

A woman with dark curly hair, wearing a grey cardigan over a pink top and large black headphones, is seated at a long, dark grey simulator table. She is looking down at the table with a focused expression. Her hands are resting on the table surface. In the background, other people are visible, some also wearing headphones, suggesting a group activity or a shared experience. The setting appears to be an interactive museum exhibit.

HOW MUSEUMS CAN ACTIVATE THEIR SOFT POWER.

@Nblankenberg

@Gail_Lord

#softpowermuseums

CITIES ARE AT THE EPICENTER OF SOFT POWER



Atlanta Streets Alive takes over Peachtree on Sept. 8.
Photo by John McNichols

URBAN POPULATION IS GROWING by 65 million annually. **Cities = Half** of the world's population. **80%** of global GDP. Urbanization drives global **ECONOMIC** growth.



MUSEUM ROLES IN CITY BUILDING

1. Preservation and interpretation of art and heritage
2. Creators of new knowledge
3. Tourism destinations
4. Civil society spaces
5. Economic generators
6. Enlightenment and Soft Power

Is your museum a
sleeping giant or an
agent of
SOFT POWER?

SOFT POWER

Soft power is the ability to influence behaviour through **persuasion, attraction or agenda setting.**



CHARACTERISTICS OF **SOFT POWER** IN THE 21ST CENTURY

- Rise of cities
- Role of civil society
- Role of women

PUSHING MUSEUMS FROM THE MARGIN TO THE **CENTER OF SOFT POWER**



MUSEUMS **USED TO BE** **AGENTS OF** **HARD POWER**

- Trophies of war
- Exhibitions focused on hierarchies of civilization
- Records of “great men”

MUSEUM EVOLUTION



EDUCATIONAL INSTITUTIONS

Museum of Minnesota
Source: Facebook



ENTERTAINMENT

Darwin Center
Source: Facebook



CITY BRANDING

Guggenheim Bilbao
Photo by Andrew Nash. Source: Flickr

NEXT:
SOFT POWER

“Cultural contact has originally been elite-to-elite (through royal courts and ambassadors), then elite-to-many (via broadcasting and cinema) and

now we are entering into a phase of people-to-people through travel, migration and the internet.

Influence and Attraction, Culture and the race for soft power in the 21st century,
British Council, p.7

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WAYS TO ACTIVATE *your* SOFT POWER *Tips for*

Museums and Cities

POWER DIFFUSION Governance and Human Resources 1	Diverse, Networked Boards	Advisory Councils 2	Outward-Looking Policies 3	Inspired Leadership 4	Meaningful Volunteer and Internship Programs 5	
Inviting More People In 10	Responsive Operating Hours 9	Free Admission 11	THE SOCIAL COMMONS Operations 12	The Best Employers in the Creative Economy 7	Opportunities for Hiring and Advancement, Reflecting the Diversity of the City 6	
ADAPTIVE STRATEGIES Collections and Documentation 18	Collection Development for Social Equity 11	Tagging So Anyone Can Search and Find 12	Making Information Accessible 13	THE SHARING ECONOMY Research and Production 14		
Bridging and Bonding 18	CULTURAL ACCELERATORS Education, Public Programs and Exhibitions 19	Mobile Knowledge 17	Collaboration and Exchange 16	Developing Cultures of Creativity 15	Supporting Research and Production 14	
Connected Learning 19	Learning for a Lifetime 20	Engaging With All Forms of Tourism 21	Encouraging Contextual Intelligence 22	Presenting Useful Ideas in Useful Places 23	Making Space for New Perspectives: Re-framing the Agenda 24	Participative Stakeholder Communication 25
SOFT POWER FUNDING Impact Investment 27		Public-Private Partnerships 29	Rewarding Urban Development 30	Crowd-Sourcing And Participatory Forms Of Income Generation 28	POWER CONVERSION Communication and Marketing 26	Giving Context and Depth to the News 26
Public-Private Partnerships 29		Rewarding Urban Development 30	THE SOFT POWER EMBRACE the Role of Cities 31	Planning Culturally 31	From Cultural Hubs and Heritage Districts to Cultural Commons 32	
HOW DO YOU ACTIVATE YOUR SOFT POWER?						

POWER

DIFFUSION

CIVIL SOCIETY: GOVERNANCE AND HUMAN RESOURCES

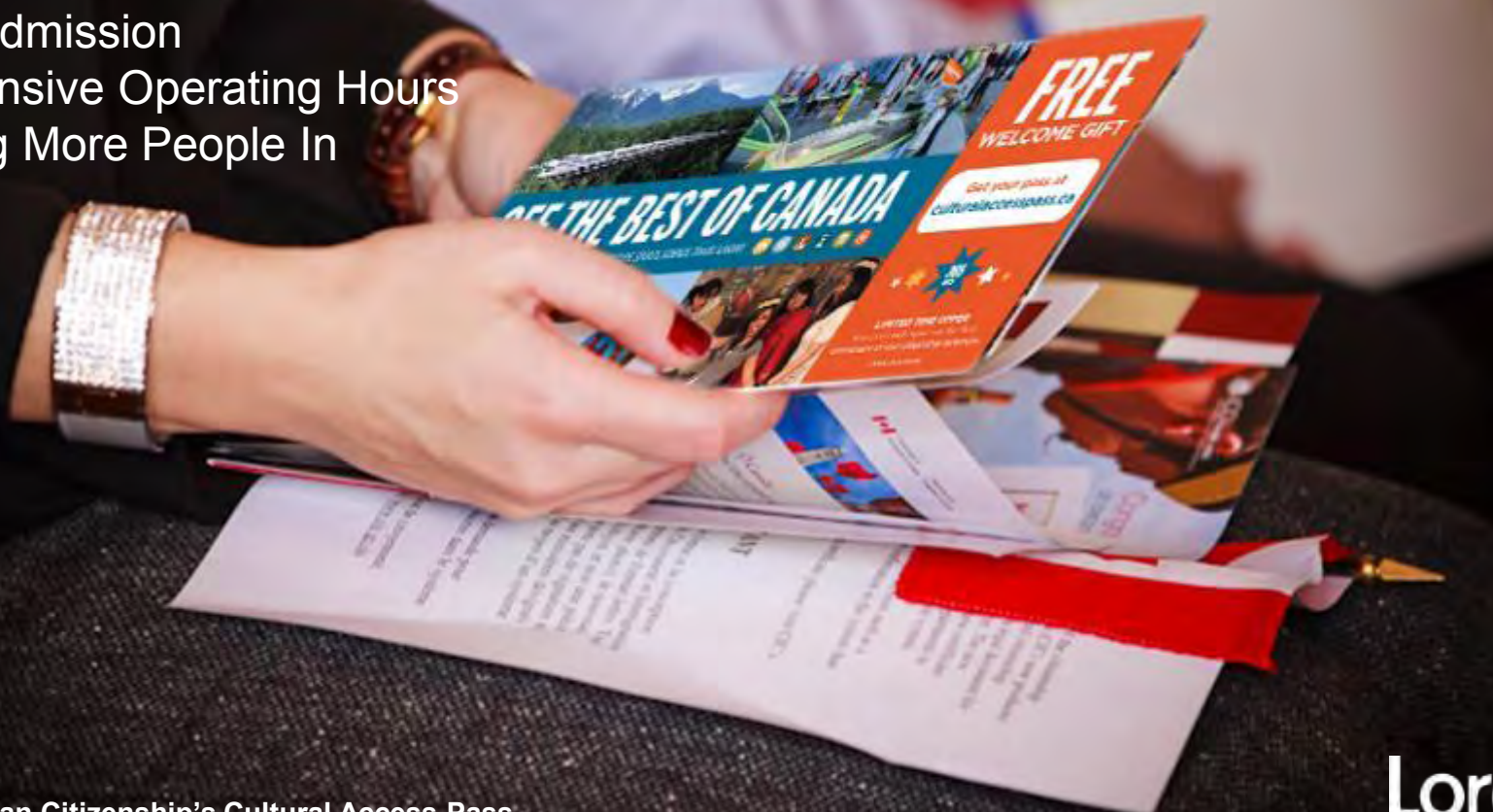
- Diverse, Networked Boards
- Advisory Councils
- Outward-looking Policies
- Inspired Leadership
- Opportunities for Hiring and Advancement
- Reflecting the Diversity of the City
- Meaningful Volunteer and Internship Programs
- The Best Employers in the Creative Economy



We Deserve More (Fast Food Worker Rally for Fair Wages, Detroit MI May 2013) | 12ft x 9ft | Tylonn J. Sawyer Museum of Contemporary Art Detroit. Image by Andrea Bowers.

THE SOCIAL COMMONS OPERATIONS

Free Admission
Responsive Operating Hours
Inviting More People In



THE SHARING ECONOMY

RESEARCH AND PRODUCTION

Developing Cultures of Creativity
Collaboration and Exchange
Knowledge Diffusion with Mobile

Volunteers at the C.H. Nash Museum at the Chucalissa archaeological site, Memphis, Tennessee.
Photo from C.H. Nash Museum Facebook.



CULTURAL ACCELERATORS

**EDUCATION, PUBLIC
PROGRAMS AND
EXHIBITIONS**

**Bridging and Bonding
Connected Learning
Learning for a Lifetime
Engaging with all forms of Tourism
Encouraging Contextual Intelligence
Presenting Useful Ideas in Useful Places
Making Spaces for New Perspectives:
Re-framing the Agenda**

POWER

CONVERSION

COMMUNICATION AND MARKETING

Participative Stakeholder Communication
Museums giving Context and Depth to the News

CONFRONTING ATROCITIES

> CONDEMNATION

Leaders of governments, business, or other organizations in a position of prominence can condemn actions known to lead to violence.

> SPOTLIGHT OF ATTENTION

Documenting and exposing abuse can create demand for action.

> DIPLOMACY

Officials can urge constructive solutions and play a peacebuilding role.

> FOREIGN POLICY

Government leaders can use foreign aid, economic sanctions, and other policies to pressure perpetrators.

> PROSECUTIONS

National and international courts can bring accused perpetrators to trial.

> DIALOGUE

Local grassroots organizations and leaders promote efforts to mediate disputes and foster trust among groups in conflict.

EARLY WARNING SIGNS

> "GHETTOIZATION"

A group is forced to re-

> LABELING

Groups are marked with papers and sometimes h-

> DEFAMATION

Groups are called disloyal or referred to as "rats" or "

> STOCKPILING

Weapons flow into a country without evidence of an external threat.

> SLOW DEATH

Water, sanitation, or oth-

> BIRTH CONTROL

Women are raped, forced to prevent births within th-

> CULTURAL DESTRU

Cultural or religious arti- or destroyed.

> TARGETING

Influential people—a gr- age—are threatened, im-

SOFT POWER FUNDING

Impact Investment
Crowd-sourcing and Participatory forms of
Income Generation
Public-Private Partnerships
Rewarding Urban Development



for select reportbacks
Sheet- What do you
an to do

CHICAGO
CULTURAL PLAN

THE SOFT POWER EMBRACE

THE ROLE OF CITIES

Planning Culturally
From Cultural Hubs and Heritage Districts to Cultural Commons

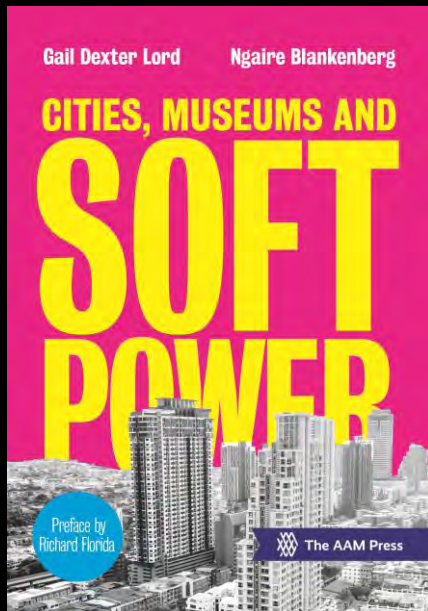
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HOW DO YOU ACTIVATE YOUR SOFT POWER?					

THANK YOU.



Book Signing
Monday April 27 3h30
AAM Book Store

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www.Lord.ca/SoftPower