

# Cities, Museums and **SOFT POWER**

**BIG CITIES BIG IDEAS**

APRIL 30, 2015



#softpowercities  
@nblankenberg  
@Gail\_Lord

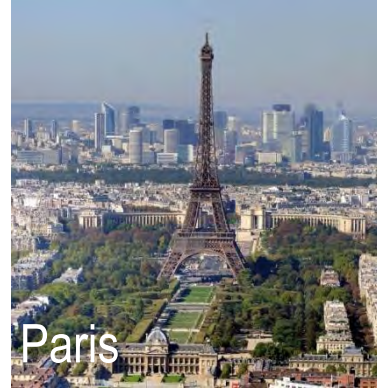




Toronto



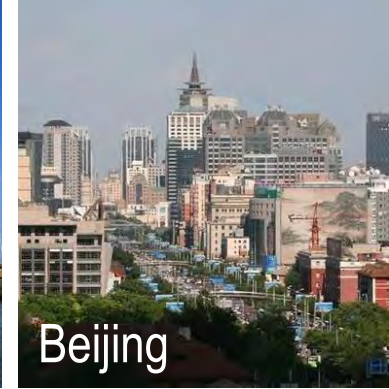
New York



Paris



Mumbai



Beijing

- Founded **Lord Cultural Resources** in 1981
- The world's **largest** cultural professional practice
- **2,000+** assignments over **34 years**
- **56+** countries on **6** continents
- An international reputation for sector leadership, innovation and excellence





**CULTURAL  
PROJECTS IN  
1000+ CITIES  
WORLDWIDE.**



# WASHINGTON

SMITHSONIAN NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE ▶

Photo: Smithsonian Institution



# LONDON

TATE MUSEUM ▶



# TORONTO

TORONTO INTERNATIONAL FILM FESTIVAL BELL LIGHTBOX ▶



# MIAMI,

MIAMI SCIENCE MUSEUM ◀

Photo: Grimshaw Architects, 2010



# NEW YORK

SCHOMBURG CENTER FOR RESEARCH IN BLACK CULTURE ◀



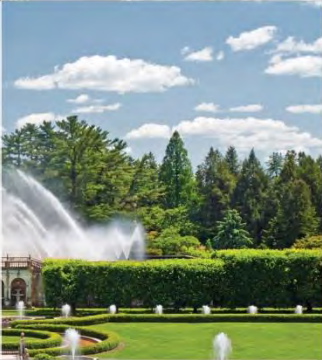
# RIGA, LATVIA

RIGA CONTEMPORARY ART MUSEUM ◀

Photo: Office of Metropolitan Architecture, Rem Koolhaas

# GREATER PHILADELPHIA

LONGWOOD GARDENS ▶



# VANCOUVER

ONTARIO HOUSE 2010 OLYMPIC AND PARALYMPIC WINTER GAMES ▶

Photo: Samantha J. Walker



# WEST KOWLOON, HONG KONG

WEST KOWLOON CULTURAL DISTRICT Hong Kong ▶

Photo: Foster + Partners



# DHAHRAN, SAUDI ARABIA

KING ABDULAZIZ CENTER FOR WORLD CULTURE ◀

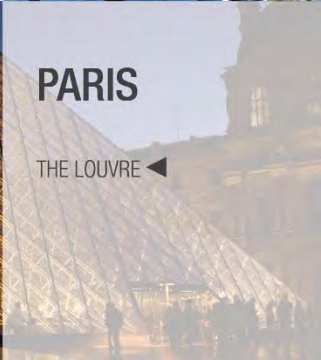
Photo: King Abdulaziz Center for World Culture



# VIENNA

ZOOM CHILDREN'S MUSEUM ◀

Photo: Bettina Mayr-Siegl



# PARIS

THE LOUVRE ◀





# **CITIES ARE AT THE EPICENTER OF SOFT POWER**

"Cities are starting to exercise influence on global issues like migration and sustainability, but **could cities more effectively exercise their soft power by embracing museums?**"

*- Richard Florida*

# **SOFT POWER**

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



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



Tokyo





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

- Growth of networks
- Power of civil society
- Role of women

## PUSHING CITIES 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.

“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



# **MUSEUMS ROLES IN CITY-BUILDING**

1. Place-making
2. Economic Generators
3. Tourism Destinations
4. Cultural Commons
5. Preserve and Display History,  
Art and Culture
6. Adapting to Change
7. 21<sup>ST</sup> Century Skills



# PLACE-MAKING



**Nussbaum Haus, Osnabruck, Germany**  
Photo by Studio Daniel Libeskind.



# BEST PLACES TO LIVE IN THE WORLD

Who: The Economist, 2015

- |                  |                    |
|------------------|--------------------|
| 1. Toronto       | 6. Melbourne       |
| 2. Montreal      | 7. Zurich          |
| 3. Stockholm     | 8. Washington D.C. |
| 4. Amsterdam     | 9. Sydney          |
| 5. San Francisco | 10. Chicago        |

## TORONTO IS #1!



Photo by Paul Bica. Source: Flickr.

## CULTURAL EXPERIENCE

**What:** measures diverse attractions, including number of major sporting events a city hosts; number of museums, performing-arts venues, and diverse culinary establishments; number of international travelers; and number of sister-city relationships.

**Who:** : A.T. Kearney. 2014 Index.

- |              |                |
|--------------|----------------|
| 1. New York  | 6. Los Angeles |
| 2. London    | 7. Chicago     |
| 3. Paris     | 8. Beijing     |
| 4. Tokyo     | 9. Singapore   |
| 5. Hong Kong | 10. Washington |

Top Cities for cultural experience only:

1. London 2. Paris 3. New York 4. Moscow

## TORONTO IS RANKED #13





# ECONOMIC REGENERATION







**British Museum**

Photo by Guillermo Viciano. Source: Flickr.



**Francis Crick Institute**

Photo by John Lord. Source: Flickr.



**British Library**

Photo by Mike Peel. Source: Wikipedia.

**Knowledge Quarter, London**



**The Guardian**

Photo by Bryantbob. Source: Wikipedia.



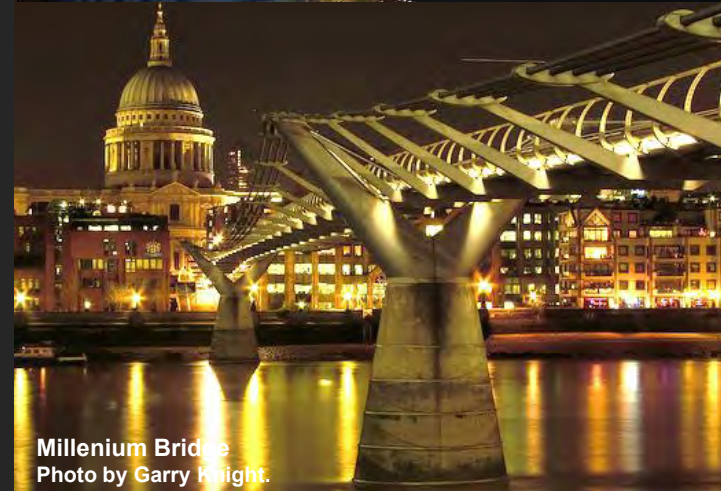
# TOURISM DESTINATION

What: International tourist arrivals. 2014.

Who: Euromonitor.

- |              |                  |
|--------------|------------------|
| 1. Hong Kong | 6. Kuala Lumpur  |
| 2. Singapore | 7. Shenzhen      |
| 3. Bangkok   | 8. New York City |
| 4. London    | 9. Antalya       |
| 5. Macau     | 10. Paris        |

**TORONTO IS RANKED #53**



# CULTURAL COMMONS



Vienna Museum Quarter  
Photo by Gryffindor. Source: Wikipedia.





**PRESERVE AND  
DISPLAY HISTORY,  
ART AND CULTURE**

An Inuvialuit delegation work with the National Museum of Natural History to document and view the MacFarlane Collection.

Photo by Kate Hennessy.



# 21<sup>ST</sup> CENTURY SKILLS

Le Laboratoire. Paris, France.  
Photo from Le Laboratoire Facebook.

Lord  
Cultural Resources





# CREATIVE EXPRESSION



ZOOM Kindermuseum. Vienna, Austria.  
Photos from ZOOM Kindermuseum Facebook.



# COLLABORATION AND EXCHANGE



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



# CONTEXTUAL INTELLIGENCE



Museum of the African Diaspora, San Francisco, USA.  
Photo by Erik Hersman. Source: Flickr.



# ADAPTING TO CHANGE





# ENVIRONMENTAL AWARENESS



**Evergreen Brick Works, Toronto.**  
Photo by Payton Chung. Source: Flickr.

**Wetlands at the Ontario Science Centre**  
Source: Ontario Science Centre Facebook.



# 32

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

Museums and Cities

<b>POWER DIFFUSION</b> Governance and Human Resources 	1 Diverse, Networked Boards	2 Advisory Councils	3 Outward-looking Policies	4 Inspired Leadership	5 Meaningful Volunteer and Internship Programs
10 Inviting More People In	9 Responsive Operating Hours	8 Free Admission	<b>THE SOCIAL COMMONS</b> Operations 	7 The Best Employers in the Creative Economy	6 Opportunities for Hiring and Advancement Reflecting the Diversity of the City
<b>ADAPTIVE STRATEGIES</b> Collections and Documentation 	11 Collection Development for Social Equity	12 Tagging So Anyone Can Search and Find	13 Making Information Accessible	<b>THE SHARING ECONOMY</b> Research and Production 	
18 Bridging and Bonding	<b>CULTURAL ACCELERATORS</b> Education, Public Programs and Exhibitions 	17 Mobile Knowledge	16 Collaboration and Exchange	15 Developing Cultures of Creativity	14 Supporting Research and Production
19 Connected Learning	20 Learning for a Lifetime	21 Engaging With All Forms of Tourism	22 Encouraging Contextual Intelligence	23 Presenting Useful Ideas in Useful Places	25 Participative Stakeholder Communication
<b>SOFT POWER FUNDING</b> 		27 Impact Investment	28 Crowd-Sourcing And Participatory Forms Of Income Generation	<b>POWER CONVERSION</b> Communication and Marketing 	26 Giving Context and Depth to the News
29 Public-Private Partnerships	30 Rewarding Urban Development	<b>THE SOFT POWER EMBRACE</b> the Role of Cities 		31 Planning Culturally	32 From Cultural Hubs and Heritage Districts to Cultural Commons
<b>HOW DO YOU ACTIVATE YOUR SOFT POWER?</b>					



**Museums & cities  
throughout the world are  
connecting in a soft  
power embrace...**

**ARE WE?**

# THANK YOU.



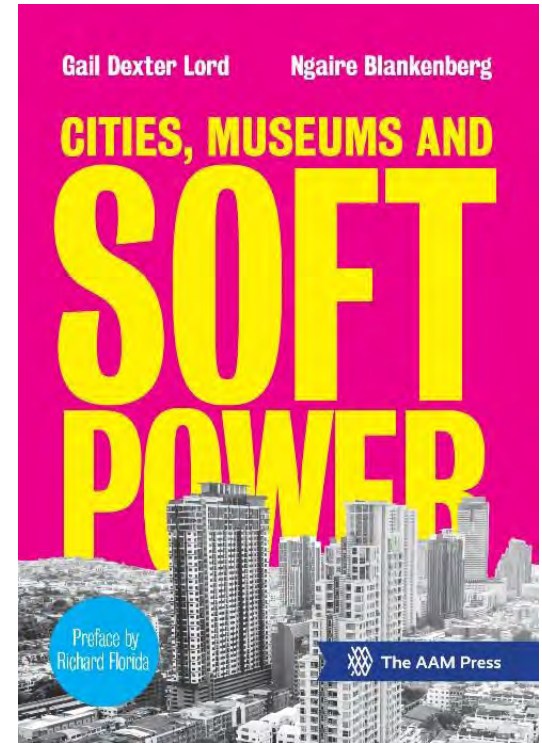
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