

FROM
CULTURAL
RESOURCES
to
CULTURAL CAPITAL

Gail Dexter Lord, Co-President, Lord Cultural Resources
ICOM 22nd General Conference & General Assembly
Museum Economy and Development Forum
November 8, 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.**

*What is **CULTURE**?*

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

*Each type of culture produces **cultural resources***



**Material
Culture**

**Production and Distribution of our Material
Necessities:
Food, Water, Shelter, Warmth, etc.**



**Physical
Culture**

**Procreation,
Childbirth,
Health, Medicine, Sport, Sex,
Reproduction and
Disposal of the Body**



**Social-
Political
Culture**

**Meanings apprehended
intellectually**



**Aesthetic
Culture**

**Meanings apprehended by our senses & our
imagination**



Photo: Tim Bies Y Benjamin Benschneider

Material Culture

Transformation of the material environment around us



Photo: AP

Physical Culture

All the activities needed for human health and reproduction



Photo: Open Minds Production, LLC

Social-Political Culture

How societies organize the products of material and physical culture



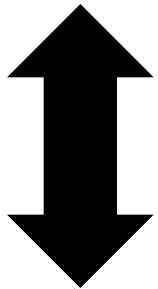
Reclining Figure Henry Moore, UK

Aesthetic Culture

Meanings created in objects that are understood and appreciated by our senses and imagination

Production

Material Culture:
Production and Distribution of
our Material Necessities:
Food, Water, Shelter,
Warmth, etc.



Surplus



Meanings

**Social-
Political
Culture:**
Meanings
apprehended
intellectually



**Aesthetic
Culture:**
Meanings
apprehended by
our senses & our
imagination

**Physical
Culture:**
Procreation,
Childbirth,
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Disposal of the Body

Population

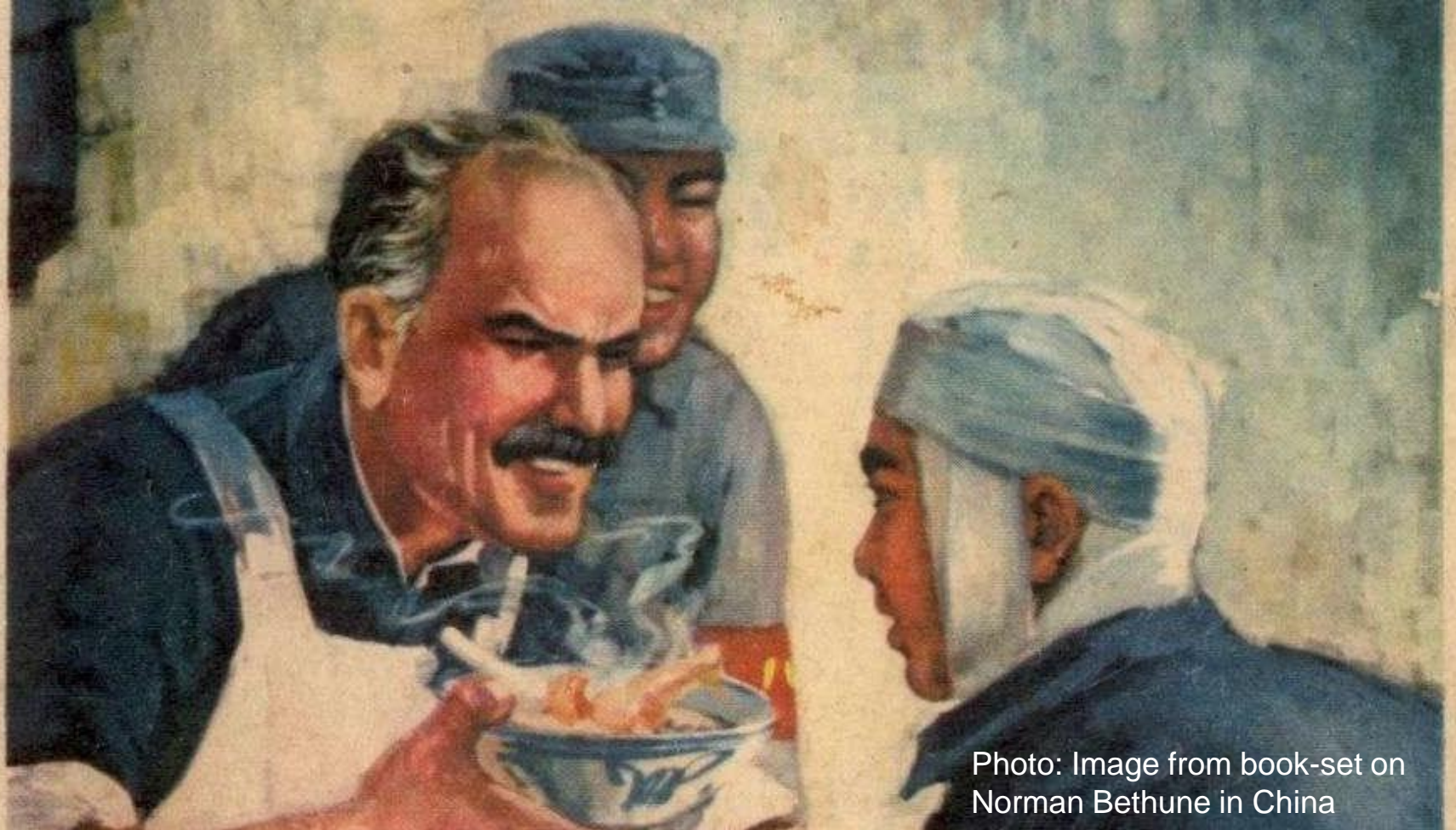
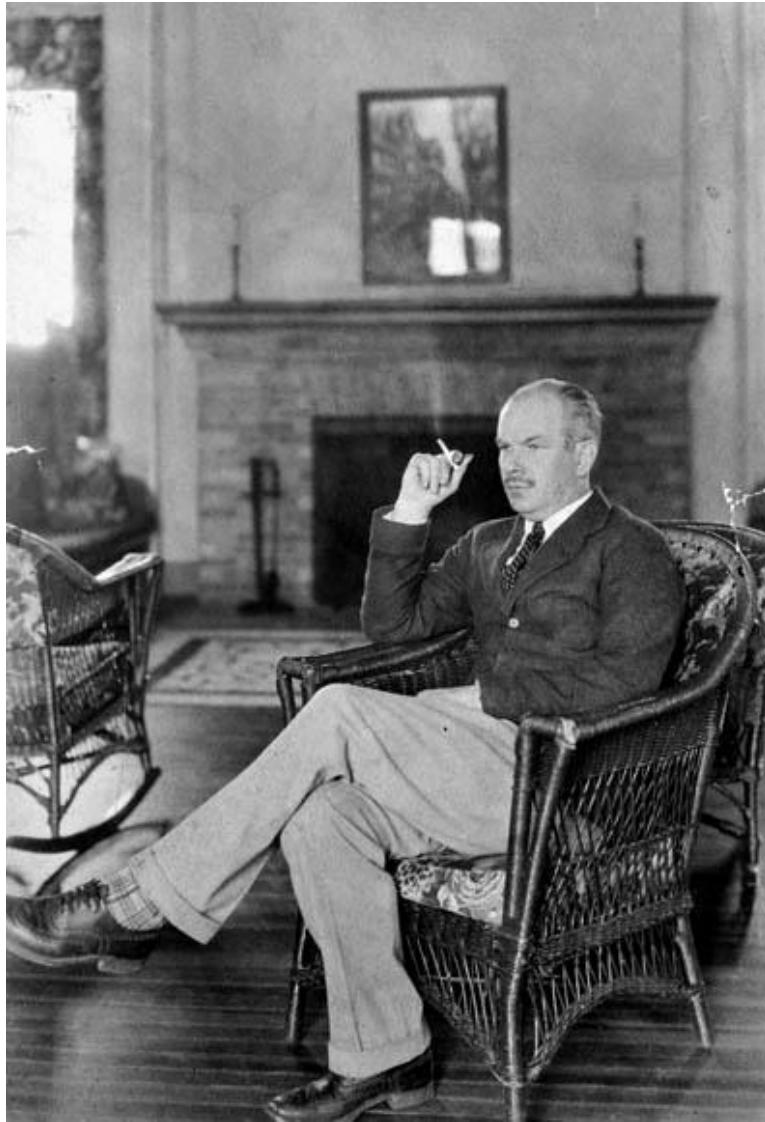


Photo: Image from book-set on
Norman Bethune in China

***Individuals are engaged
with every type of culture***



Norman Bethune in Montreal, 1928



The Children's Art Centre, an arts school for poor children, founded by Bethune in his own Montreal apartment

***Museums and
heritage sites
research, conserve,
preserve and
display **cultural**
resources of all
types***



***Material Culture in Museums:
Museum of Crafts in Letohrad,
Czech Republic***



Photo: Museu do Futebol, Brazil

Physical Culture in Museums: Museu do Futebol, Brazil



Photo: Xinhua/chinadaily.com.cn

Social-Political Culture in Museums: Deng Xiaoping Exhibition, Shenzhen, Guangdong Province



The Louvre, Paris

Aesthetic Culture in Museums: Visitors at the Louvre

A large crowd of students in red and white uniforms is gathered outdoors, likely at a school event or fair. The students are engaged in various activities, some looking towards the camera, others talking or looking down. The background shows more students and a building entrance. The text is overlaid on the top left of the image.

***CULTURAL CHANGE:
THE KNOWLEDGE
ECONOMY***

A *Globally* *Competitive* Workforce

Industrial Economy

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

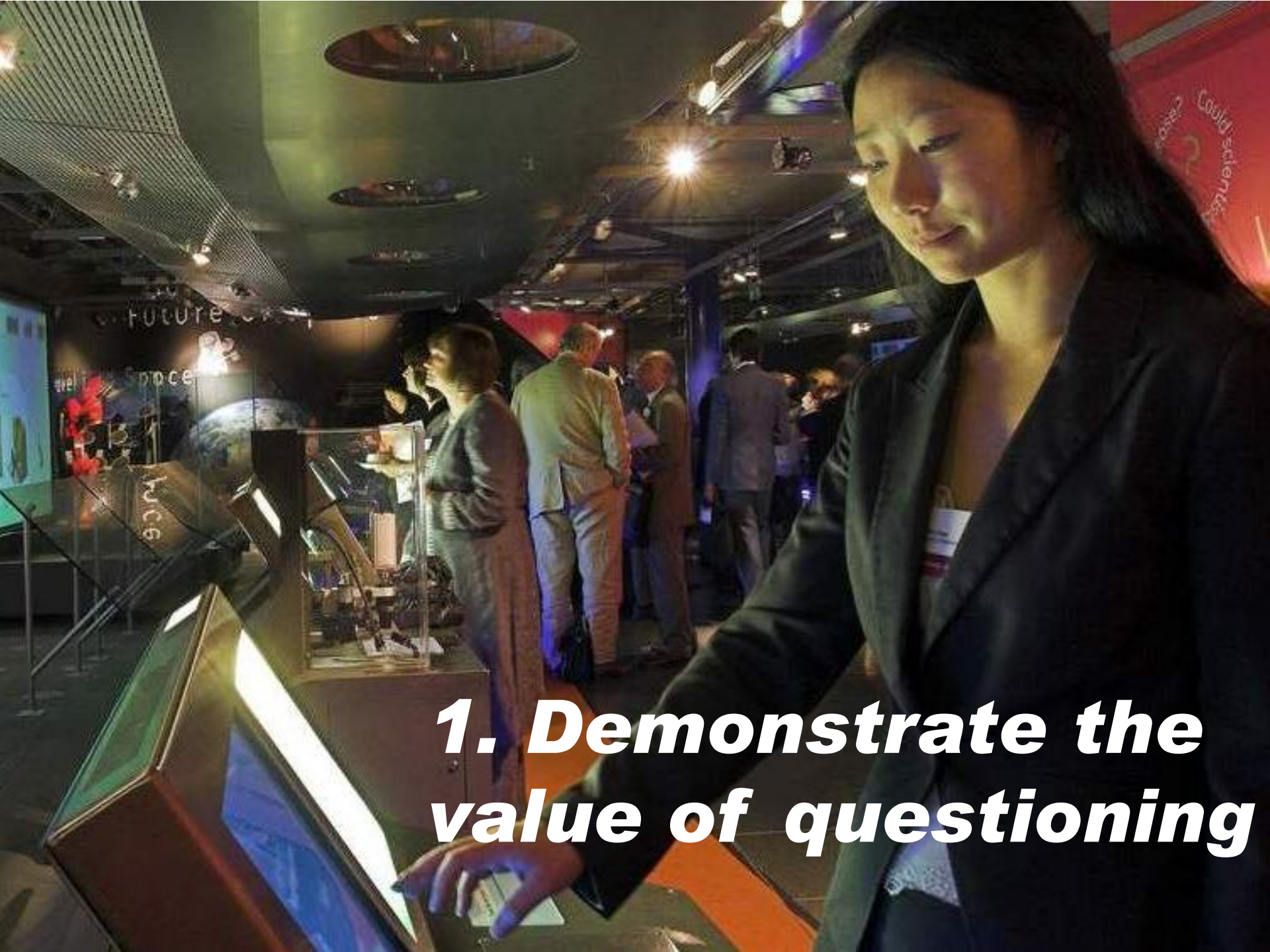
Knowledge Economy

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

Cultural Capital – using cultural resources to:

- ***Build Skills***
- ***Create New Knowledge***
- ***Stimulate creativity***
- ***Transform consumption into productions***
- ***Partner with financial capital***

***How can museums
build on their rich
Cultural Resources
to create
Cultural Capital?***



1. Demonstrate the value of questioning



San Francisco



The Museum of the African Diaspora

San Francisco



Massai Herdsmen with Digital Phones.
James Foght, 2003

Cell phone Fabric
Feb 12, 2008

AFRICA.Dot.COM: From Drums to Digital

MoAD February 7 – June 1, 2008

2. Stimulate connections across boundaries of discipline and geography





The Louvre ***Paris***



Bel-Air

A revolutionary air filter with “intelligent” plant design



The Pumpkin

A beautiful way to carry water, the world's most precious and endangered resource



Trinity College
Dublin



The ArtScience Gallery ***at Trinity College Dublin***



Margaret and Christine Wertheim

Hyperbolic Crochet Coral Reef

March 20 – June 11, 2010, The ArtScience Gallery



Power Plastic: A scalable solar photovoltaic film that can be used anywhere

Hippo Water Roller: A rolling bucket that will allow one person to transport four days of water in one trip

Latro: An energy efficient light produced by electrical currents made by algae during photosynthesis

Green Machines: Kick-Start the Revolution

March 20 – June 11, 2010, The ArtScience Gallery



The University of Toronto
Toronto, Canada
2010



subtle technologies

THE PLACE WHERE ART AND SCIENCE MEET

Subtle Technologies Festival

Toronto, Canada



Elevated bikeways connecting distant parts of the city

A mobile media living unit used to support nomadic lifestyles away from established settlements

Subtle Technologies Festival

2010 Exhibitions

3. Engage Youth





Passive Cultural Consumption...



Active Cultural Engagement



ZOOM Ocean



ZOOM Exhibition: *Cash, Quid and Bucks*

ZOOM Children's Museum

Vienna



Target Arts and Wonder Family Program, 2010. Ryan Education Center

Ryan Education Center, The Art Institute of Chicago



***4. Nurture a
creative
economy***



***A Creative Economy:
The Republic of Singapore***



Thriving Biotechnology Industries



Orita Sinclair – School of Art and New Media

Engaging *Creative Resources*



Celebrity tour of *Primary Colours: Feng Zhengjie* on display at the Singapore Art Museum

Creating Cultural Capital



Marina Bay Sands

5. Develop Cultural Tourism





Shanghai



Expo 2010

A nighttime photograph of the Oriental Pearl Tower in Shanghai, China. The tower's three spheres are illuminated with red and white lights. The background shows a dense city skyline with various skyscrapers and buildings lit up with different colors of lights, including yellow, blue, and red. The overall scene is a vibrant urban nightscape.

6. Build on cultural resources to create cultural capital and attract financial capital and development



Salford, England

- The Most Deprived City in Europe 1850 - 1990
- Lost Industry after WW2 and closure of Manchester Ship Canal



LS Lowry, *A Manufacturing Town*. 1922



Salford Revitalization

- **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**



The Lowry by Night



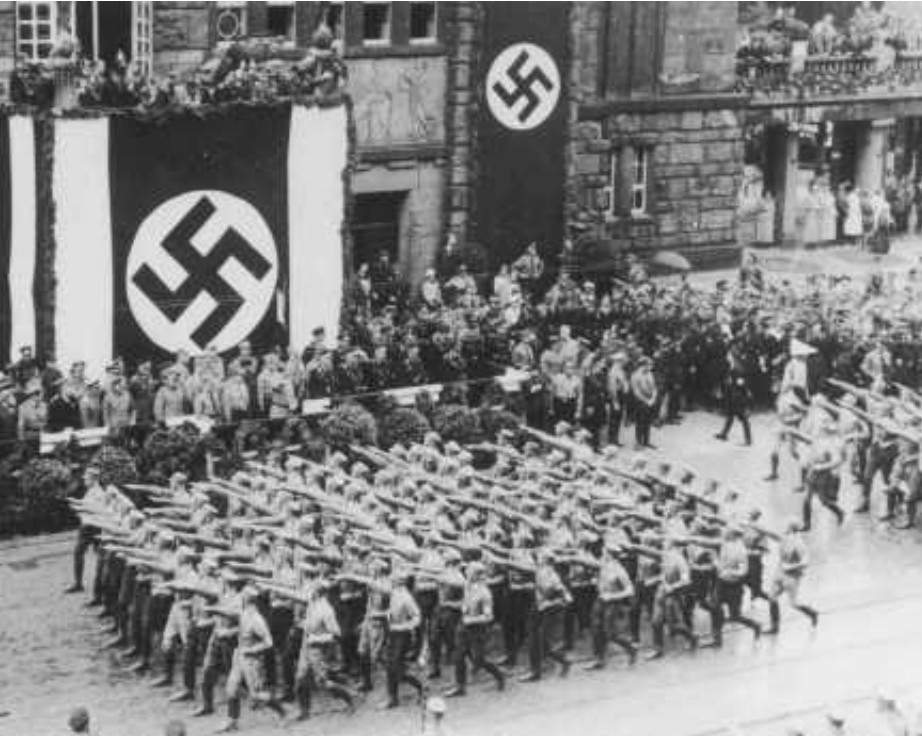
The City of Peace
Osnabrück, Germany



Gerard ter Borch, *Ratification of the Peace of Westphalia 1648 in Münster.*

1959

Rijksmuseum Amsterdam



SA Parade, Dortmund, Germany 1933



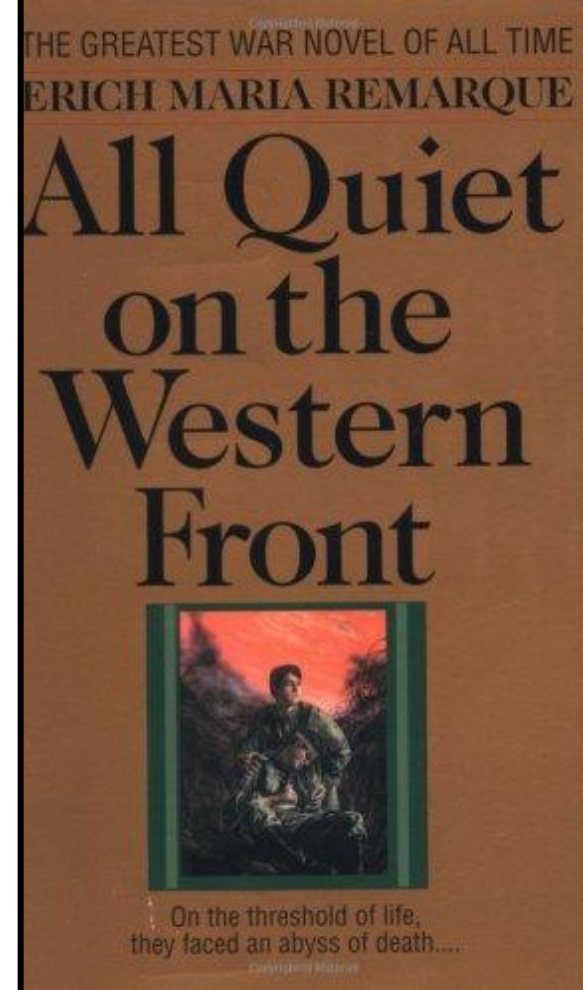
Holocaust Survivors

Nazi Germany

- Deportation and murder of Jews, gypsies, homosexuals, communists and the disabled
- Suppression of political, social, and cultural expression

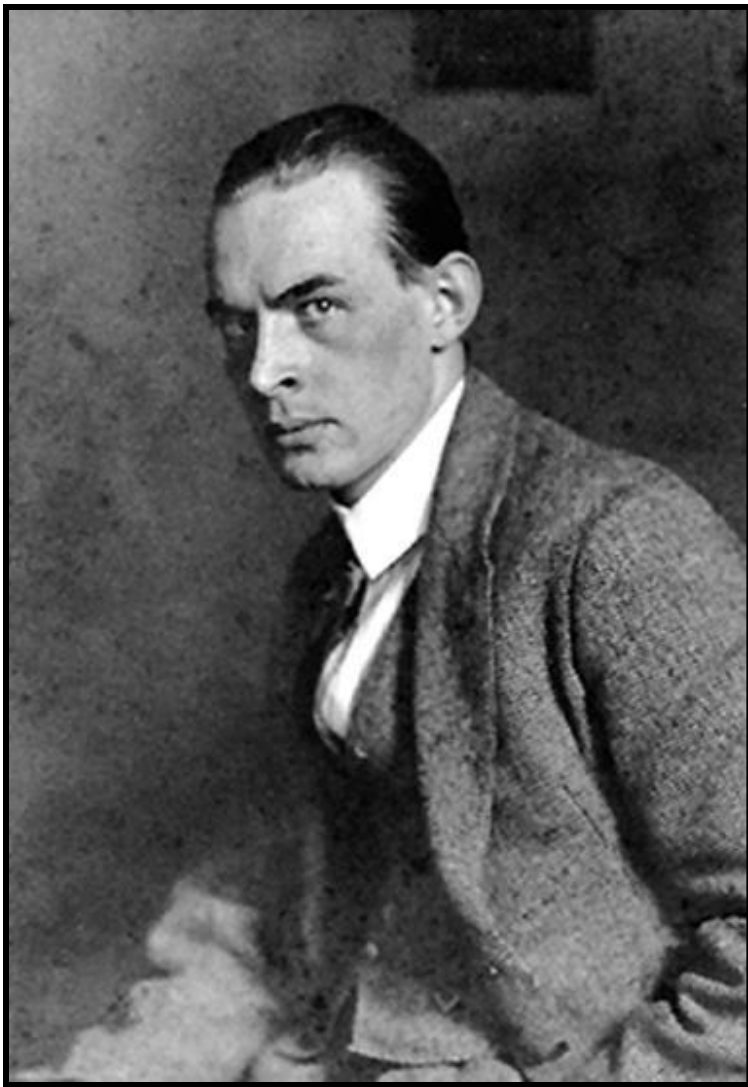


A Nazi book burning, May 1933

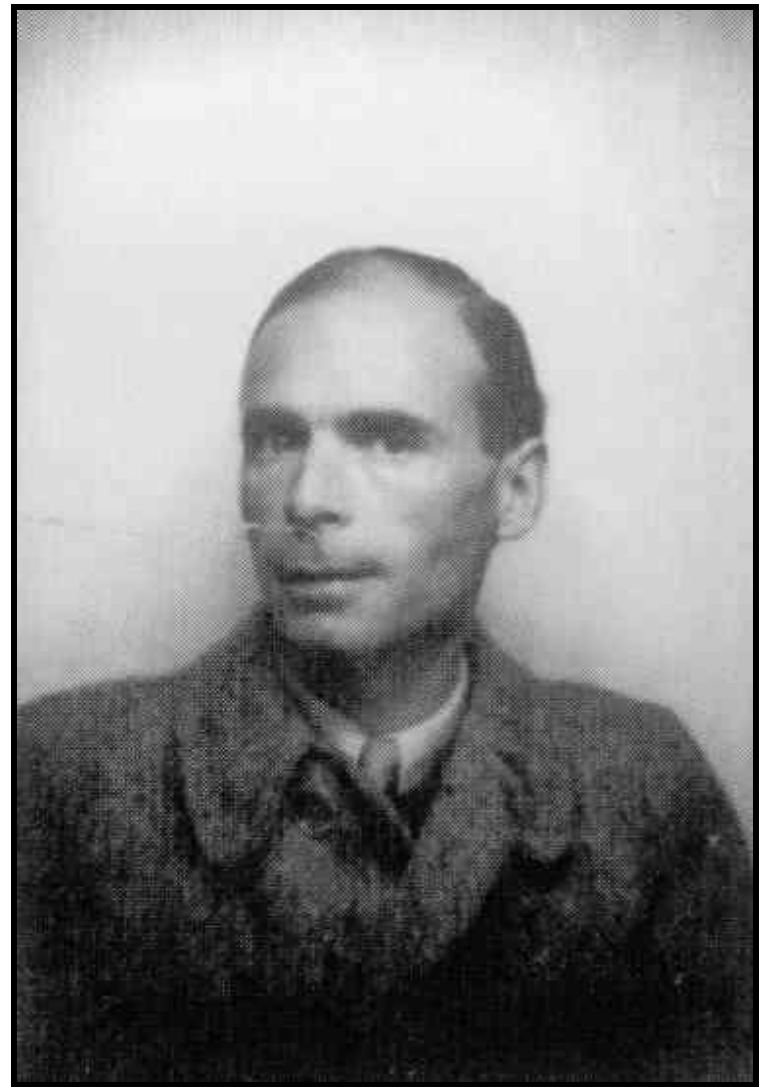


All Quiet on the Western Front, published 1928

Erich Maria Remarque's book, *All Quiet on the Western Front* and its sequel, *The Road Back*, were among the books banned and burned in Nazi Germany.



Erich Maria Remarque
(1898 – 1970)



Felix Nussbaum
(1904 – 1944)



Felix Nussbaum born in
Osnabrück 1904,

Murdered in Auschwitz 1944. .

Self portrait 1943



Felix Nussbaum, *Death Triumphant*
1944



Osnabrück, Germany
Felix Nussbaum Haus



Osnabrück, Germany
Erich Maria Remarque Peace
House and Museum

STEIGENBERGER
HOTEL REMARQUE
OSNABRÜCK



Remarque: Cultural Resource to Cultural Capital



**Artists, Patrons,
and the Public**
Why Culture Changes

Barry Lord and
Gail Dexter Lord

Lord

Cultural Resources

Visit

www.lord.ca

***Join The
Conversation***

www.culturalchange.ca

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