

The Impact of **CULTURAL CHANGE** on Museums, Museum Planning & Museum Studies

Gail Dexter Lord, Co-President, Lord Cultural Resources
Asia Museums Forum 2011: Networking Buildings and the
museum contribution toward the Harmonized World
February 20, 2011

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:**
- 1,800 assignments**
- 48 countries on 6 continents**
- 8 offices worldwide,**
- an international reputation for sector leadership, innovation and excellence.**

Lord Cultural Resources



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



Photo: Open Minds Production, LLC

Social-Political Culture

How societies organize the products of material and physical culture



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

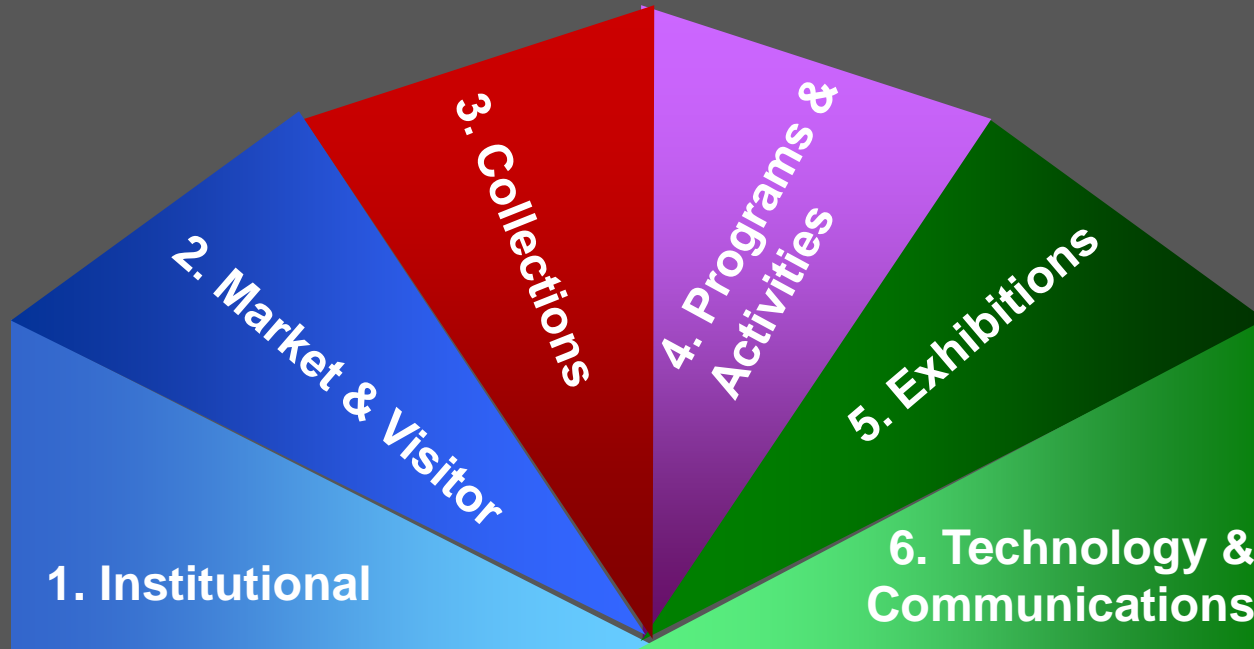
Museum visitors are engaged in cultural change

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

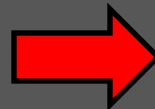
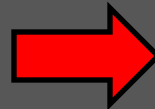


1. Institutional

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 Container → Building as Expression



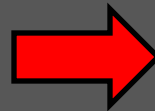
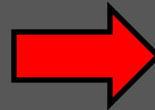
Change in Market & Visitors

2. Market & Visitor

In the Past

Fewer Museums

Passive Visitors



Today

More Museums

Engaged Guests

Change in Visitor & Market

Fewer Museums → More Museums

English | Japanese

Welcome to TOKYO

HONEY TOKYO

RALLY TOKYO

WELCOME



Japanese HQ

SQ



POWERED BY



This map is based on the geographical map of 1:200,000 scale, the topographical map of 1:50,000 scale, and the geographical map of 1:25,000 scale, all copyright by the Geographical Institute who approved the brochure. (Copyright © 2009 GYODOKU)

Terms of Use



Change in Visitor & Market Passive Audience → Engaged Guests



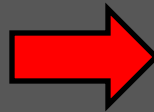
Change in Collections



In the Past

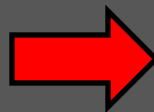
Today

Tangible Heritage



Tangible & Intangible

Closed Storage



Accessible Storage

Change in Collections

Tangible Heritage → Tangible & Intangible Heritage



Change in Collections

Closed Storage → Accessible Storage



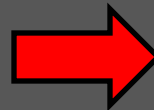
Change in Programs & Activities



In the Past

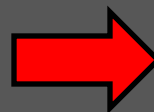
Today

Inward Looking



Outward Looking

Sole Authority



Multiple Voices

Change in Programs & Activities

Authoritative → Multiple Voices



Change in Exhibitions

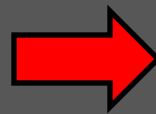


5. Exhibitions

In the Past

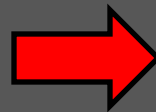
Today

Static



Dynamic & Changing

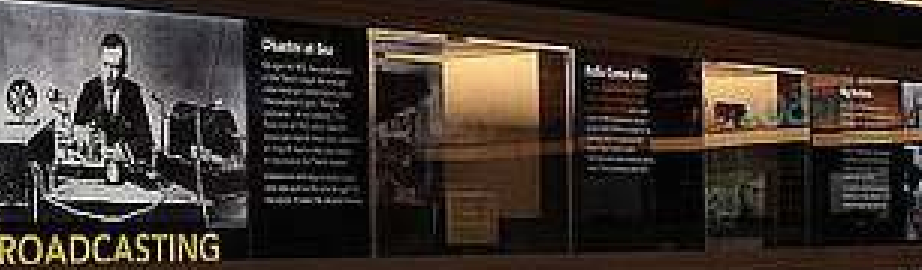
Linear



Multiple Interpretations

Change in Exhibitions

Linear → Multiple Interpretations



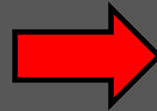
Change in Technology



In the Past

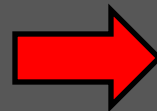
Today

Didactic



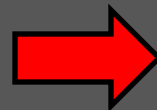
Interactive

Support



Communication

Local



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

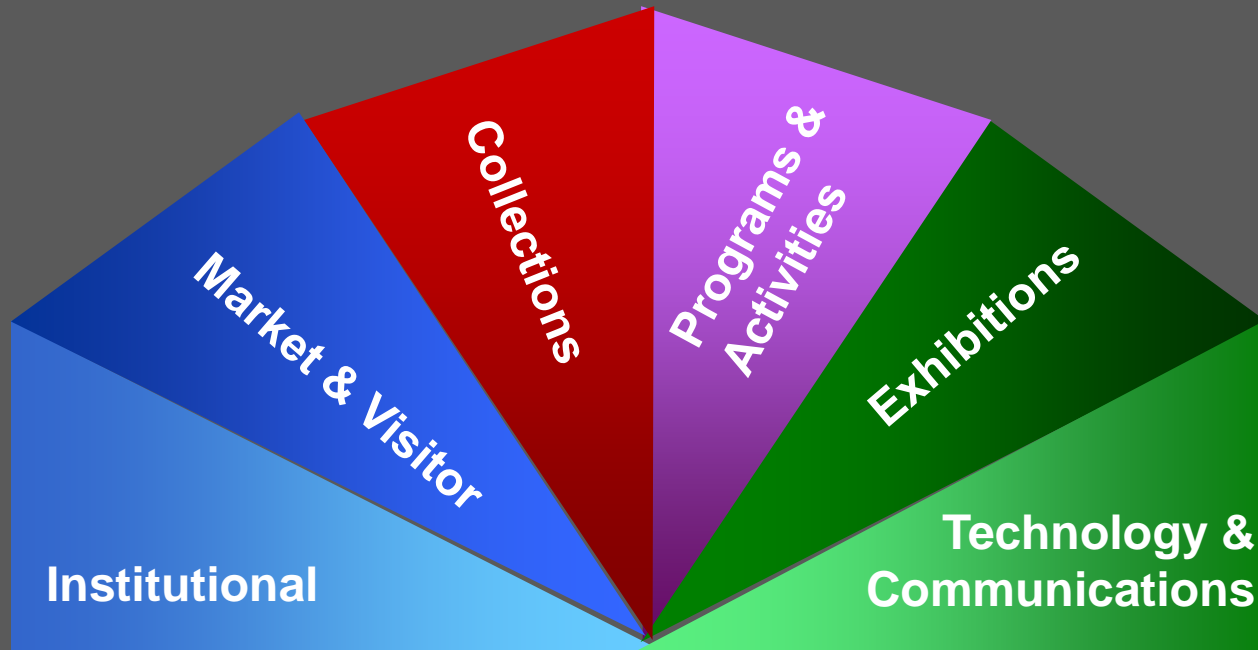
Room Description

 Pallas and the Centaur
Sandro Botticelli

 Adoration of the Magi
Sandro Botticelli

 La Primavera (Spring)
Sandro Botticelli

Cultural Change & Museum Planning



The Museum's Needs

- Space
- Facilities
- Staff

£/\$

Implementation

MUSEUM PLANNING for Space & Facilities

Environmental Sustainability



MUSEUM PLANNING for Space & Facilities

Access to Collection



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 Staff Roles

Engage & Help the Community



MUSEUM PLANNING Staff Roles

Nurture a Creative Economy & Stimulate Tourism



New Roles for Museum Staff: Tech Savvy



New Roles for Museum Staff: Team Player



New Roles for Museum Staff: Global Outlook

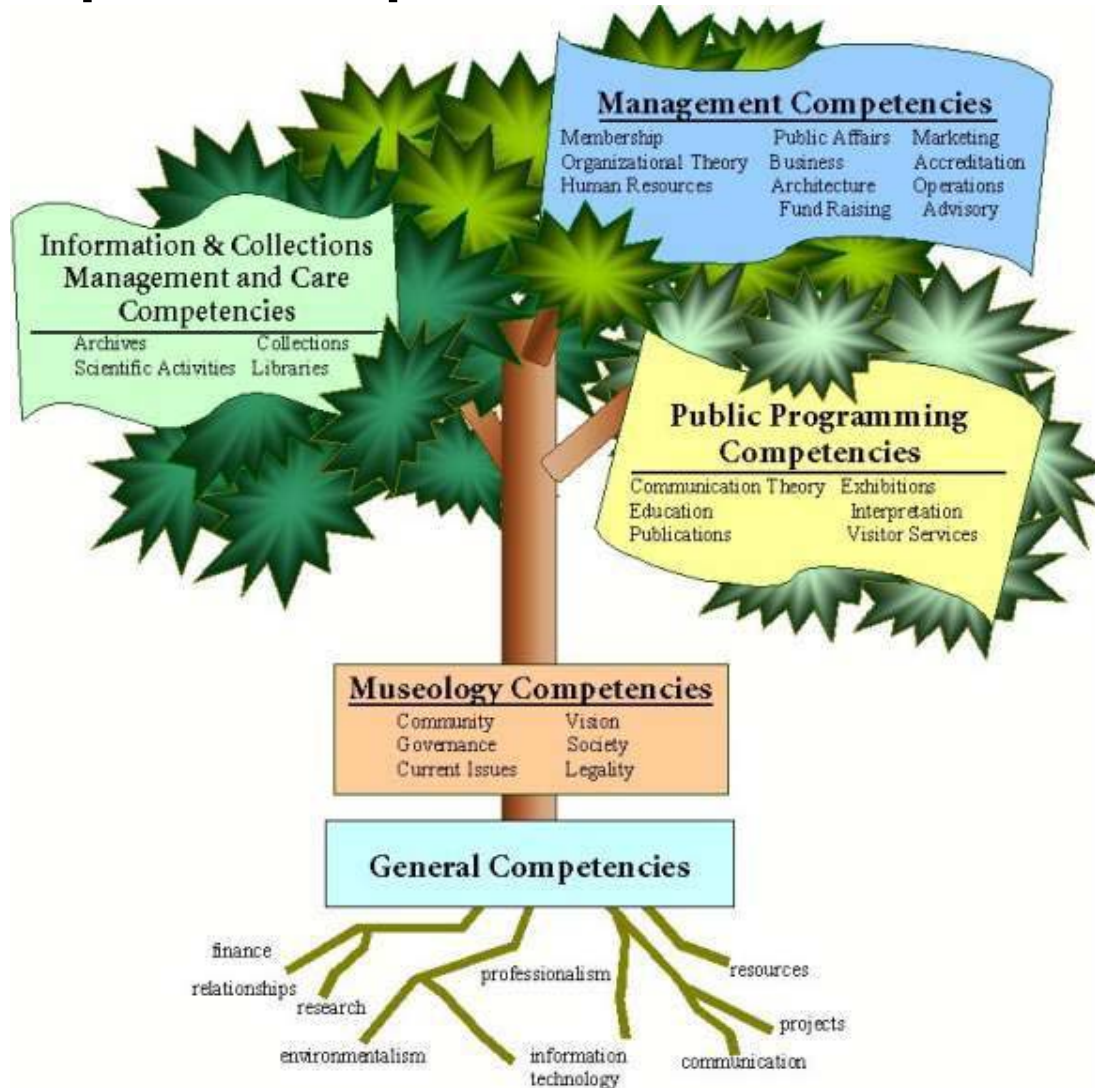


Museums have become
complex organizations

Staff require a multitude of
competencies

Museum studies needs to
prepare students for this new
work environment

How Museum Studies Can Help Prepare Students



Curriculum Responsive to Cultural Change





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

Barry Lord and
Gail Dexter Lord

Lord

Cultural Resources

Visit

www.lord.ca

Join The
Conversation

www.culturalchange.ca

Lord
Cultural Resources