

Artists, Patrons and the Public:

WHY

CULTURE

CHANGES

Barry Lord and Gail Dexter Lord,
Art Gallery of Mississauga, October 27, 2010



Case Study 1:
SALFORD ENGLAND

THE LOWRY

MOST DEPRIVED CITY IN EUROPE 1850-1990

- Lost Industry after WW2 and closure of Manchester Ship Canal
- In 1987 created 40 year plan to transform the derelict transport hub into a sparkling creative hub

Case Study 1:

SALFORD ENGLAND

THE LOWRY

A FLAGSHIP PROJECT

Two theatres, exhibitions, restaurants, museum, kids zone

- Biggest, most expensive Millennium project in the UK outside London
- Won Best Building for the Year 2000
- Attracted Imperial War Museum, Condos, Shopping Centers
- Won competition for BBC's Media City
- \$240-million investment led to \$3 billion in inward investment
- 6,500 new jobs

Case Study 2:
BILBAO, SPAIN

GUGGENHEIM BILBAO

DECLINING INDUSTRY AND RISING TERRORISM

- In 1991 Bilbao faced
 - Declining industry
 - Rising Terrorism
 - Weak Future
- Approached Guggenheim to Build a Branch
- Private-Public Partnership Established

Case Study 2:
BILBAO, SPAIN

GUGGENHEIM BILBAO

FRANK GEHRY DESIGNS

GREATEST BUILDING OF LATE 20TH CENTURY

- Attracted more museums, cafes, hotels and shopping along the river
- \$125 million investment led to \$250 million GDP
- Creates 4,200 jobs
- Building a new “creativity campus”
- The words “Bilbao Museum” turns up an astonishing 2,480 000 mentions on ‘google’ compared to only 1,480 000 for “Guggenheim Museum”

VISION

A clear vision propels the project forward

Saadiyat Island: A Global/Local dialogue involving the Louvre, the Guggenheim and partnership with the British Museum for the National Sheik Zayed National Museum

SAADIYAT ISLAND



LEADERSHIP

Strong, unified, flexible to get project built open and operating.

Salford City Council realized they didn't have the capability to manage such a complex project. They established an independent non-profit to build and operate the Lowry

THE LOWRY



CONTENT

Meaning stimulates cultural capital and drives participation.

Pompidou Center combines Library, Art, Design, Film, Media, children's zone and entertainment. Built in 1977, it is one of the earliest cultural infrastructure projects, transforming a derelict area of Paris into a creative hub



THE POMPIDOU CENTER

LE
MOVEMENT
DES
IMAGES

OUTSTANDING ARCHITECTURE

Outstanding architecture brands a place, a country and an idea

The experience of
three dimensional
space outside
changes people's
perception of their
community

THE ALEXANDRIA LIBRARY



NEW KNOWLEDGE FOR NEW PUBLICS

Outstanding architecture brands a place, a country and an idea

The experience of
three dimensional
space inside
changes people's
perception of
themselves.

THE ALEXANDRIA LIBRARY



GLOBAL CONNECTIONS

Cultural investment in quality leads communities to becoming global players. Inspiring cultural projects attract partners – in education, sports, retail, creative industries and other cultural institutions.

Great cultural projects attract great partners

THE ISTANBUL BIENNALE



Yan Pei Ming
From Worldwide to International. 2007
Ink-jet print on paper, 1050 x 390 cm, Istanbul Biennale



CULTURAL CHANGE: THE KNOWLEDGE ECONOMY

Ontario College of Art and Design & the Art Gallery of Ontario

- Our working lives have been marked by the geographic shift of the industrial economy and the growth of the knowledge economy
- Knowledge Economy= science, health, financial sectors, media, technology, culture
- Cities



CULTURAL CHANGE A GLOBALLY COMPETITIVE WORKFORCE

Aerial View: University of Waterloo

Industrial Economy

- Physical strength
- Follow orders
- Organized
- Some problem solving
- Memorization
- Basic communication
- Aggregate

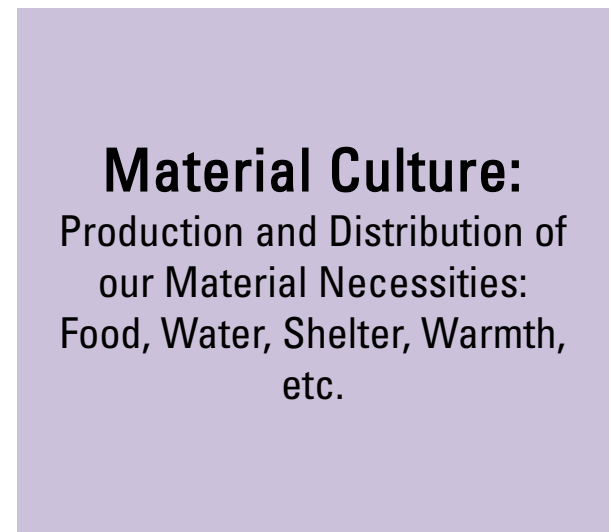
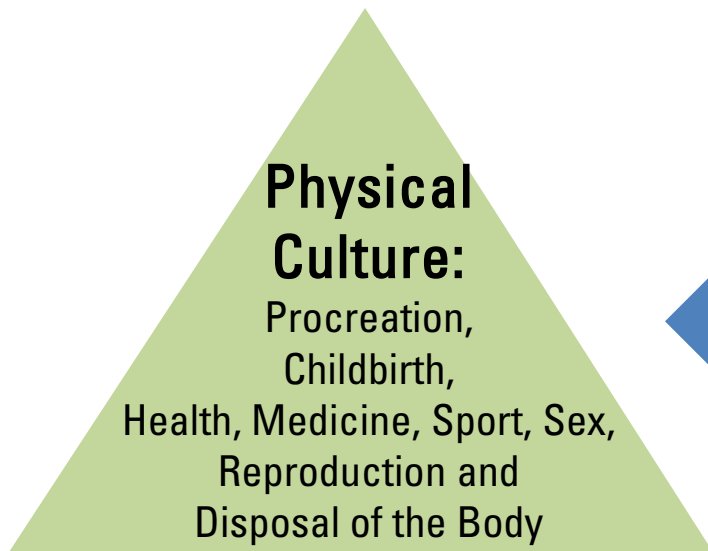
Knowledge Economy

- Intellectual strength
- Lead
- Individualistic
- All problem solving
- Improvisation
- Great communication
- CREATE!

What is

CULTURE?

The transformation of nature and society that is fundamental to all human activity.





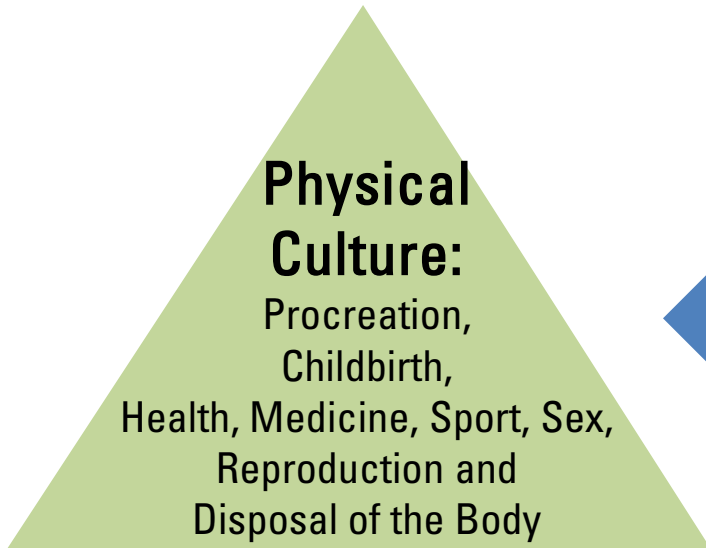
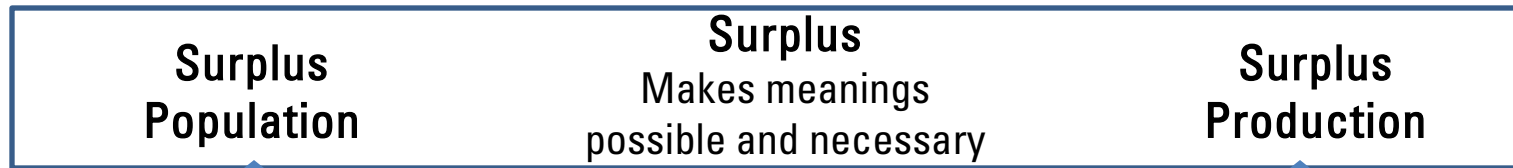
PHYSICAL CULTURE

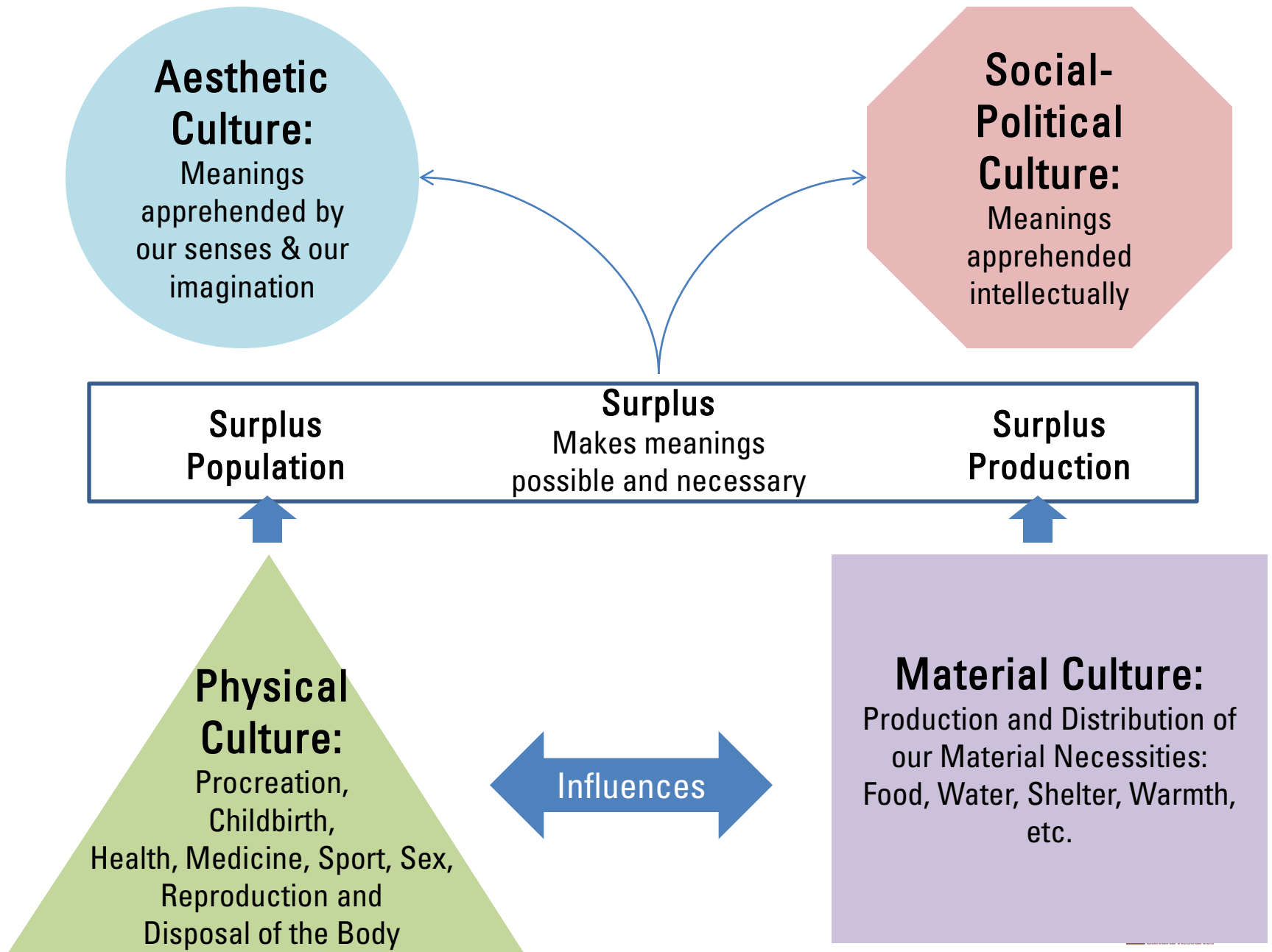
Photo: UPI/Roger L. Wollenberg

MATERIAL CULTURE



Photo: Tim Bies Y Benjamin Benschneider







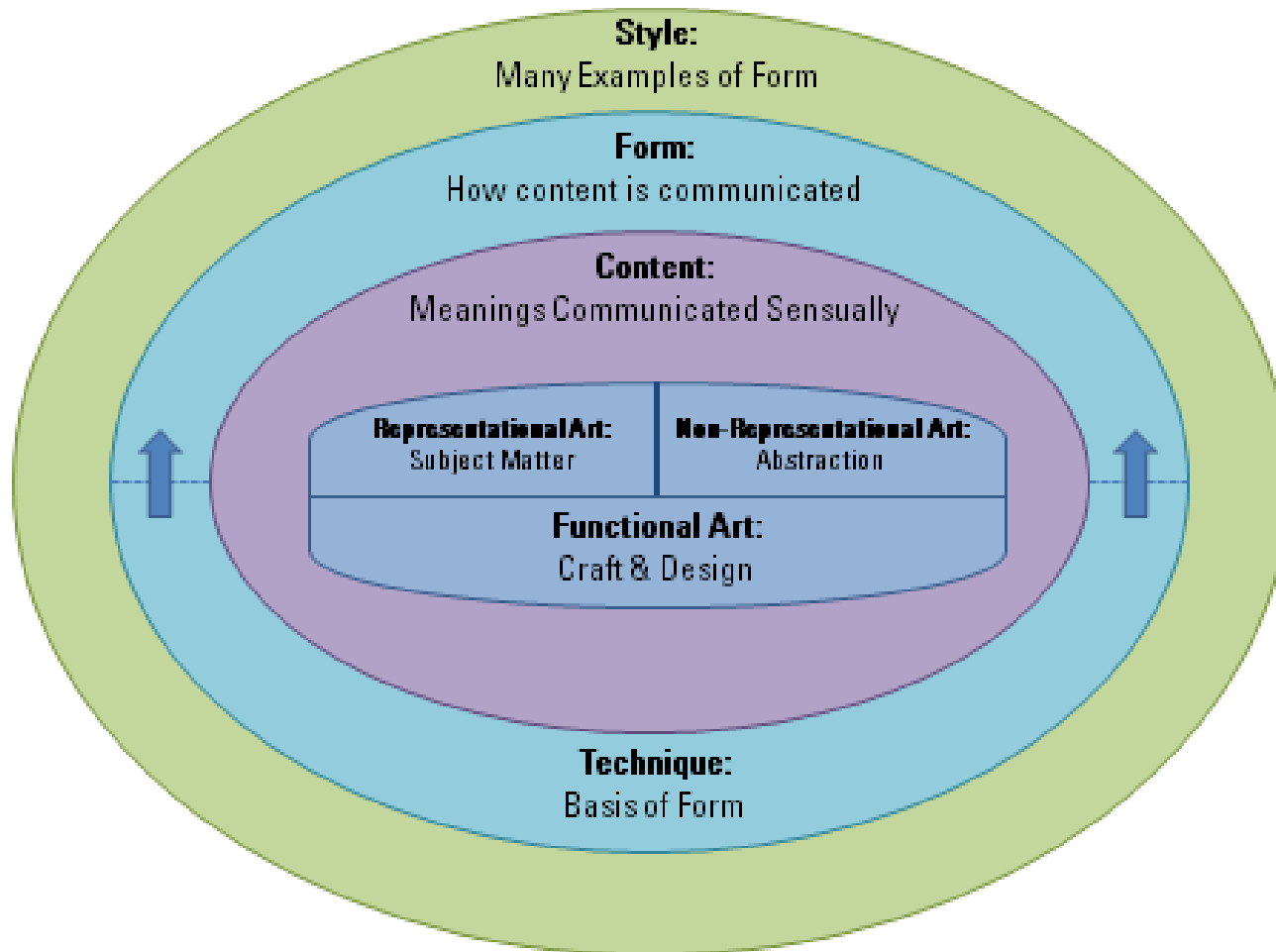
SOCIAL-POLITICAL CULTURE



AESTHETIC
CULTURE

Reclining Figure Henry Moore, UK

DEFINITIONS



7

SEVEN PRINCIPLES OF CULTURAL CHANGE

1 EACH SOCIAL GROUP HAS ITS OWN CULTURE



Caribana Festival, Toronto



2 THE QUANTITY OF SURPLUS CONTROLLED BY A SOCIAL GROUP IMPACTS THE EXTENT OF ITS CULTURE



The Lady and the Unicorn, woven 1490, Flanders

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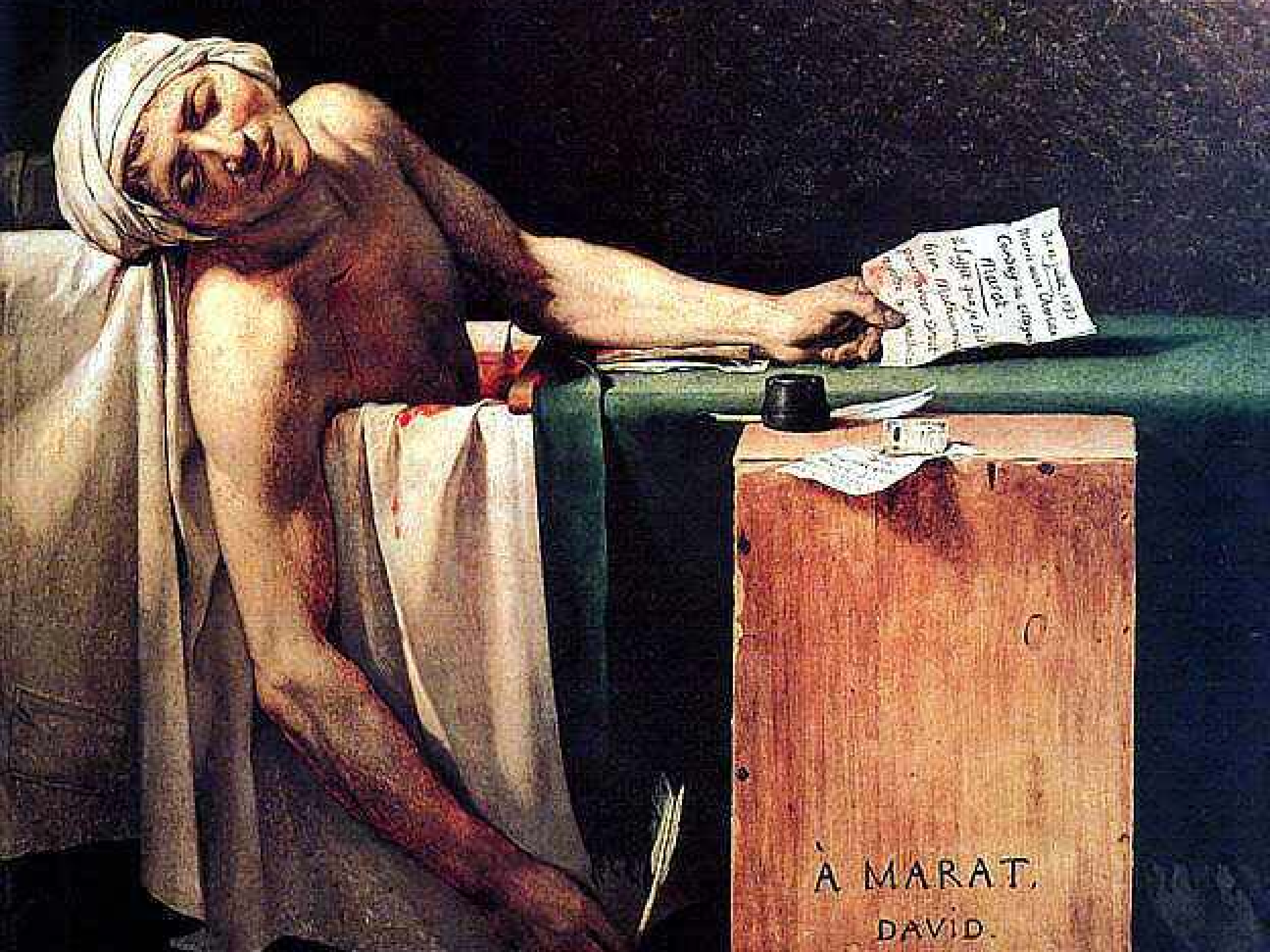


Soviet propaganda poster, Alexander Rodchenko 1920s

3 EACH SOCIAL GROUP SEEKS ITS OWN VALUES IN THE ART IT PATRONIZES.



Jean Paul Riopelle Gallery at the Musée des beaux-arts de Montréal; Paul-Émile Borduas, *Bercement Silencieux*, 1956



À MARAT.
DAVID.

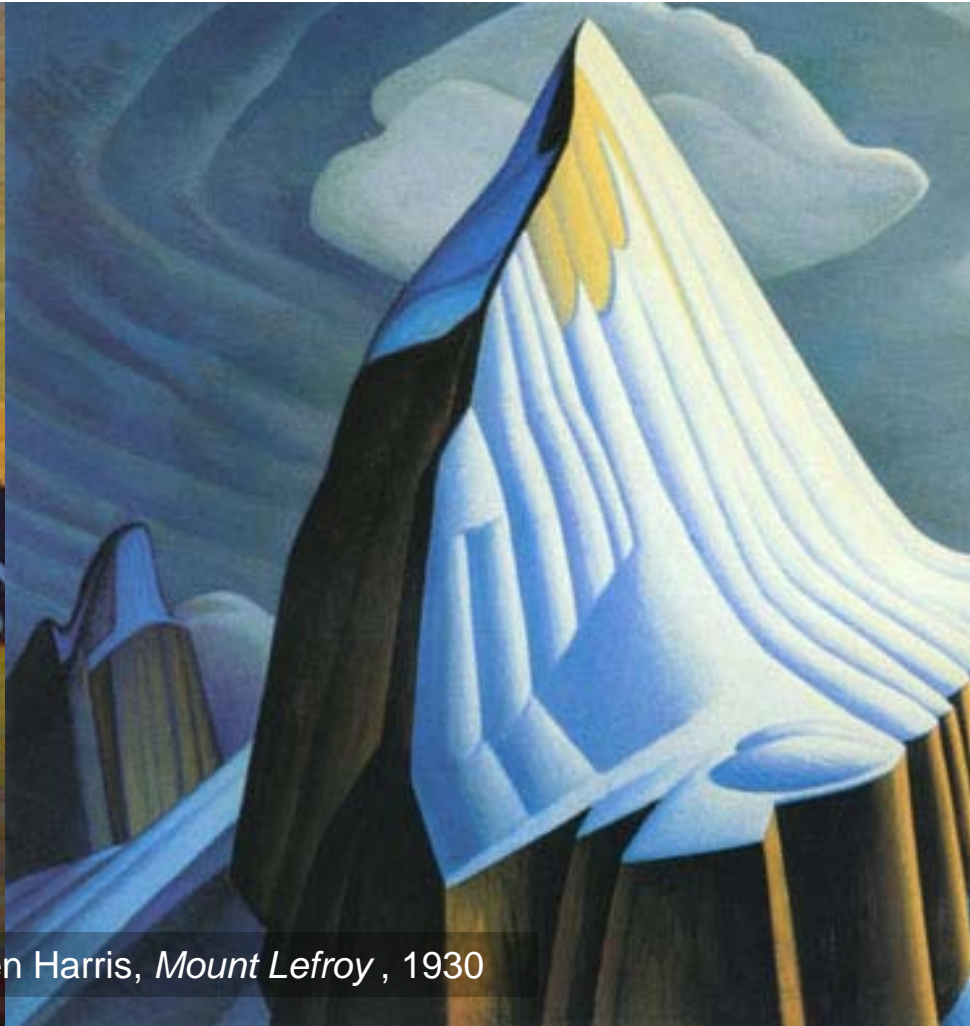
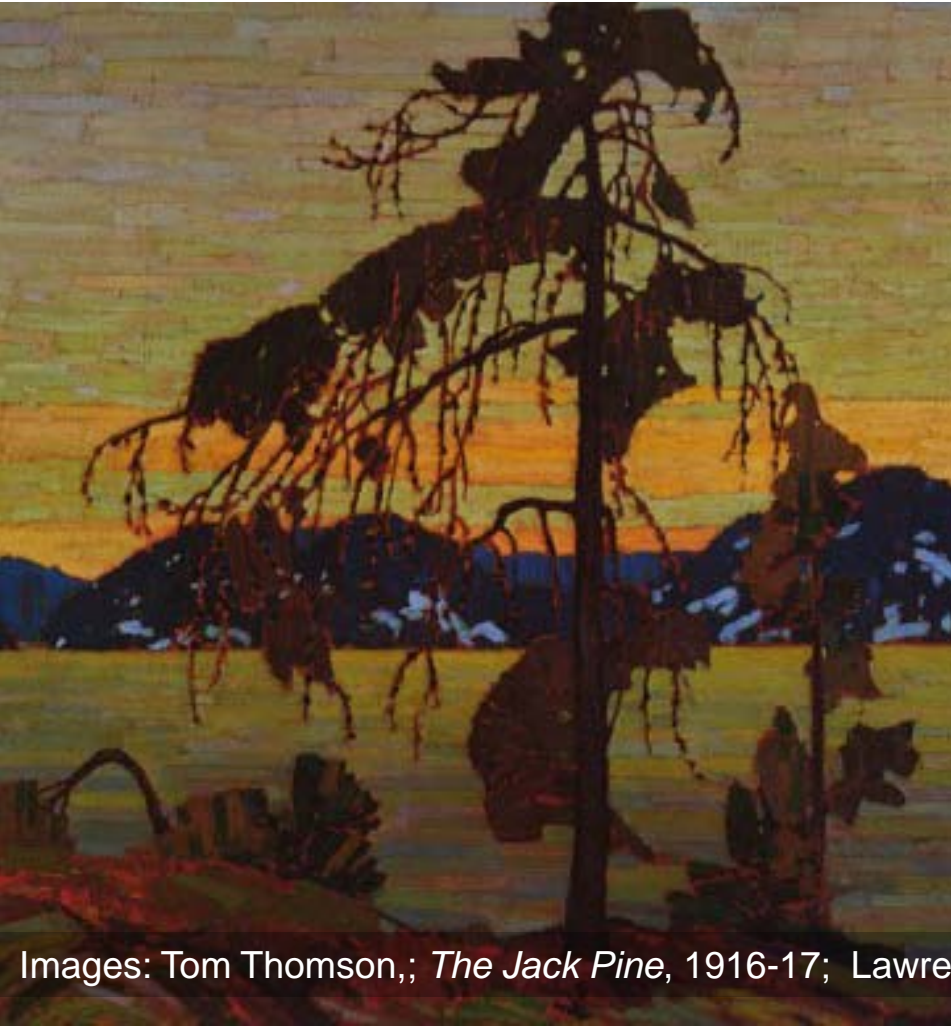
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CULTURE CHANGES IN ACCORDANCE WITH
CHANGES IN ACCESS TO SURPLUS.



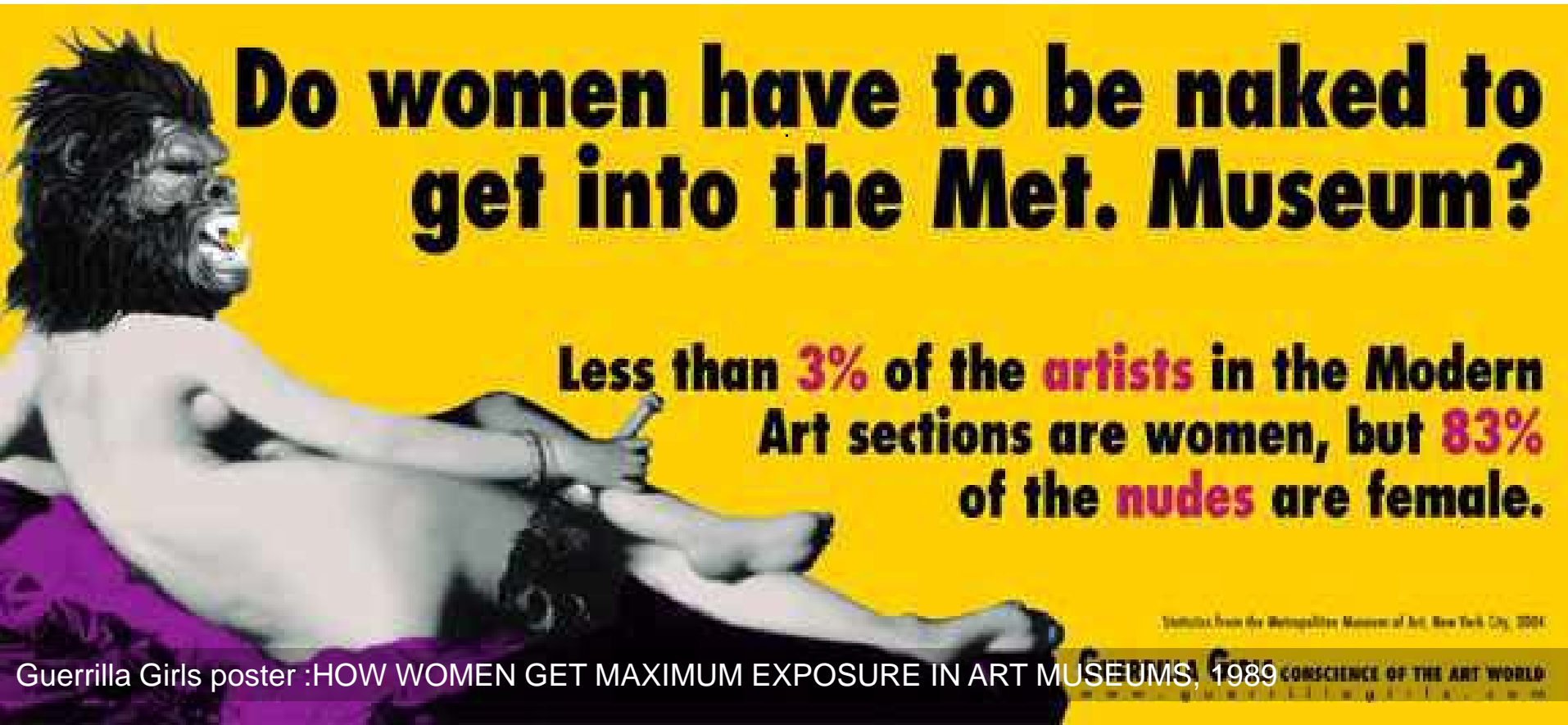
Rendering of Saadiyat Island, Abu Dhabi

5 QUANTITATIVE CHANGE IN PATRONAGE LEADS TO QUALITATIVE CULTURAL CHANGE



Images: Tom Thomson,; *The Jack Pine*, 1916-17; Lawren Harris, *Mount Lefroy*, 1930

6 CULTURAL VALIDATION AND INVALIDATION BY DOMINANT CULTURES AFFECTS ALL OTHERS

A poster with a bright yellow background. On the left, a chimpanzee is depicted from the chest up, looking towards the right. On the right, a nude woman is shown from the waist up, sitting and looking towards the left. The text is in bold, black, sans-serif font. The main headline is at the top, and a statistic is in the middle. At the bottom, there is a small line of text and a logo for the Guerrilla Girls.

Do women have to be naked to get into the Met. Museum?

Less than 3% of the artists in the Modern Art sections are women, but 83% of the nudes are female.

Statistics from the Metropolitan Museum of Art, New York City, 2004.

GUERRILLA GIRLS CONSCIENCE OF THE ART WORLD
www.guerrillagirls.com

Guerrilla Girls poster :HOW WOMEN GET MAXIMUM EXPOSURE IN ART MUSEUMS, 1989

6 CULTURAL VALIDATION AND INVALIDATION BY DOMINANT CULTURES AFFECTS ALL OTHERS



Dana Claxton, *Baby Girlz Gotta Mustang*, 2008

7

INTERCULTURAL ASPECTS OF CULTURAL CHANGE
OFFER NEW OPPORTUNITIES.



The Silk Road Ensemble Photo: Sequoia Design

King Abdulaziz Center for World Culture

(Dhahran , Saudi Arabia)

Architects: Snohetta, 2013



Agents of Cultural Change:



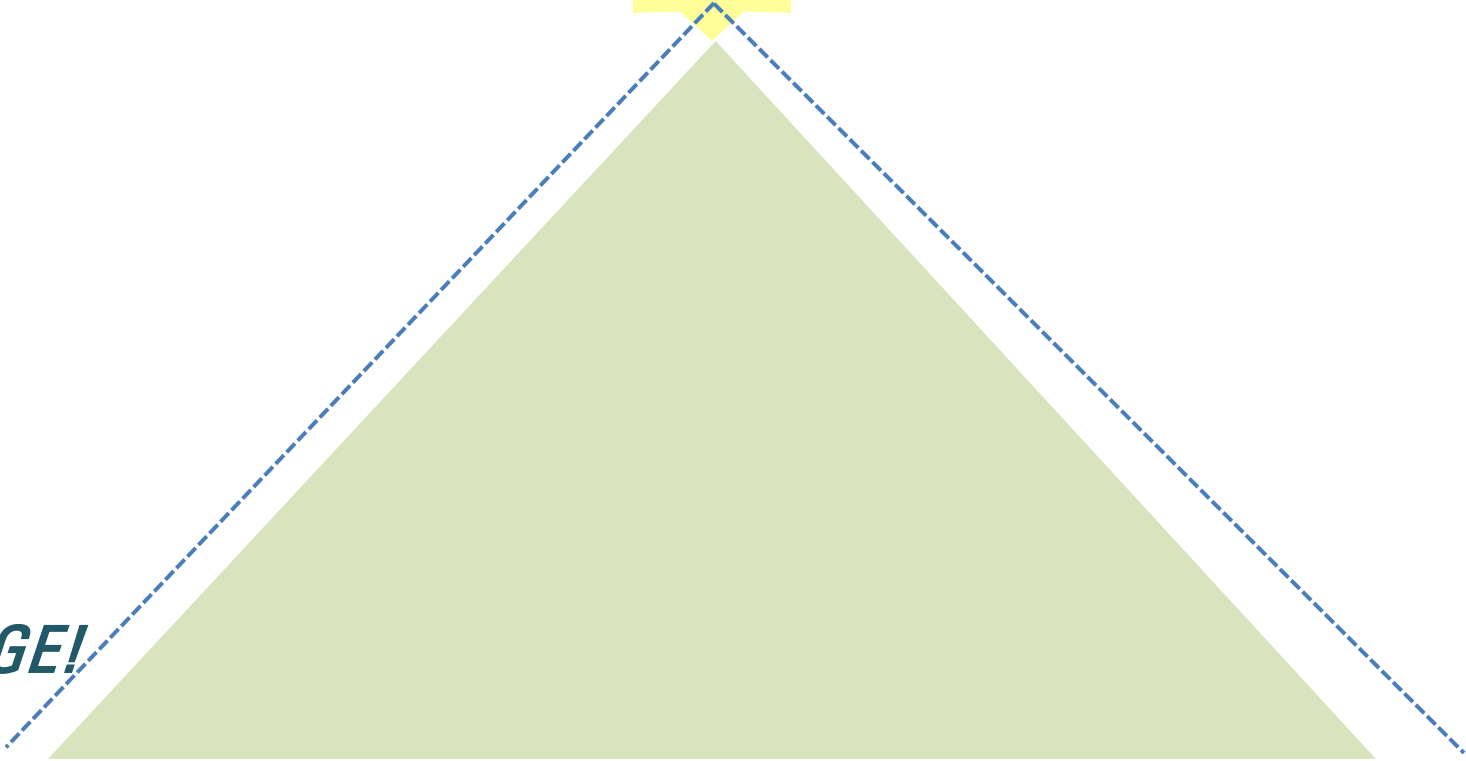
CHANGE!

Artist

CHANGE!

Patron

Public



ARTIST

Artists, Patrons and the Public:
Why Culture Changes

www.culturalchange.ca

ARTIST



From *Exhibitionists*, Toronto Life, October 2010

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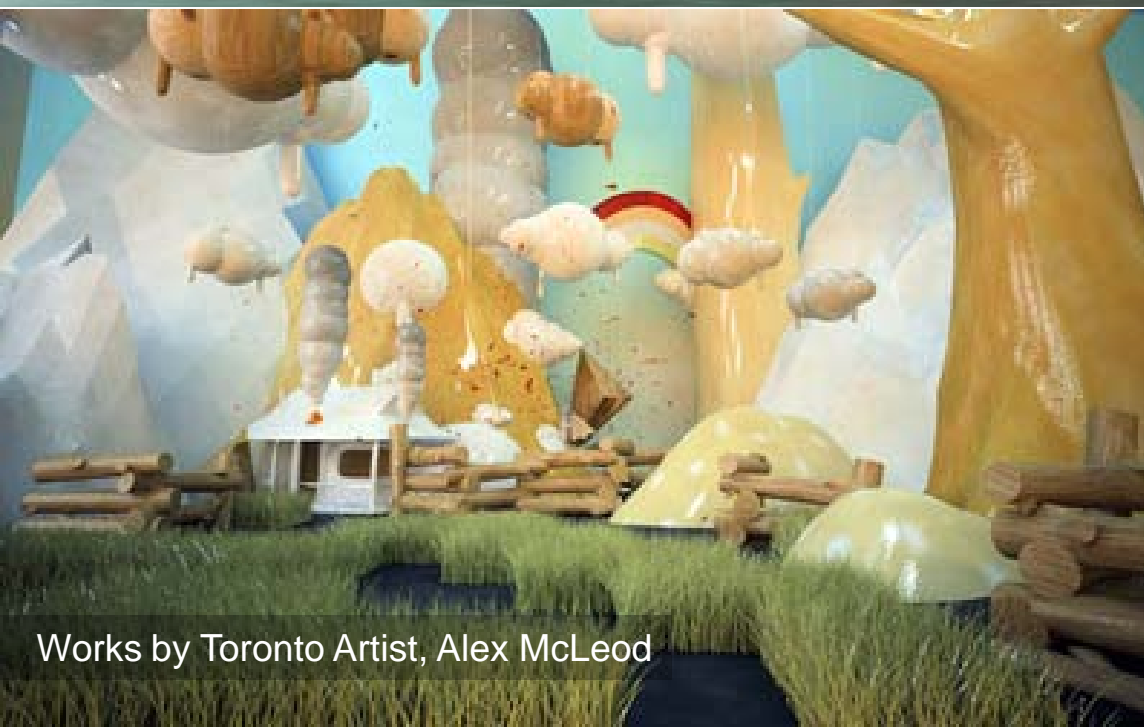
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ARTIST



From *Exhibitionists*, Toronto Life, October 2010



Works by Toronto Artist, Alex McLeod



ARTIST

ART TORONTO 2010

October 28 – November 1

The 11th Toronto International Art Fair
Metro Toronto Convention Centre



PATRON

PATRON

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Rendering: Aga Khan Complex, Toronto

PATRON

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ARTER Space for Art
Starter exhibition

PATRON

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Art Gallery of Alberta, Edmonton

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Louvre Lens (France), Architect: SANAA, 2012

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Canadian Museum for Human Rights, Winnipeg



PUBLIC

- LE SACRE DU PRINTEMPS - musique de Strawinsky
Danse sacrée de l'élué - chorégraphie de Nijinsky

1

sempre sf

sempre sf

8^{va} bassa

8^{va} bassa

f pesante

8^{va} bassa

ff sempre

quelques uns des mouvements notés en 1913

Valentine Hugo

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Audience at Nuit Blanche 2010 in Brookfield Place

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Mahrem - Footnotes on Veiling
Tanas, Berlin



PUBLIC



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Guests at Art Toronto 2009

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join our email list 
contact the team 

HISTORY
Of Lakeview

WHAT'S
Happening?

WHY
You Should Care

Get Involved



Get Behind *your* Waterfront

YOU'RE INVITED TO JOIN US
December 2, 3 & 4, 2010 

bring your ideas 

share your thoughts 

get involved now 



To participate visit: www.mississauga.ca/lakeview

Lord
Cultural Resources

WHAT KIND OF CULTURAL CHANGE AGENT ARE YOU?





**Artists, Patrons,
and the Public**

Why Culture Changes

Barry Lord and
Gail Dexter Lord

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CONVERSATION

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