

LISA WRIGHT

Principal Consultant



Lisa Wright is a Principal Consultant in Visitor Experience at Lord Cultural Resources. She is responsible for visitor experience strategy, planning and development for a broad range of cultural, natural, and academic institutions.

Lisa has written a number of visitor experience strategies and plans for an array of clients. She has also developed exhibition and interpretive content for many projects, working closely with clients, community stakeholders, Indigenous partners, subject matter experts, and exhibition designers to write exhibit text, select images and artifacts, and develop multimedia and special exhibit treatments. Lisa has written chapters for several of Lord's publications, including "Curatorship and Content Development" in the *Manual of Museum Exhibitions*, 2nd ed. and "New Frontiers in the Visitor Experience" in the *Manual of Digital Museum Planning*. She has also presented on exhibition development at several conferences and served on the board of the Museums Association of the Caribbean.

As a consultant, Lisa helps her clients develop stimulating and innovative visitor experiences to engage audiences with diverse backgrounds, interests, and learning styles. Lisa's lifelong passion for history, nature, and the arts fuels her drive to create transformative visitor experiences.

A select list of Lisa's relevant projects include:

- La Crosse Historical Museum, Feasibility Study, La Crosse, WI, 2021-Ongoing
- Memorial Park Conservancy, Overarching Interpretive Strategy, Houston, TX, 2021-Ongoing
- Canadian Modern Design Exhibition at the Royal Ontario Museum, Toronto, ON, 2021-Ongoing
- North Carolina Department of Natural and Cultural Resources, DEAI Visitor Experience Assessment, 2021-Ongoing
- Muskoka Steamships Discovery Centre, Interpretive Planning for Indigenous Exhibition, Gravenhurst, ON, 2021-Ongoing
- Kickapoo Valley Reserve Visitor Center, Exhibition Development, La Farge, WI, 2021
- Oak Hammock Marsh Interpretive Centre, Interpretive Renewal Plan, Stonewall, MB, 2020-Ongoing
- Al Fahidi Fort, Overarching Museum Strategy, Dubai, UAE, 2020-2021
- Great Lakes Visitor Center, Lake Superior State University, Interpretive Planning, Content Development, Sault Ste. Marie, MI, 2019-Ongoing