

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 and 3rd eds. 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 recent projects include:

- Saskatoon Region National Urban Park Exploration, Draft Capital and Operating Plan, Saskatoon, SK, 2024
- Veterans Affairs Canada, Visitor Experience Strategies for the Canadian National Vimy Memorial and Beaumont-Hamel Newfoundland Memorial, France, 2023-2024
- Mohawk Institute Residential School, Interpretive Planning and Exhibition Development, Brantford, ON, 2020, 2023-Ongoing
- Virginia Key Beach Park Civil Rights Museum, Visitor Experience Strategy, Miami, FL, 2023-2024
- Oneida Nation Museum, Exhibition Development, Oneida, WI, 2023-Ongoing
- *Misko-Aki (Red Earth): A Confluence of Cultures* exhibition at the Muskoka Discovery Centre, Gravenhurst, ON, 2021-2023 (Winner of the Canadian Museums Association Award for Outstanding Achievement in Exhibitions and nominated for 2024 Tourism Industry Awards of Excellence: Indigenous Tourism Award)
- Memorial Park Conservancy, Interpretive and Program Planning, Houston, TX, 2021-2023
- Canadian Modern Design Exhibition at the Royal Ontario Museum, Toronto, ON, 2021-2023
- North Carolina Department of Natural and Cultural Resources, DEAI Visitor Experience Assessment, 2021-2023
- Bobby Orr Hall of Fame, Exhibition Development, Parry Sound, ON, 2021-2023 (Winner of the Canadian Association for Sport Heritage Award of Excellence and the International Sports Heritage Association 2024 Award for New Exhibit)
- Oak Hammock Marsh Interpretive Centre, Interpretive Renewal Plan and Exhibition Development, Stonewall, MB, 2020-2024
- Trinidad and Tobago Carnival Museum, Museum Development Advisory Services, Port of Spain, 2021-2022
- Al Fahidi Fort, Overarching Museum Strategy, Dubai, UAE, 2020-2021
- Canadian Niagara Power Generating Station, Interpretive Planning, Niagara Falls, ON, 2020