

# LISTEN AND *“THEY”* WILL BUILD: Incorporating Public Engagement into Cultural Building Projects

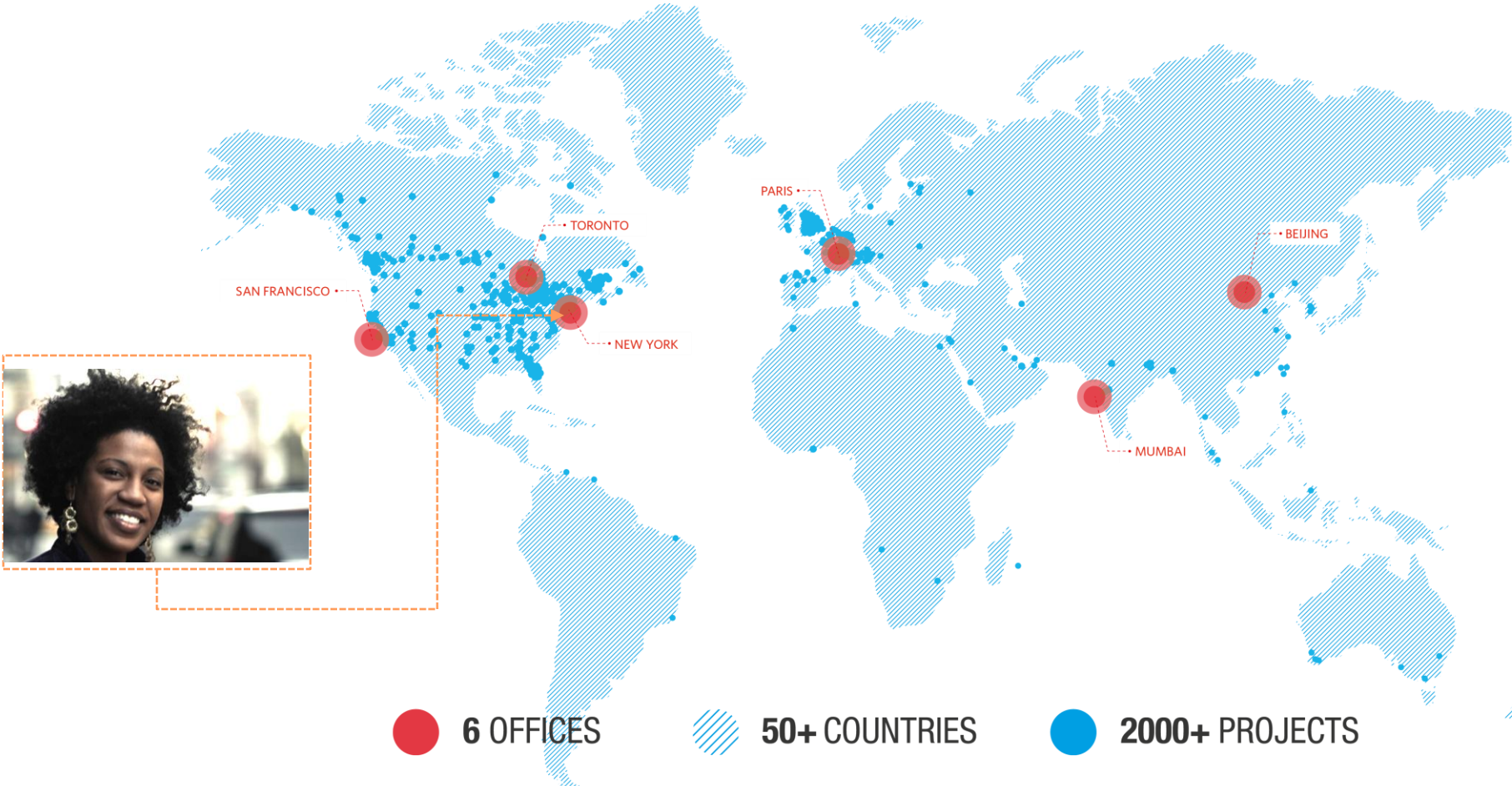
CENTER FOR ARCHITECTURE, AIANY

Presented by Joy Bailey Bryant  
Principal Consultant, Lord Cultural Resources



July 9, 2013

World's leading and largest cultural consulting firm, **Lord Cultural Resources** relies on a **global network of offices** in Toronto, New York, San Francisco, Paris, Mumbai, and Beijing.



**6 OFFICES**      **50+ COUNTRIES**      **2000+ PROJECTS**



CITY OF CHICAGO CULTURAL PLAN 2012

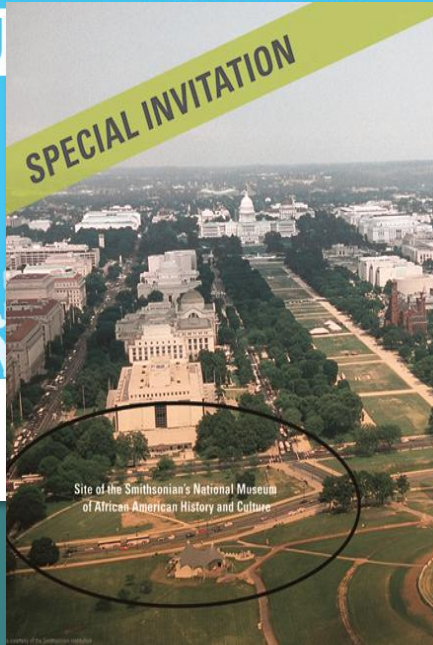
# SUMMARY OF FINDINGS FROM 2012 PU

SPECIAL INVITATION

**My History**  
Public Engagemer  
March, 2013

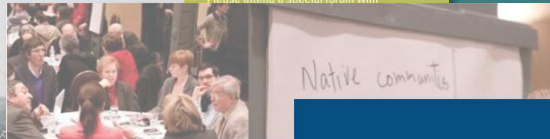


April 17, 2012



Site of the Smithsonian's National Museum  
of African American History and Culture

As part of the 2008 AAM Annual Meeting  
Please attend a special forum with



**Content Advisory Committee**  
Canadian Museum for Human  
May 25, 2010



*Human rights are not found in dusty legal  
but in the hearts and minds of human beings*

Kofi Annan, Secretary-General of the UN, at the Fourth Annual Benetton Dialogue  
History and Ourselves Programme, New York, October 14, 1997



Charmaine Nelson

Dora Ontonoy

TORONTO Ontario

## Making Space for Culture

Community Consultation Summaries - Phase 1  
March 2013



# Everyone owns a piece of the truth.

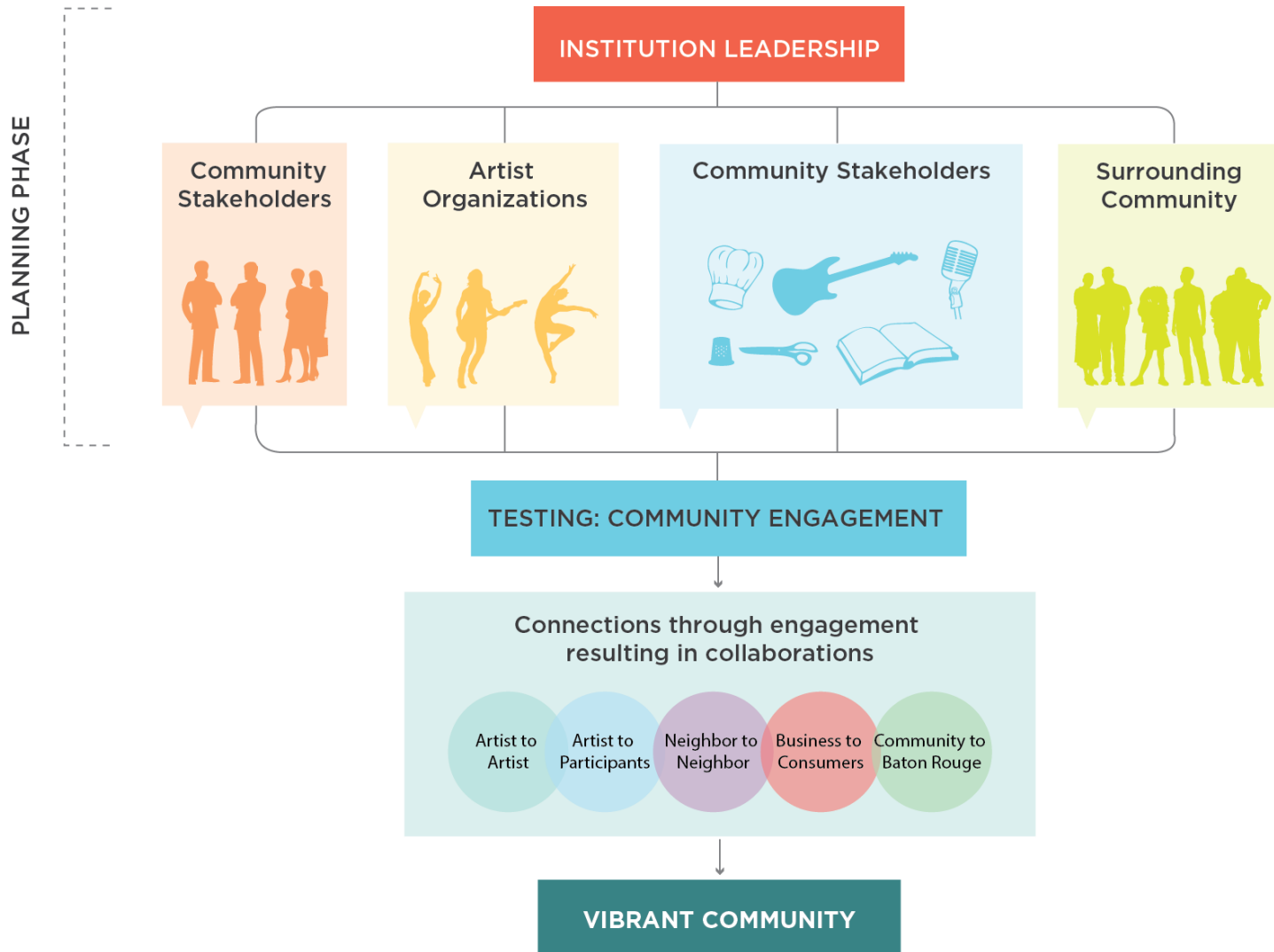
- Quaker proverb

- Basics of Engagement in Cultural Projects
- National Civil Rights Museum
- Museum of the African Diaspora
- Public Engagement Strategy

Public engagement **connects the Institution and its audiences**, allowing interaction, dialogue, participation, sharing and learning, to the benefit of all involved.

Public engagement is an **iterative process...**

# WHY ENGAGE?



# HOW CAN WE ENGAGE?



# DIGGING DEEPER: SOCIAL MEDIA

POSTS

FEED

The results are in:

May 07, 2012 at 11:56 AM

After four months and nearly thirty public meetings, the results are in! We asked you to speak up and Chicagoans resoundingly have. Stay tuned for the following:

- May 9 – A version of both the State of Culture Report, a compilation of the research, findings from engagement, focus groups and interviews as well as the priority-setting document, along with the Summary of Finding from the Public Engagement will go up on the website
- Mid-May – Announcement of Ground-truthing town hall meeting dates, locations and times
- Mid-July – Draft Cultural Plan will be uploaded to website for review and use during Ground-truthing meetings

"I LOVE TUESDAY"

May 01, 2012 at 7:48 PM

This week we feature attendees from the NCC meeting at Cambodian American Heritage Museum and Killing Fields Memorial.

Feel free to tell us about your own Neighborhood and what you love about it!



April 24, 2012 at 3:50 PM

"I LOVE TUESDAY"

This week we feature attendees from the 3/14 NCC meeting at DePaul University.

Feel free to tell us about your own Neighborhood and what you love about it!



Stay connected to both the process - by



“Any solution for the people’s problems cannot be reached without the **people’s participation.**”

--Amr Moussa, Egyptian politician and philosopher

Lorraine  
MOTEL

FREEDOM AWARD  
SEPT 23 LUNCHEON  
PUBLIC FORUM N GALA  
OCT 27

National Civil Rights  
Museum  
at the  
Lorraine Motel



**Museum's racial makeup stirs up controversy**

# Power struggle

Civil rights museum board's racial  
makeup an issue in Memphis

Memphis Commercial Appeal

October 25, 2007

**Ben Greenberg's Weblog**  
**Liberate Civil Rights Museum from Corporate Control**  
By John Gibson  
Arkansas Delta Truth and Justice

**THE**  
**Nation.**

## Thieves of Black History

beneath the radar

By

*Gary Younge*

*November 12, 2007*

# RESPOND TO VISITORS' WANTS



“I want to hear **Dr. King’s voice.**”



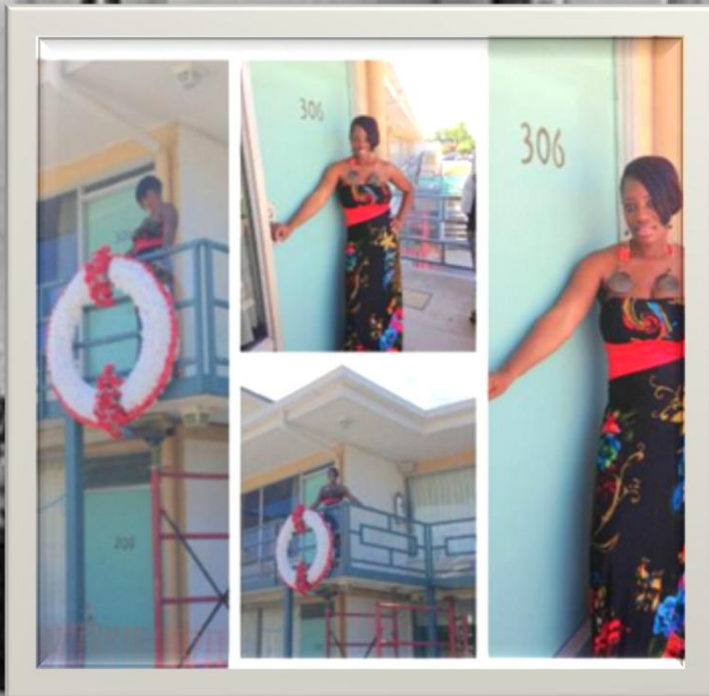
“What was happening in the world while all of this was **happening in Memphis?**”



“But don’t take away the exhibits I love!”



“I want to stand in the footsteps of Dr. King.”





“I want to give my children a  
**transformative experience.**”



“I want to **take home a piece**  
of the dream.”





Great buildings inspire engagement.

*-CityAge participant*



**Museum of the African Diaspora**

MOAD

Member of the AT&T Group



Connection is the energy that is created between people when they feel seen, heard, and valued; when they can give and receive without judgment.

Brene Brown, Ph.D. Researcher

# EXPLORING CONNECTIONS



# A GLOBAL MUSEUM





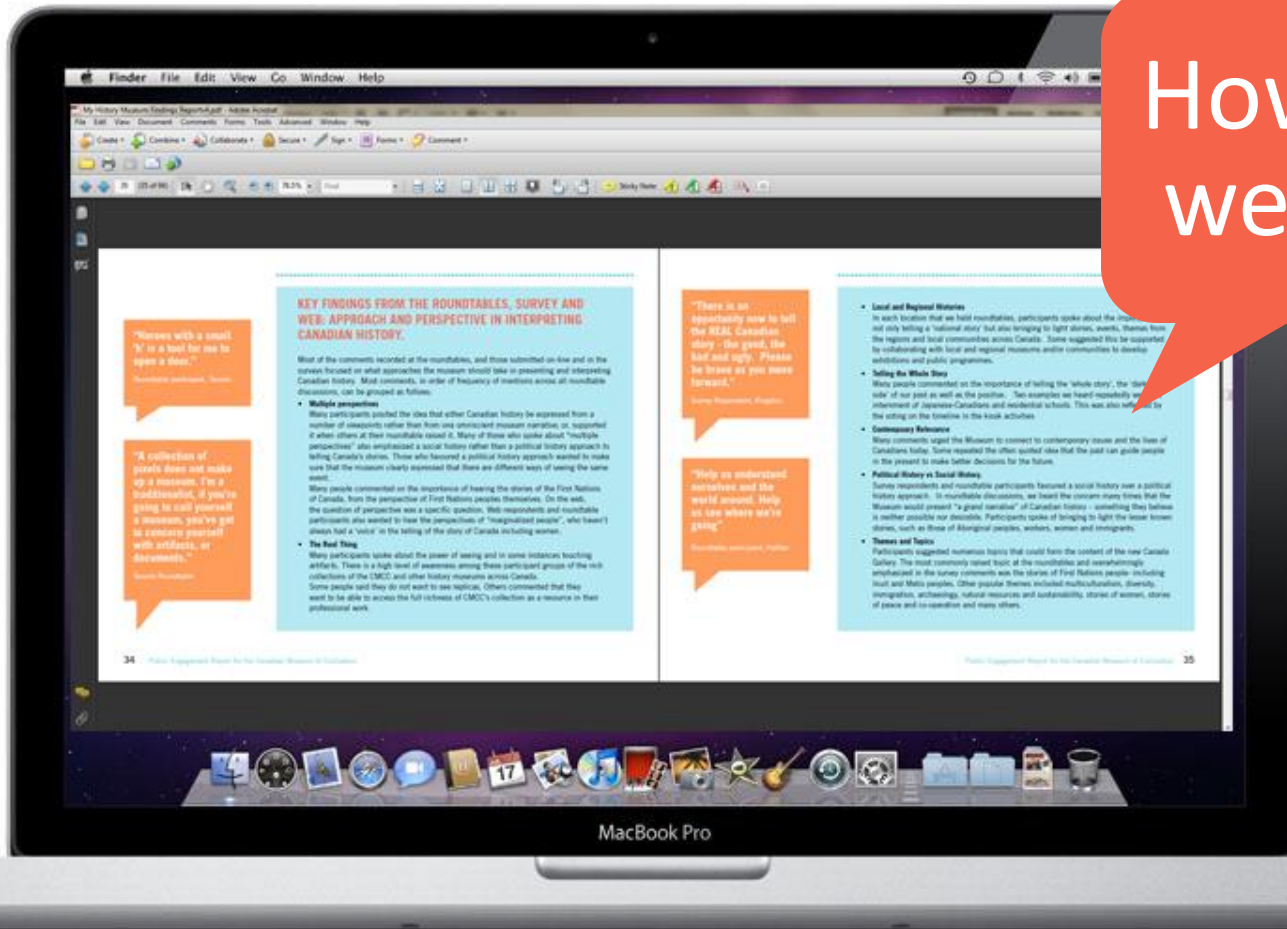
# INVESTING IN TOMORROW



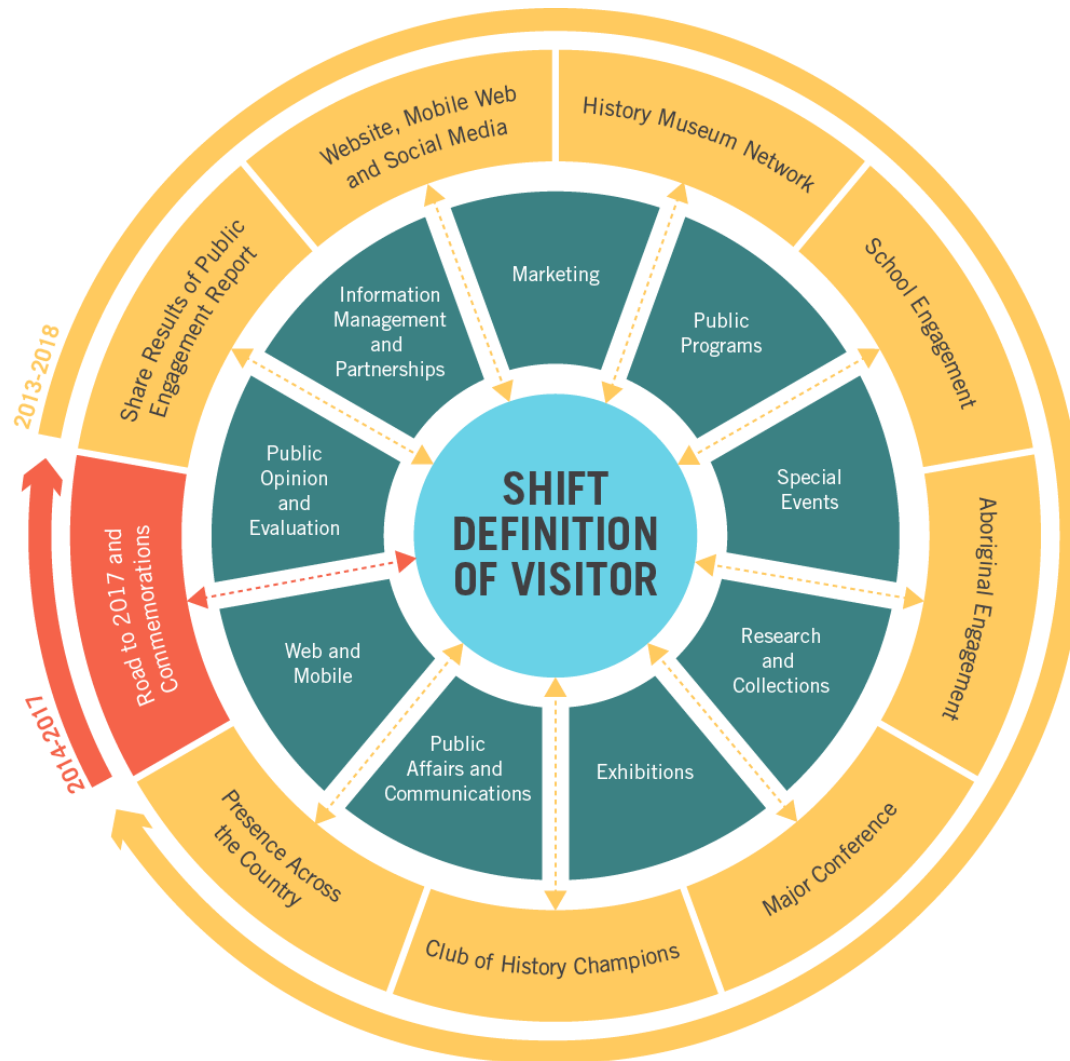
Engagement is a strategy.  
Not a goal.

# 1. Share results of the engagement process, showing that you have listened.

How did we do?



## 2. Shift your thinking (and show it) then apply it to everything you do.



# 3. Support stakeholder-sourced knowledge creation, both inside and outside the institution.

VIRTUAL MUSEUM OF

## New France

Get swept away by the French North American adventure!

Discover what drew the French to North America and follow missionaries, cartographers, soldiers, coureurs des bois and Aboriginal allies as they explore and expand New France. Join Canada's first European inhabitants in their daily activities and learn about their culture and civilization.

[ENTER THE VIRTUAL MUSEUM](#)

CARTIER ARRIVING AT STADAONÉ  
Walter Baker (detail) / Library and Archives Canada C-01510

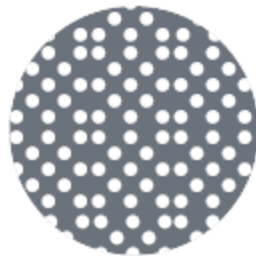
### DID YOU KNOW ?

Montreal's Pierre Le Moyne d'Iberville was named El General Dom Pedro Berbila by the Spanish and died in Havana in 1706.

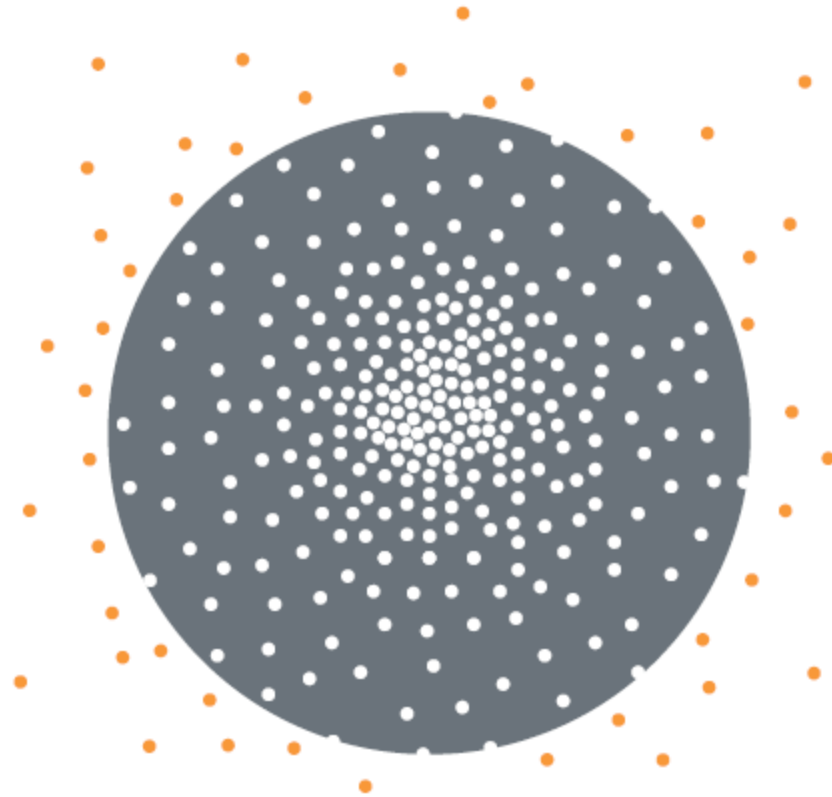
[More Information](#)



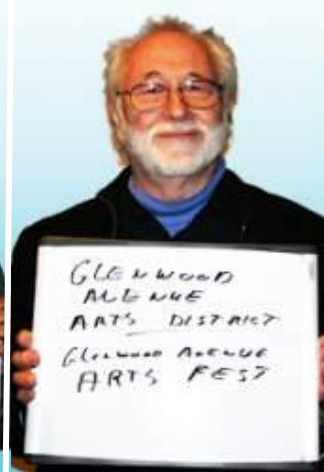
# 4. Sustain Contact



Participation in 1986



Potential participation in 2012



# 5. CELEBRATE!





**THANK YOU!  
QUESTIONS?**