

THE IMPACT OF CULTURAL CHANGE ON MUSEUMS & CULTURAL PLANNING

Gail Dexter Lord, Co-President, Lord Cultural Resources

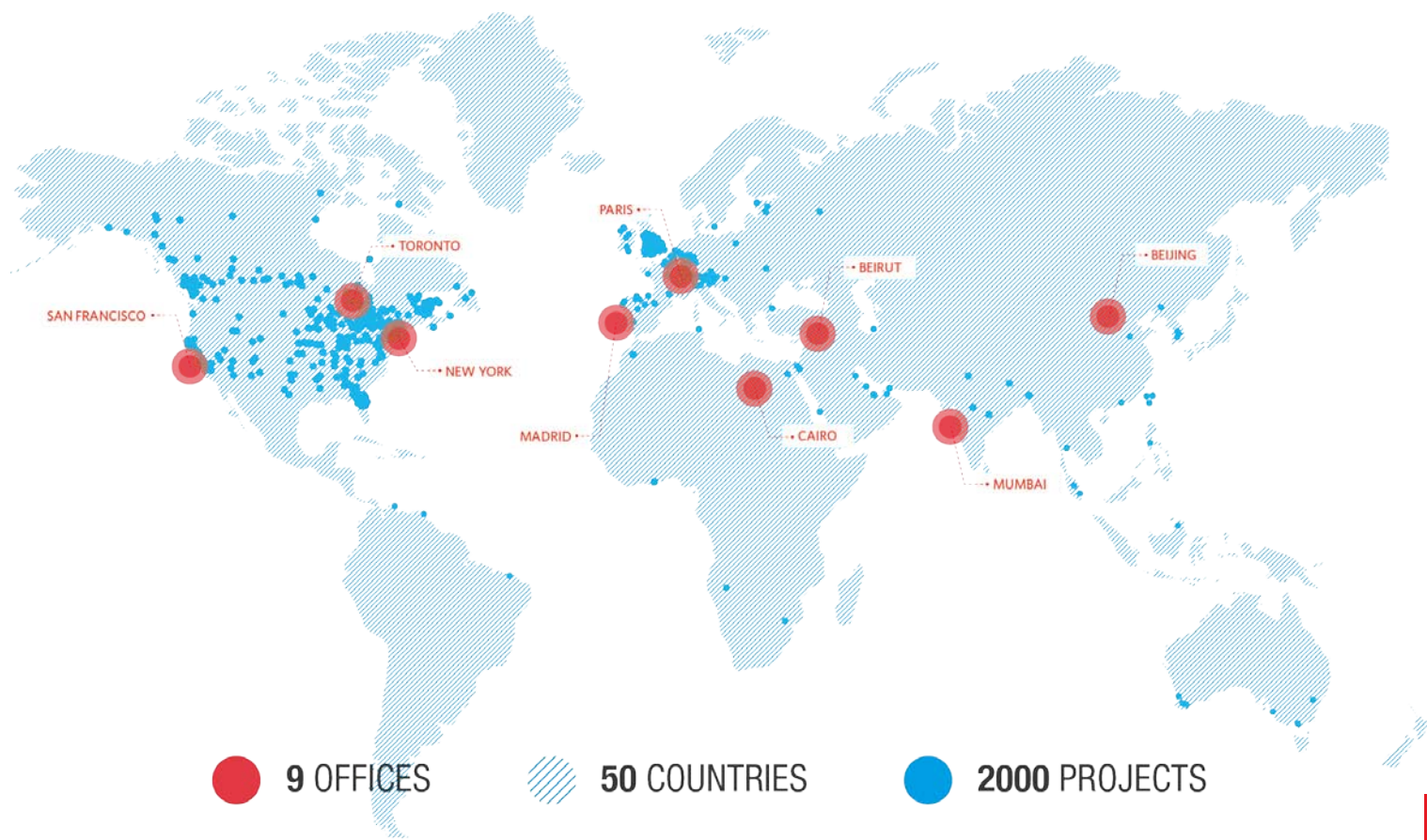
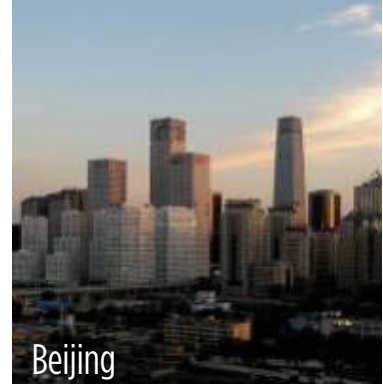
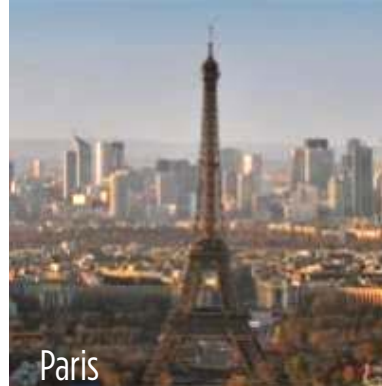
February 13, 2013

LORD CULTURAL RESOURCES

Founded in 1981 in response to an emerging need for specialized planning services in the museum, cultural and heritage sectors

- the world's largest cultural professional practice:
- 2,000 projects
- 51 countries on 6 continents
- 8 offices worldwide,
- an international reputation for sector leadership, innovation and excellence.





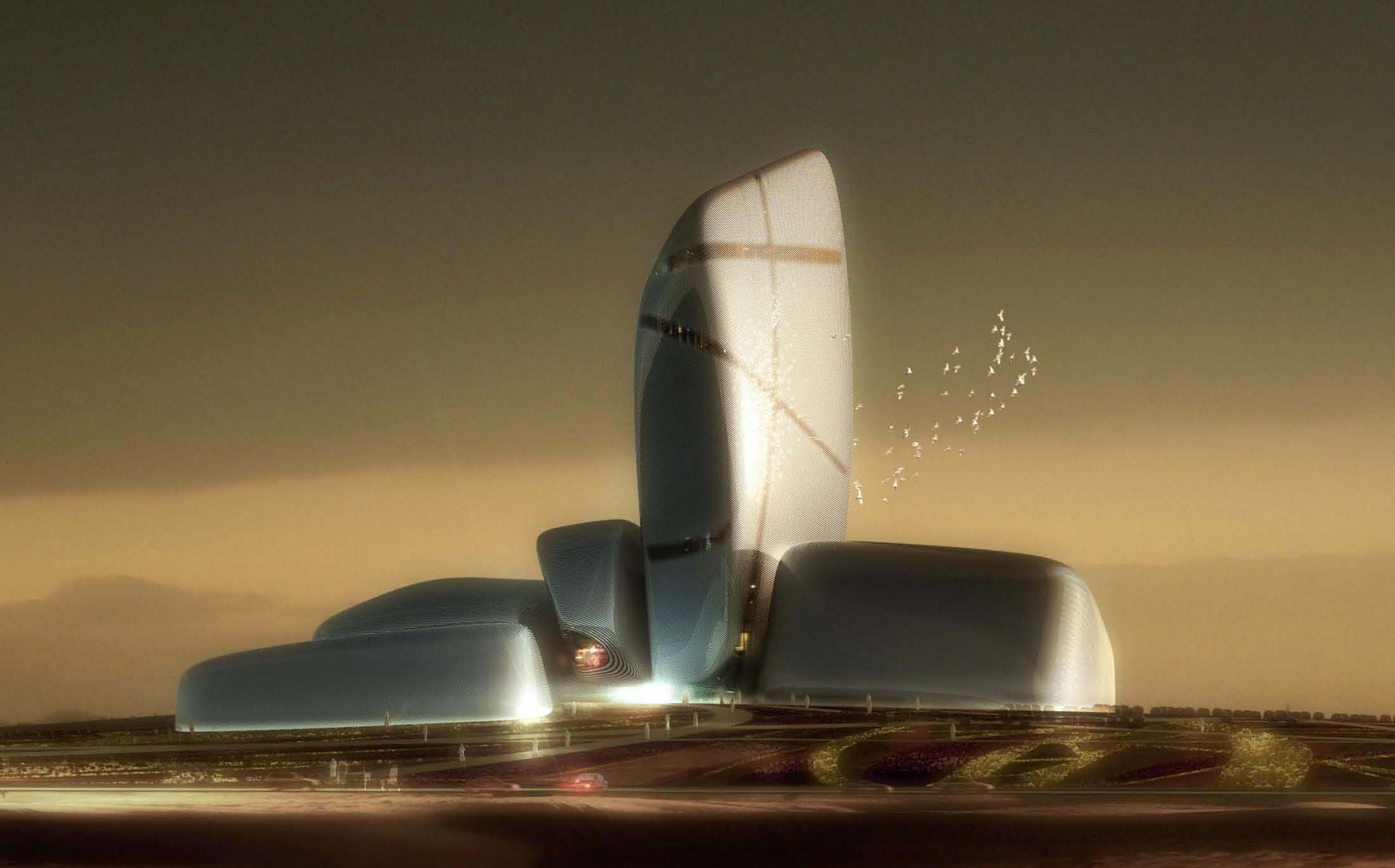
● 9 OFFICES

▨ 50 COUNTRIES

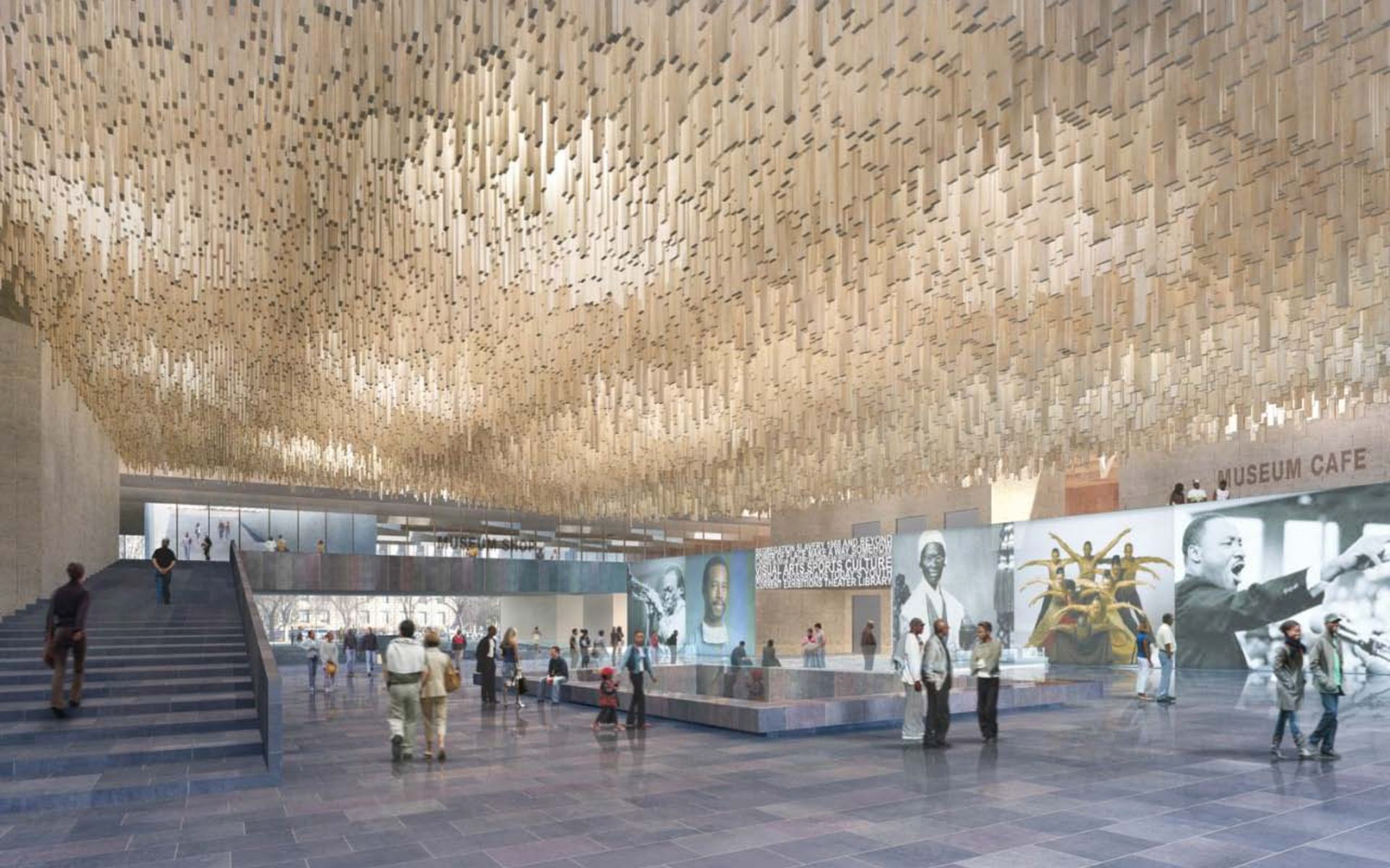
● 2000 PROJECTS



The Lowry, Salford England, 1994-2000



King Abdulaziz Center for World Culutre
Dhahran, Saudi Arabia, 2008-Ongoing



The Smithsonian National Museum of African American History and Culture, Washington, DC, 2008, 2011-Ongoing



Canadian Museum for Human Rights
Winnipeg, Manitoba, 2008-Ongoing



Photo: Todd Hido

Museum of the African Diaspora
San Francisco, California, 2001-05

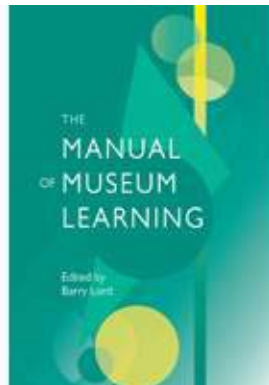
Reportbacks
What do you want the 2012



City of Chicago 2012 Cultural Plan, 2012

Lord Cultural Resources Writes the Textbooks

We share our knowledge in presentations, articles and publications



What is CULTURE?

An active ongoing human process
whereby people transform nature
and society, producing meanings

What is CULTURAL CHANGE?

Occurs when people transform nature and society and produce new meanings. Cultural change is today more rapid than *ever* before.



Photo: Tim Bies Y Benjamin Benschneider

Material Culture

Transformation of the material environment around us



Physical Culture

The activities needed for human health and reproduction



www.dintz.com

Social-Political Culture

All the ways that people communicate meaning through cognition.



Reclining Figure Henry Moore, UK

Aesthetic Culture

Meanings created in objects that are understood and appreciated by our senses and imagination

Museums are about all four kinds of culture

Museum collections record cultural change

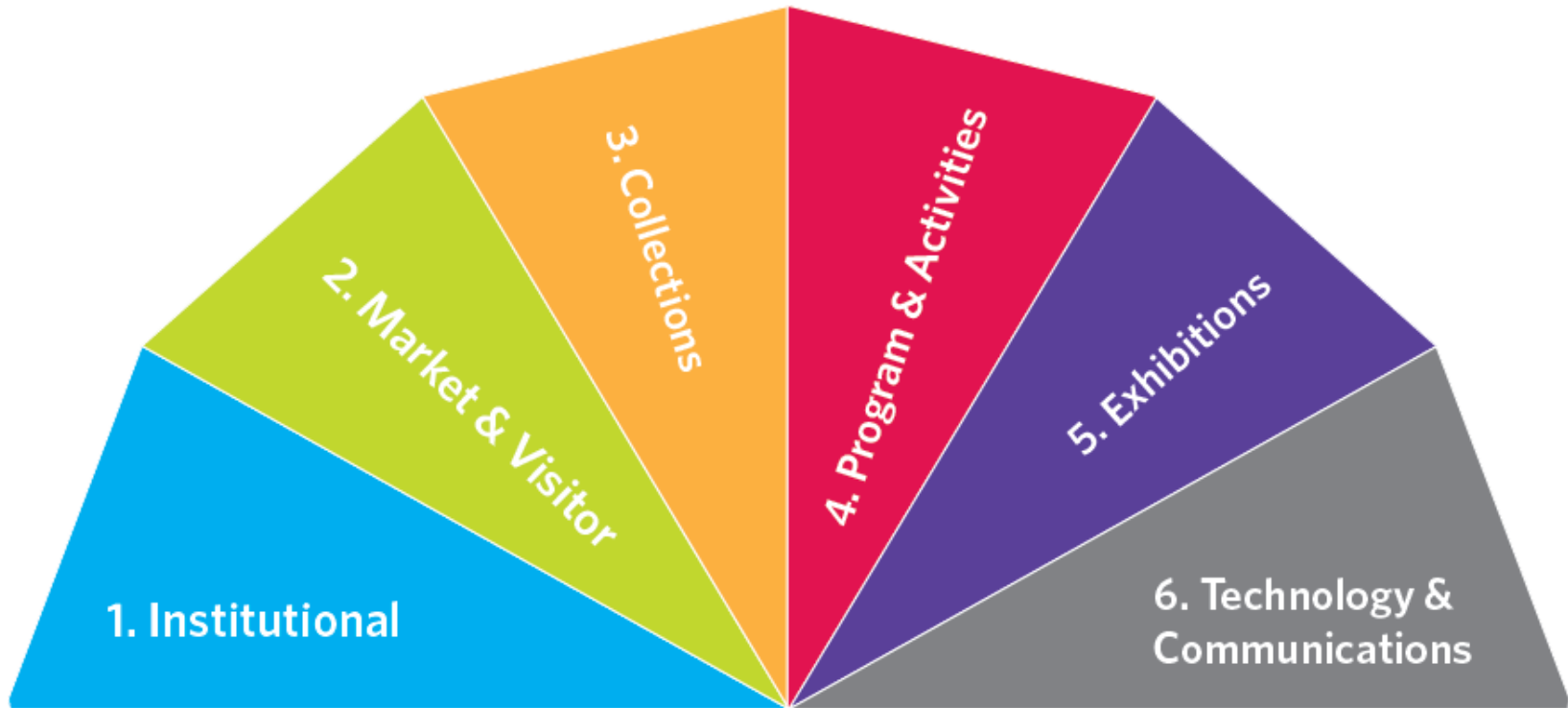
Museum visitors are engaged in cultural change

Change is happening inside museums too

KEY DRIVERS OF CHANGE:

- The Knowledge Economy
- A Globally Competitive Workforce
- Cultural Change Beyond Boundaries
- The Dominance of Cities
- Cultural Tourism
- The Communications Revolution
- Human Rights & Identity
- Intra-cultural Change

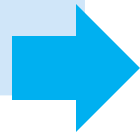
CULTURAL CHANGE IN MUSEUMS



INSTITUTIONAL CHANGE

In the Past

- Line Department
- Building as Container

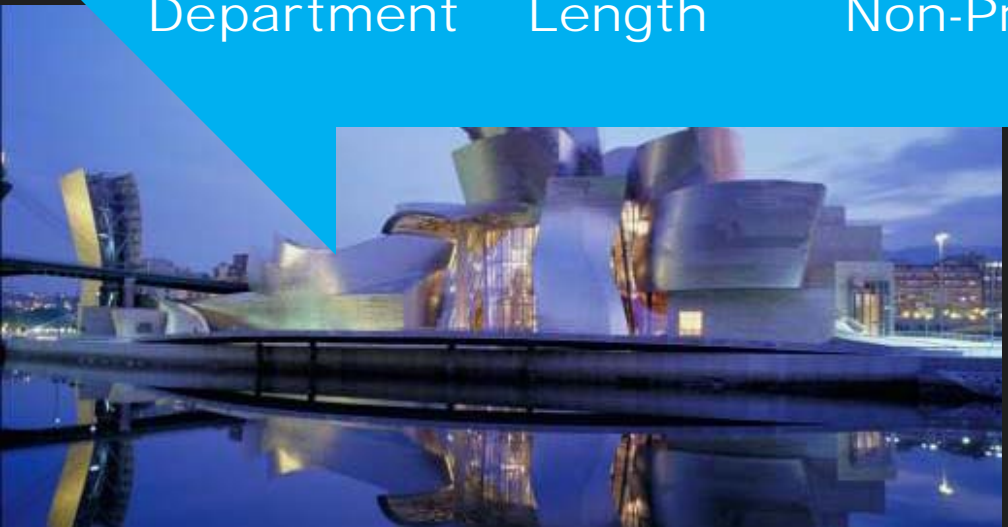
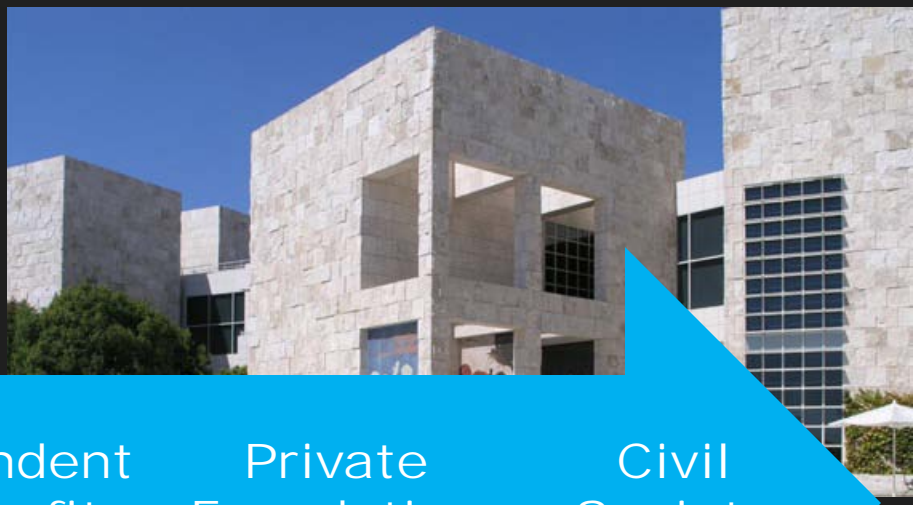


Today

- Civil Society
- Building as Expression

INSTITUTIONAL CHANGE: GOVERNANCE

Line Department → Civil Society



INSTITUTIONAL CHANGE

Building as a Container ➔ Building as Expression



CHANGE IN MARKET & VISITORS

In the Past

- Fewer Museums
- Passive Visitors



Today

- More Museums
- Engaged Guests

CHANGE IN MARKET & VISITORS

Fewer Museums → More Museums



CHANGE IN MARKET & VISITORS

Passive Audience ➔ Engaged Guests



CHANGE IN COLLECTIONS

In the Past

- Tangible Heritage
- Closed Storage



Today

- Tangible & Intangible
- Accessible Storage

CHANGE IN COLLECTIONS

Tangible Heritage → Tangible & Intangible Heritage



CHANGE IN COLLECTIONS

Closed Storage → Accessible Storage



CHANGE IN PROGRAMS & ACTIVITIES

In the Past

- Inward Looking
- Sole Authority



Today

- Outward Looking
- Multiple Voices

CHANGE IN PROGRAMS & ACTIVITIES

Authoritative → Multiple Voices



CHANGE IN PROGRAMS & ACTIVITIES

Authoritative ➔ Multiple Voices



CHANGE IN EXHIBITIONS

In the Past

- Static
- Linear

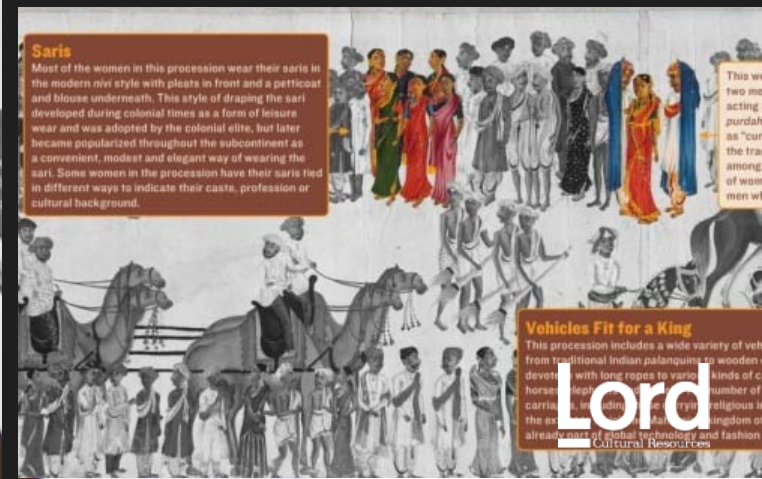


Today

- Dynamic & Changing
- Multiple Interpretations

CHANGE IN EXHIBITIONS

Linear → Multiple Interpretations



CHANGE IN TECHNOLOGY

In the Past

- Didactic
- Support
- Local



Today

- Interactive
- Communication
- Global Access

CHANGE IN TECHNOLOGY

Didactic ➔ Interactive



CHANGE IN TECHNOLOGY

Support → Communication



CHANGE IN TECHNOLOGY

Local → Global Access

Art Project
powered by Google

Uffizi Gallery

The Birth of Venus, Sandro Botticelli



Uffizi Gallery

Visit the Uffizi Gallery Website

Share This Page

Floor Plan



Botticelli

Artwork in this Room

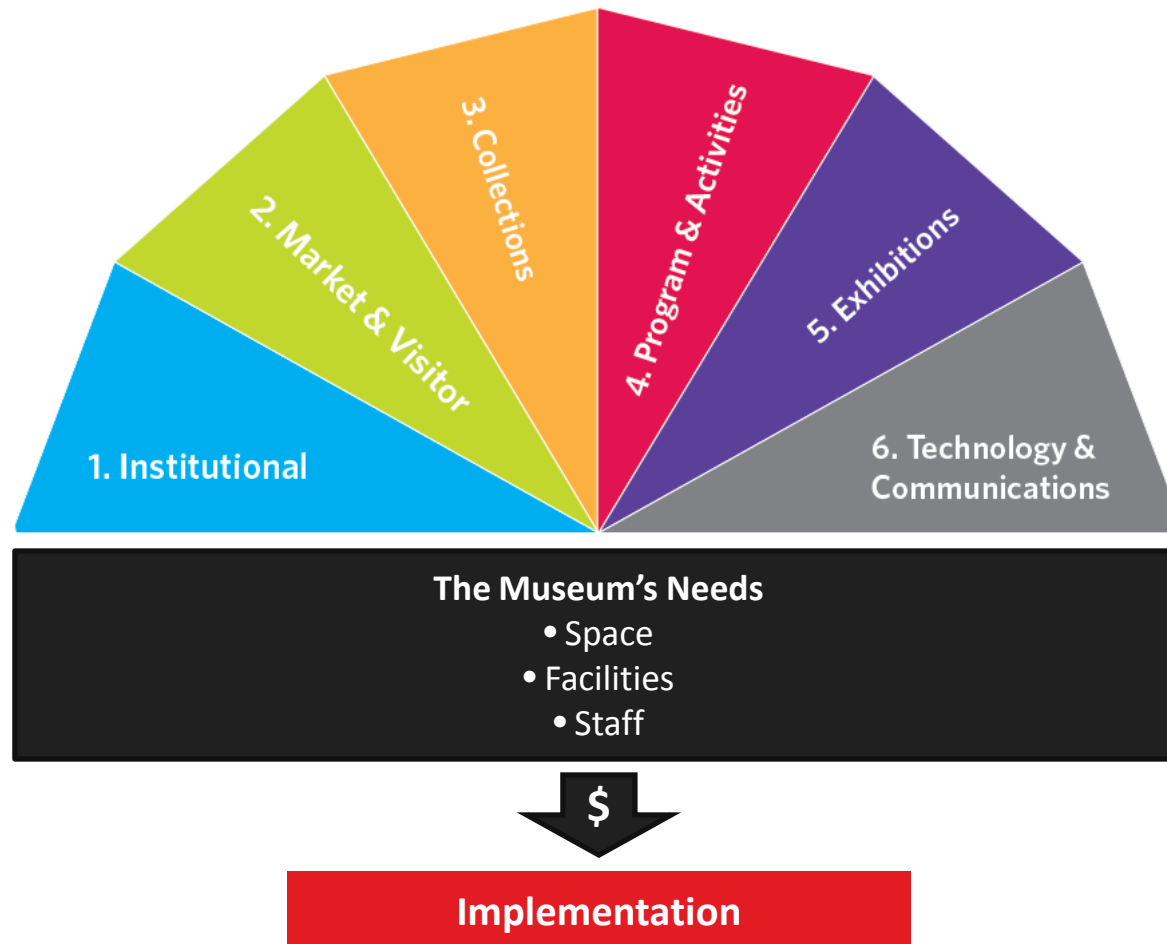
Room Description



Pallas and the Centaur
Sandro Botticelli

Lord
Cultural Resources

CULTURAL CHANGE & MUSEUM PLANNING



MUSEUM PLANNING FOR SPACE & FACILITIES

Environmental Sustainability



MUSEUM PLANNING FOR SPACE & FACILITIES

Access to Collections



MUSEUM PLANNING FOR SPACE & FACILITIES

Economic Sustainability



MUSEUM PLANNING FOR SPACE & FACILITIES

Universal Access



MUSEUM PLANNING FOR STAFF ROLES

Active Cultural Engagement



MUSEUM PLANNING FOR STAFF ROLES

Transcend Boundaries of Discipline & Geography



MUSEUM PLANNING FOR STAFF ROLES

Engage & Help the Community



MUSEUM PLANNING FOR STAFF ROLES

Nurture a Creative Economy & Stimulate Tourism



NEW ROLES FOR MUSEUM STAFF

Tech Savvy



NEW ROLES FOR MUSEUM STAFF

Team Player



Museums have become complex organizations

Staff require a multitude of competencies

All staff need to think in terms of collaboration and partnership

“The 21st century will not be dominated
by America or China, Brazil or India,

but by The City”.

- Dr. Parag Khanna , Foreign Policy Magazine

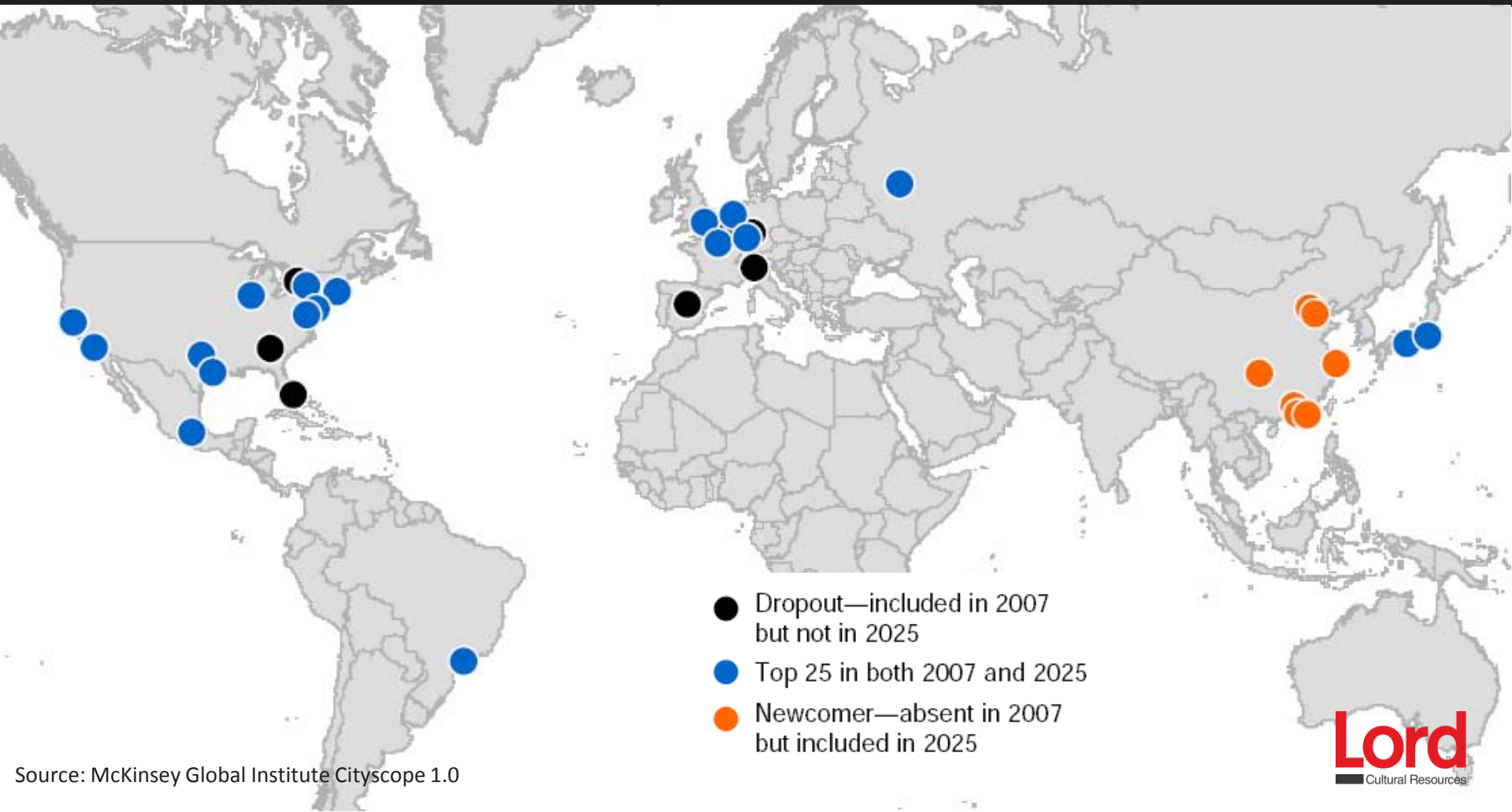
URBAN POPULATION IS GROWING AT A PACE OF 7 CHICAGO'S ANNUALLY

The world's population reached 7 Billion in October 2011
Cities represent half of the world's population and 80% of global GDP.



Urbanization drives global ECONOMIC growth

URBAN POWER IS SHIFTING EAST



CULTURAL CHANGE: THE KNOWLEDGE ECONOMY



- Our lives have been marked by the geographic shift of the industrial economy and the growth of the knowledge economy
- New Skills, New Residents: The Creative Class
- Participation and Creation; Not Consumption

CULTURAL CHANGE: THE KNOWLEDGE ECONOMY



Library, Museum Reina Sofía, Madrid.

- Our 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

TOURISTS HAVE NEW PRIORITIES

From “Sun and Sand” to “Culture and Experience”



THE CHALLENGE OF HAVING TO DO MORE WITH LESS



- Context of global recession
- City programs, services, infrastructures - under revision
- Need for new revenue streams
- Sustainability

Our Response: Planning Culturally

Town Hall Meetings



PLANNING CULTURALLY

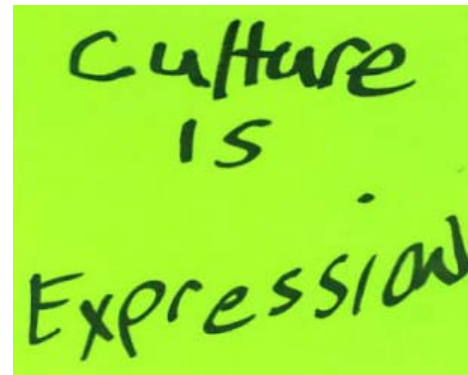
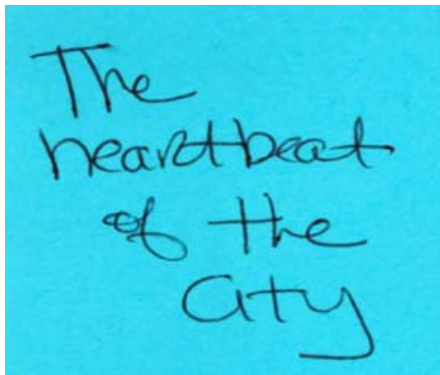
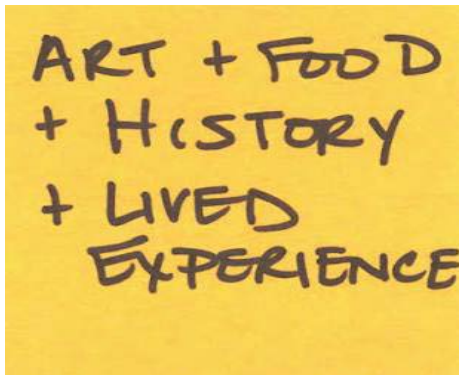
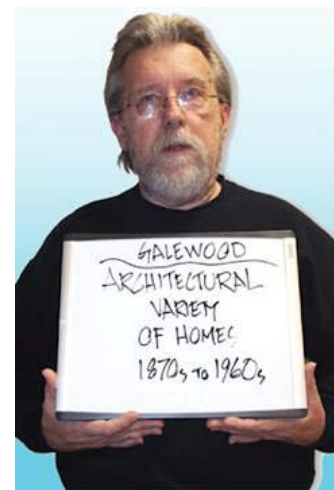
- Incorporating culture in planning City-wide.

Four pillars to planning:

- Social: public services, education;
- Economic: industry, knowledge, leadership;
- Environmental: liveability;
- Culture: identity, amenities, aesthetics, heritage.



IT'S ALL ABOUT COMMUNITIES! ENGAGEMENT, DIVERSITY.



CHICAGO: ENGAGING THE COMMUNITY

1 PLAN



PEOPLE



PLACES

4 CATEGORIES



POLICIES



PLANNING CULTURALLY



10 PRIORITIES



36 RECOMMENDATIONS



200+ INITIATIVES



10 PRIORITIES

1. Foster arts education and lifelong learning
2. Attract and retain artists and creative professionals
3. Elevate and expand neighborhood cultural assets
4. Facilitate neighborhood planning of cultural activity
5. Strengthen capacity of the cultural sector
6. Optimize City policies and regulations
7. Promote the value and impact of culture
8. Strengthen Chicago as a global cultural destination
9. Foster cultural innovation
10. Integrate culture into daily life

CULTURAL PLAN LAUNCH



THANK YOU.



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