

## **Business Class –**

### **The Lady of Culture**

*Every time we put the foot in a museum it is likely that Gail Lord, co-founder of Lord Cultural Resources, has had something to do with the outcome. We chat with her to understand where this key sector comes from and where it is heading to.*

By José María Álvarez. Photograph by Adrián Domínguez.

They say that the spiritual synthesis of a country has much to do with its art. Probably motivated by this maxim, the Canadian Gail Lord realized in 1981 (with her husband, Barry Lord) that many of the places they visited in their travels around the world "were not planning their heritage as they should to provide a memorable visitor experience". Thus was born Lord Cultural Resources, a pioneer company specialized in the management of cultural goods and services worldwide.

As she explains, "we offer services that range from facility planning (of museums and other buildings) in collaboration with architects, to the development of the itinerary along with design experts, to the preparation of a strategy or study of the local market that will enable the optimum use of the resources of each place. " One of their offices (scattered all over the world) is in Madrid. Sharing a few impressions with her is enough to feel the deep passion that she has for her work and the unmistakable style of a university professor, a role that she has played for five years.

With this background, we are proud to realize the love that she professes to our country. "Spain is one of my weaknesses, I must admit. The best thing you've done has been to break the idea of a sun and beach destination, and sell to the world your enormous cultural wealth. It is not yet achieved a hundred percent, but few places have progressed this much in the last twenty years. " According to her, what makes us special compared to others is our visual culture, "in all artistic disciplines, and our cuisine. "Still, there is a long way to go. The key may lie in narrowing this frontier that still exists between the Spanish University and the street. " We take note.

[Photograph note] Gail Lord poses for Esquire in the College of Physicians in Madrid, which hosted the first edition of the PremiumFest Forum.

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