian, Greek, and Spanish editions also available)

### Published by Rowman & Littlefield/American Alliance of Museums:

*Cities, Museums and Soft Power*, 2015

*Art & Energy: How Culture Changes*, 2014



## Connect with Lord



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## CHILDREN'S MUSEUMS

BROOKLYN CHILDREN'S MUSEUM ◀  
 New York, NY

Photo: Brooklyn Children's Museum

## HERITAGE SITES

DUBAI MUSEUM ▶  
 Al Fahidi Fort, Dubai



## SCIENCE AND NATURAL HISTORY MUSEUMS

UTAH MUSEUM OF NATURAL HISTORY ◀  
 Salt Lake City, UT

## CULTURAL CENTRES

KING ABDULAZIZ CENTER FOR WORLD CULTURE ▶  
 Saudi Arabia

Photo: King Abdulaziz Center for World Culture

