



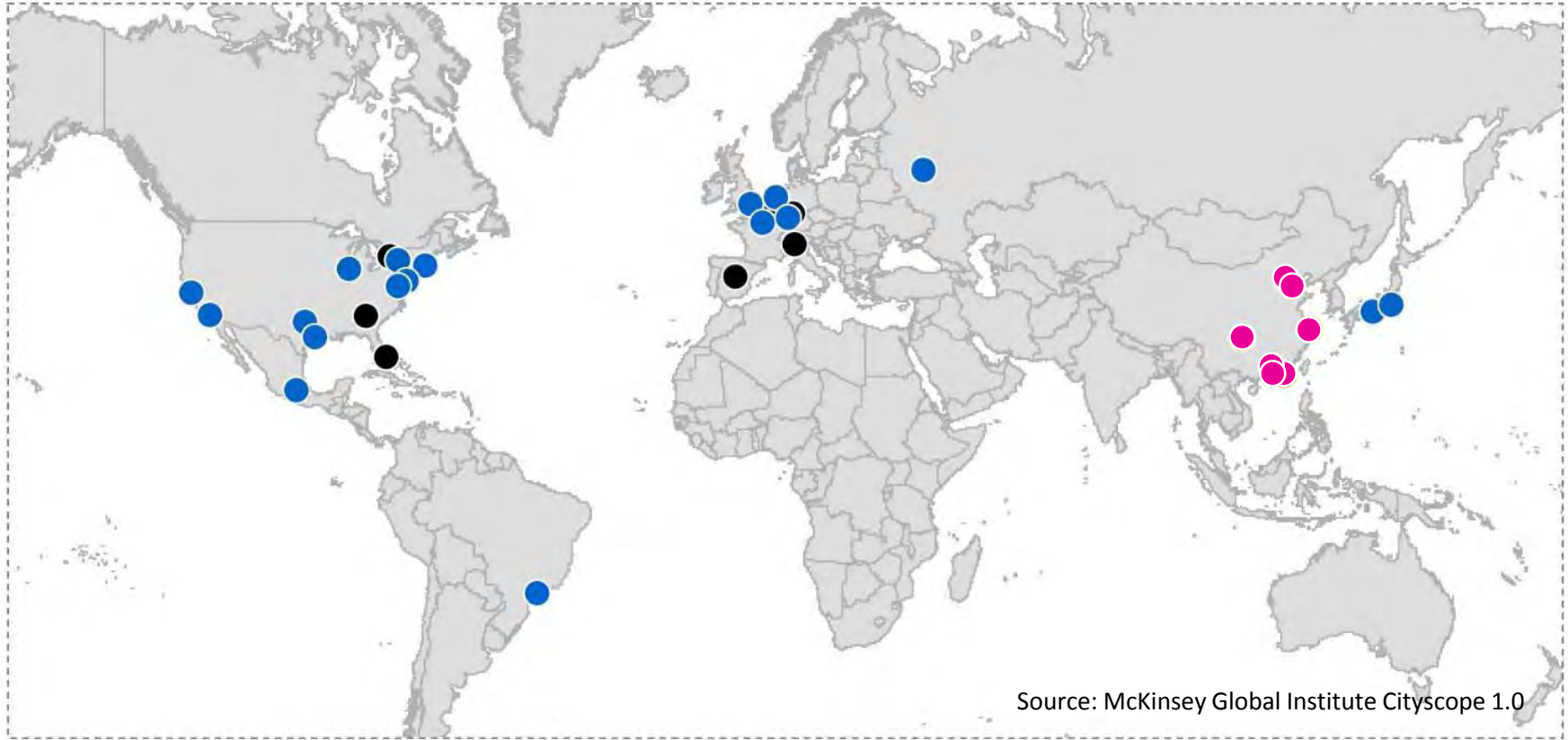
Global Cities, Global Economics, Global Tourism, Local Stories & **SOFT POWER**

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Art for Tomorrow
Doha 2015

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



URBAN POWER IS SHIFTING EAST (& SOUTH)



Top 25 Cities 2007 vs. 2025:

- TOP 25 in both 2007 and 2025
- DROPOUT – included in 2007 but not in 2025
- NEWCOMER Absent in 2007 but included in 2025

MUSEUM ROLES IN CITY BUILDING

An aerial photograph of the West Kowloon Cultural District in Hong Kong. The image shows a dense urban landscape with numerous skyscrapers and modern buildings. In the foreground, there are several large, circular green spaces with white walkways, surrounded by lush greenery. The district is situated along the waterfront, with a harbor and several boats visible. The sky is blue with some white clouds.

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

TOURISM DESTINATION

- **What:** International tourist arrivals, 2014
- **Who:** Euromonitor.
 1. Hong Kong
 2. Singapore
 3. Bangkok
 4. London
 5. Macau

CULTURAL EXPERIENCE

- **What:** number of major sporting events, 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
2. London
3. Paris
4. Tokyo
5. Hong Kong

MEMORY & ADAPTATION



PLACE- MAKING

TENEMENT MUSEUM

70 DELANCEY ST

103 TENEMENT MUSEUM

Tenement Museum, New York City, USA
Photo by Reading Tom. Source: Flickr.

BLANKES
WHITES

NIE – BLANKES
NON – WHITES

ADAPTING TO CHANGE


Your ticket to the museum has randomly classified you as either 'white' or 'non-white'. Please use the entrance to the museum indicated on the front of your ticket.

↑
RACE CLASSIFICATION
Please do not discuss with the receptionist if all applicants are randomly classified to ensure the system works. 'White' or 'non-white' is a random classification and is not a reflection of your actual race. The classification is only a temporary measure to ensure the system works. The classification is only a temporary measure to ensure the system works. The classification is only a temporary measure to ensure the system works.
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Your ticket to the museum has randomly classified you as either 'white' or 'non-white'. Please use the entrance to the museum indicated on the front of your ticket.

CULTURAL COMMONS

Create a critical mass of attraction & activity – cultural commons
Shape and redefine the communities in which they are located



CREATIVE EXPRESSION



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

ENVIRONMENTAL AWARENESS



"An Opaque Wind" Haegue Yan, Sharjah Biennial
Photo by Gail Lord

The image shows the exterior of the Ningbo Museum in China, featuring a complex facade of grey stone tiles and numerous irregularly placed windows. The text 'CITY SYMBOL' is overlaid on the left side of the image.

CITY SYMBOL

Ningbo Museum, China
Photo by Siyuwj. Source: Wikipedia.

Lord

ECONOMIC REGENERATION



Chichu Art Museum, Island of Naoshima, Japan
Photo by Forgemind ArchiMedia. Source: Flickr.



ADAPTIVE STRATEGIES TO MANAGE CHANGE



CONTEXTUAL INTELLIGENCE



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

CITY RE-BRANDING



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



21ST CENTURY SKILLS

CULTURAL ACCELERATORS



Genocide Table, Canadian Museum for Human Rights
Photo by Ngaire Blankenberg



ACTIVATING DOCUMENTATION AND COLLECTIONS

- Tagging
- Connecting with different forms of knowledge

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

BRIDGING & BONDING



A photograph of several volunteers in a room filled with stacks of cardboard boxes. They are sitting at tables, some looking at items, others talking. The room has a blue wall and a black curtain. The text 'THE SHARING ECONOMY: Collaboration and Exchange' is overlaid on the image.

THE SHARING ECONOMY: Collaboration and Exchange

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

KNOWLEDGE DIFFUSION & CREATIVITY



British Museum
Photo by Guillermo Viciano. Source: Flickr.

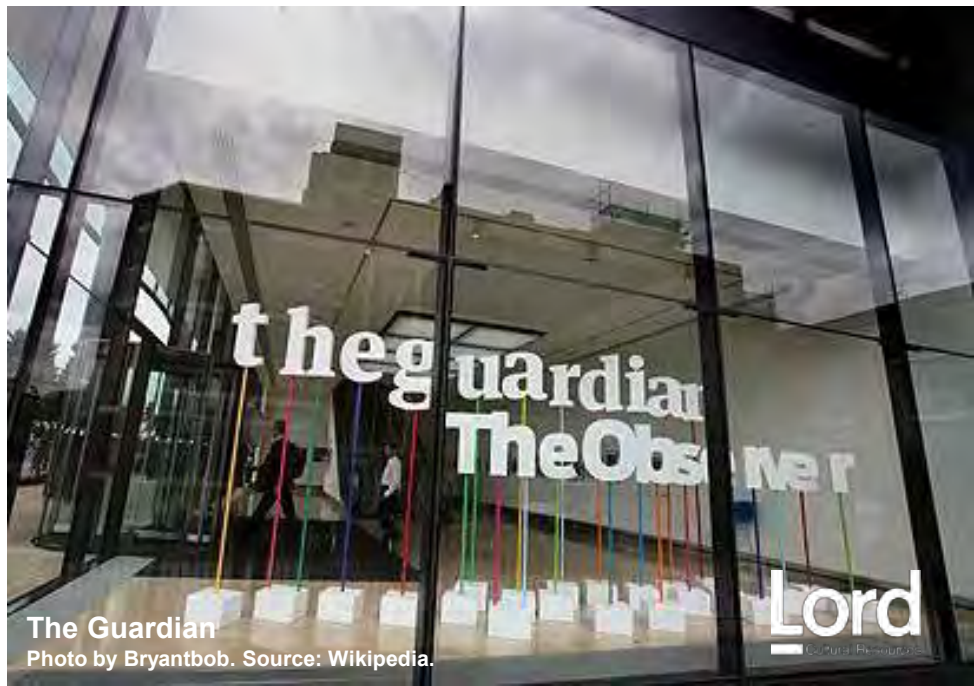


Francis Crick Institute
Photo by John Lord. Source: Flickr.



British Library
Photo by Mike Peel. Source: Wikipedia.

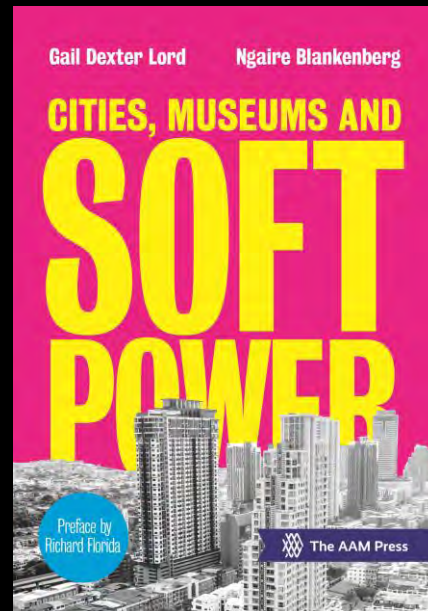
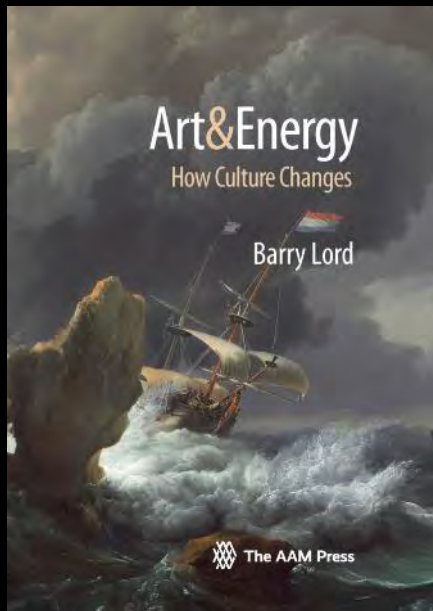
Knowledge Quarter, London



The Guardian
Photo by Bryantbob. Source: Wikipedia.

Lord
Cultural Resources

THANK YOU.



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