

Artists, Patrons and the Public:

# HOW CULTURE CHANGES

Gail Dexter Lord

Florens2010: Contemporary Heritage and the  
Landscape in a Sustainable World

November 13, 2010

# *Lord Cultural Resources*



**Founded in 1981 in response to an emerging need for specialized planning services in the museum, cultural and heritage sectors**

- **The world's largest cultural professional practice:**
- **1,800 assignments**
- **48 countries on 6 continents**
- **8 offices worldwide**
- **an international reputation for sector leadership, innovation and excellence.**



*How* CULTURE  
*drives economic and*  
*social development*

# *What is* CULTURE?

An active ongoing human process whereby people transform nature and society, producing meanings



Natural Heritage



Fine Art



World Heritage



Urban Landscapes



Archaeology



Design

CULTURAL  
RESOURCES

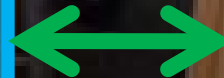
*create*

CULTURAL  
CAPITAL ...

... When Creative people get involved ...

### Industrial Economy

- Physical strength
- Follow orders
- Organized
- Some problem solving
- Memorization
- Basic communication
- Aggregate



### Knowledge Economy

- Intellectual strength
- Lead
- Individualistic
- All problem solving
- Improvisation
- Great communication
- CREATE!

# CULTURAL CAPITAL

- Builds intellectual skills
- Creates new knowledge
- Stimulates creativity
- Transforms consumption (of culture) into production
- Partners with financial capital

CULTURAL

CAPITAL =

*Catalyst for*

CULTURAL

CHANGE

# Agents of Cultural Change:





# District 798

Beijing, China



District 798, Beijing

ARTIST

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Why Culture Changes

[www.culturalchange.ca](http://www.culturalchange.ca)

# Guerilla Girls

1989



**Do women have to be naked to  
get into the Met. Museum?**

Less than **3%** of the **artists** in the Modern  
Art sections are women, but **83%**  
of the **nudes** are female.

Statistics from the Metropolitan Museum of Art, New York City, 2004.

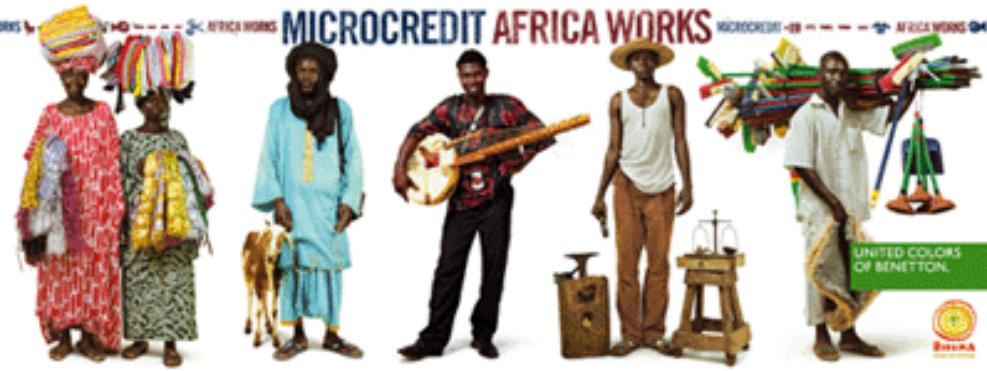
**GUERRILLA GIRLS** CONSCIENCE OF THE ART WORLD  
[www.guerrillagirls.com](http://www.guerrillagirls.com)

Guerrilla Girls poster :HOW WOMEN GET MAXIMUM EXPOSURE IN ART MUSEUMS, 1989



# United Colors of Benetton

Advertisements





# Apple Inc. Technology



# Aga Khan Museum

Toronto, Canada

**PATRON**

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Rendering: Aga Khan Complex, Toronto

# King Abdulaziz Center for World Culture

Dhahran, Saudi Arabia

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Rendering: King Abdul Aziz



# Punta Della Dogana Venice, Italy



# Louvre Lens

Lens, France

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Louvre Lens (France), Architect: SANAA, 2012

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# V&A at Dundee

Dundee, Scotland



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# The Grange Prize

Art Gallery of Ontario  
Toronto, Canada

THE  
GRANGE  
PRIZE

AN AEROPLAN AND  
ART GALLERY OF ONTARIO  
PARTNERSHIP

FOCUS ON THE BEST IN CANADIAN AND  
INTERNATIONAL CONTEMPORARY PHOTOGRAPHY

aeroplan

AGO

2010 CANADA | USA

▼ 2010

[The Artists](#)

[The Exhibitions](#)

[The Process](#)

[The Prize](#)

[Blog](#)

Congratulations  
Kristan Horton

Winner of the Grange Prize 2010!  
Thank you all for voting.



Artists, Patrons and the Public:  
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**PUBLIC**

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# Nuit Blanche

Toronto, Canada



Audience at Nuit Blanche 2010 in Brookfield Place

# Frieze Art Fair

London, UK

Artists, Patrons and the Public:  
Why Culture Changes

# PUBLIC

[www.culturalchange.ca](http://www.culturalchange.ca)



# How to effect

# CULTURAL CHANGE

- 1) Vision
- 2) Leadership
- 3) Content
- 4) Architecture
- 5) New Knowledge for New Publics
- 6) Global Connections

# VISION

The vision expresses the impact of the project, propelling cultural change forward

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## Saadiyat Island:

A global-local dialogue

- the Louvre Abu Dhabi
- Guggenheim Abu Dhabi
- Sheik Zayed National Museum

A world class cultural destination

## SAADIYAT ISLAND



# VISION

The vision expresses the impact of the project, propelling cultural change forward

## King Abdulaziz Center for World Culture:

- **Bring the best of Saudi Arabia to the world and the best of the world to Saudi Arabia.**
- **Create Intercultural understanding**
- **Build Civil Society**

## KING ABDULAZIZ CENTER FOR WORLD CULTURE

An architectural rendering of the King Abdulaziz Center for World Culture. The building features a prominent, tall, cylindrical tower with a rounded top, and several large, curved, white structures that resemble petals or wings. The scene is set at sunset or sunrise, with a warm, golden glow over a vast, flat landscape. The sky is a mix of orange, yellow, and blue. The ground is dark, with some greenery and a winding path visible. The overall atmosphere is serene and futuristic.

# VISION

The vision expresses the impact of the project, propelling cultural change forward

## Habana Vieja:

To restore Old Havana, a world heritage site, through an innovative new urban enterprise model with museums, historic plazas, hotels, restaurants, bars and shops.



# LEADERSHIP

Strong, unified,  
flexible to get  
project built, open,  
operating and  
sustainable.



# LEADERSHIP

Strong, unified, flexible to get project built, open, operating and sustainable

THE LOWRY  
SALFORD ENGLAND

MOST DEPRIVED CITY IN EUROPE 1850-1990

- Lost Industry after WW2 and closure of Manchester Ship Canal
- In 1987 created 40 year plan to transform the derelict transport hub into a sparkling creative hub



LS Lowry, *A Manufacturing Town*. 1922

# LEADERSHIP

Strong, unified, flexible to get project built, open, operating and sustainable

## THE LOWRY

### A FLAGSHIP PROJECT

**Two theatres, exhibitions, restaurants, museum, kids zone**

- Biggest, most expensive Millennium project in the UK outside London
- Won Best Building for the Year 2000
- Attracted Imperial War Museum, Condos, Shopping Centers
- Won competition for BBC's Media City
- \$240-million investment led to \$3 billion in inward investment
- 6,500 new jobs

# LEADERSHIP

Strong, unified, flexible to get project built ,open, operating and sustainable

**Salford City Council** realized they didn't have the capability to manage such a complex project. They established an independent non-profit to build and operate the Lowry

## THE LOWRY



# LEADERSHIP

Strong, unified, flexible to get project built ,open, operating and sustainable

The State and the Museum Director are working together toward the goal of creating a cultural district, expanding a great museum and increasing attendance to 5 million visitors.

## THE PUSHKIN STATE MUSEUM OF FINE ART

An aerial architectural rendering of the Pushkin State Museum of Fine Art complex. The central focus is a large, multi-story building with a prominent glass facade and a central dome, illuminated from within, casting a warm glow. This central building is flanked by two long, narrow wings. To the left, there are several large, circular, white structures, possibly part of a parking garage or a modern architectural element. The surrounding area includes various other buildings, some with flat roofs and others with more complex shapes, all set within a city grid. Trees and greenery are interspersed throughout the site. The overall scene is presented in a clean, digital style with a light color palette.

# CONTENT

Meaning stimulates  
cultural capital and  
drives participation



Tate Modern

# CONTENT

Meaning stimulates cultural capital and inspires participation

**Tate Modern** re-invents modern art for Britain by focusing on ideas, interpretation and presentation. Constantly re-interprets the permanent collection and renews the turbine hall with installations. The south bank of the Thames is reborn.

# CONTENT

Meaning stimulates cultural capital and inspires participation

Pompidou Center combines Library, Art, Design, Film, Media, children's zone and entertainment. Built in 1977, it is one of the earliest cultural infrastructure projects, transforming a derelict area of Paris into a creative hub

## Centre Pompidou



# ARCHITECTURE

Outstanding  
architecture brands  
a place, a country  
and an idea

# ARCHITECTURE

Outstanding architecture brands a place, a country and an idea

The experience of three dimensional space changes people's perception of their community



# ARCHITECTURE

A photograph of a street in Bilbao, Spain, showing a building under renovation with scaffolding and graffiti. The building has a weathered, brownish facade with various signs and graffiti, including 'SERGIO ETA' and 'ASKAT'. A person in a green jacket is visible on the left side of the frame.

Outstanding architecture brands a place, a country and an idea

BILBAO, SPAIN

GUGGENHEIM  
BILBAO

DECLINING INDUSTRY AND RISING TERRORISM

- In 1991 Bilbao faced
  - Declining industry
  - Rising Terrorism
  - Weak Future
- Approached Guggenheim to Build a Branch
- Private-Public Partnership Established

# ARCHITECTURE

Outstanding architecture brands a place, a country and an idea

BILBAO, SPAIN

GUGGENHEIM  
BILBAO

FRANK GEHRY DESIGNS

GREATEST BUILDING OF LATE 20<sup>TH</sup> CENTURY

- Attracted more museums, cafes, hotels and shopping along the river
- \$125 million investment led to \$250 million GDP
- Creates 4,200 jobs
- The words “Bilbao Museum” turns up an astonishing 3,020,000 mentions on ‘google’ compared to only 2,500, 000 for “Guggenheim Museum”

NEW KNOWLEDGE

NEW PUBLICS

Engaging new  
publics brings new  
ideas, knowledge  
and creates public  
realm

# New Knowledge for New Publics

Engaging new publics brings new ideas, knowledge and creates public realm

New generations ask  
new questions  
requiring new  
knowledge

THE ALEXANDRIA LIBRARY



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THE ALEXANDRIA LIBRARY

An aerial, high-angle photograph of the interior of the Alexandria Library. The space is vast and modern, featuring a grid of study desks with integrated computer monitors. The desks are arranged in long, parallel rows, creating a sense of order and scale. The lighting is soft and even, highlighting the clean lines of the furniture and the open-plan layout. The overall atmosphere is one of quiet activity and intellectual pursuit.

# New Knowledge for New Publics

Engaging new publics brings new ideas, knowledge and creates public realm.

Laboratoire, Paris

- Brings artists and scientists together to create new knowledge
- Attracts entirely new audiences to exhibitions



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Engaging new publics brings new ideas, knowledge and creates public realm.

**Laboratoire, Paris—**  
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exhibitions.



# GLOBAL CONNECTIONS


All culture is  
local; all culture  
is global

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All culture is local; all culture is global

**Musee du Quai Branley** -  
links the art of indigenous  
peoples to their  
descendant communities  
and the world of art.

MUSÉE DU QUAI BRANLEY



# GLOBAL CONNECTIONS

All culture is local; all culture is global

## MOAD

- A jewel in the necklace of cultural institutions surrounding San Francisco's Yerba Buena Gardens
- Initiated by the San Francisco Redevelopment Agency
- Tells the story that we are all part of the African Diaspora

MUSEUM OF THE  
AFRICAN DIASPORA



# GLOBAL CONNECTIONS

All culture is local; all culture is global

Rebranded Istanbul as a contemporary globally connected city. More than 200 biennials world-wide prove that global art cities can be located everywhere.

## THE ISTANBUL BIENNALE



Yan Pei Ming  
From Worldwide to International. 2007  
Ink-jet print on paper, 1050 x 390 cm, Istanbul Biennale

# *Constitution Hill:*

## CULTURAL CHANGE

- ✓ Vision
- ✓ Leadership
- ✓ Content
- ✓ Architecture
- ✓ New Knowledge for New Publics
- ✓ Global Connections

# Constitution Hill Johannesburg

## VISION:

- To create a new home for South Africa's Constitutional court
- To restore and interpret the city's notorious Old Fort Prison Complex
- To transform "What was once a place of injustice and brutality to become a place of solidarity and democracy"



# Constitution Hill Johannesburg

## **LEADERSHIP:**

- Johannesburg Development Agency
- The Constitutional Court
- What was once a “no go” zone of the city is now public realm linking neighbourhoods
- Mixed-use precinct -- hotels, apartments and retail are planned



# Constitution Hill Johannesburg

## CONTENT:

- The Constitutional Court – one of the most progressive constitutions in the world
- Court proceedings open to all
- Three Prisons – for white males, for black males, for females
- Former prisoners returned to re-enact their experiences
- The horror of apartheid
- “The transition of a negative colonial space to a positive creative one”



# Constitution Hill Johannesburg

## ARCHITECTURE:

- Stabilization and Restoration of the Old Fort Prison and outbuildings
- Architectural Competition
- Design and Construction of the new Constitutional Court
- Public Art Programme



# Constitution Hill Johannesburg

## NEW KNOWLEDGE FOR NEW PUBLICS

- Oral Histories – the prisoners, the families, the guards
- The neighbourhoods – the gray zone – seeing, knowing what happened here
- Prisons transformed into NGOs, women's prison now offices for women's rights groups
- Children's learning zone
- Tourist destination



# Constitution Hill Johannesburg

## GLOBAL CONNECTIONS:

- Member of the International Network of Sites and Museums of Conscience
- Contributes to the growing culture of Human Rights
- International cultural tourism destination





**Artists, Patrons,  
and the Public**

Why Culture Changes

Barry Lord and  
Gail Dexter Lord

# Lord

Cultural Resources

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[www.lord.ca](http://www.lord.ca)

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CONVERSATION

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