



Creating Cultural Capital

Gail Dexter Lord
The Lakeview Sessions
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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.**

CULTURE

A black and white photograph of a public square. In the foreground, a large crowd of people is walking across the square. In the background, there are several large, abstract sculptures. One prominent sculpture on the right is a large, textured, abstract form. Another sculpture on the left is a large, dark, angular form. The sky is bright with some clouds. The overall scene is a busy public space with art.

- *Drives economic development*
- *Enhances quality of life, and*
- *Creates social capital*



*Economic
Development
+ Quality of life
+ Social capital*
= CULTURAL CAPITAL

Cultural Capital

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

Ingredients for

Creating Cultural Capital & Inspiring Cultural Change

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

VISION

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

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HABANA VIEJA



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.



VISION

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

THE CANADIAN MUSEUM FOR HUMAN RIGHTS, WINNIPEG



VISION

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

The Forks

- A tourist destination
- A mixed used development
- An urban oasis on the water
- Leverage rich 6,000-year history



VISION

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

City of Calgary Public Art Plan

- Incorporates multiple city departments
- Uses art to educate about the environment
- Publicly funded
- Encourages civic engagement



CALGARY PUBLIC ART PLAN: A CELEBRATION OF THE BOW RIVER

LAB: Lance Armstrong Bikeway

VISION

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

- Citizen driven project
- Part of city public art initiative
- Will provide cross town bike path
- Art integrates urban space and bike path
- Encourages eco-friendly behaviour

LANCE ARMSTRONG BIKEWAY AUSTIN, TX



LAB
Lance Armstrong Bikeway
AUSTIN, TX



LEADERSHIP

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



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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

Launched in 2007, the Luminato Festival is a testament to two civic leaders, David Pecault and Tony Gagliano, who had a vision for a first-tier arts festival in Toronto.



LUMINATO TORONTO FESTIVAL
OF ARTS + CREATIVITY

CONTENT

Meaning stimulates
cultural capital and
drives participation

Lower East Side Tenement Museum

CONTENT

Meaning stimulates cultural capital and inspires participation

- Small scale museum, large impact
- One immigrant story represents the ongoing tale of immigration to America
- Strong online content = greater outreach

LOWER EAST SIDE TENEMENT MUSEUM NEW YORK



Pointe-à-Callière, Montreal

CONTENT

Meaning stimulates cultural capital and inspires participation

- Small scale museum, large impact
- Transformed archeological site into a popular city Museum
- Uses location and industrial heritage to tell its story

POINTE-À-CALLIÈRE MONTREAL



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POINTE-À-CALLIÈRE MONTREAL



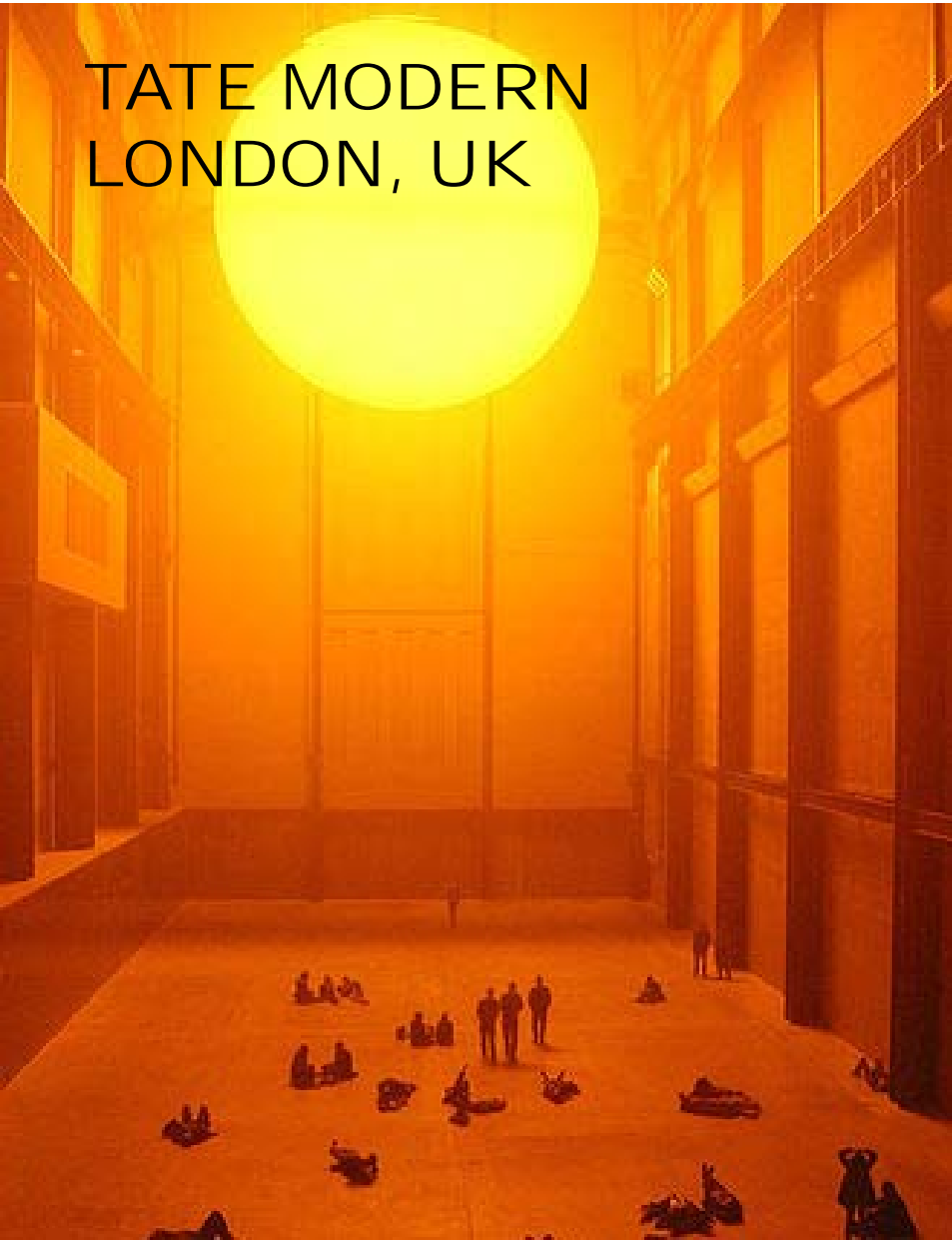
ARCHITECTURE

Outstanding
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TATE MODERN
LONDON, UK



Tate Modern

- **Repurposed industrial building:** formerly the **Bankside Power Station**
- **Enables large scale contemporary art installation, fostering innovative and ground breaking art projects**



ARCHITECTURE

Outstanding architecture brands a place, a country and an idea

The Historic Distillery District

- Repurposed industrial buildings
- Vibrant retail, commercial and arts spaces

DISTILLERY DISTRICT
TORONTO



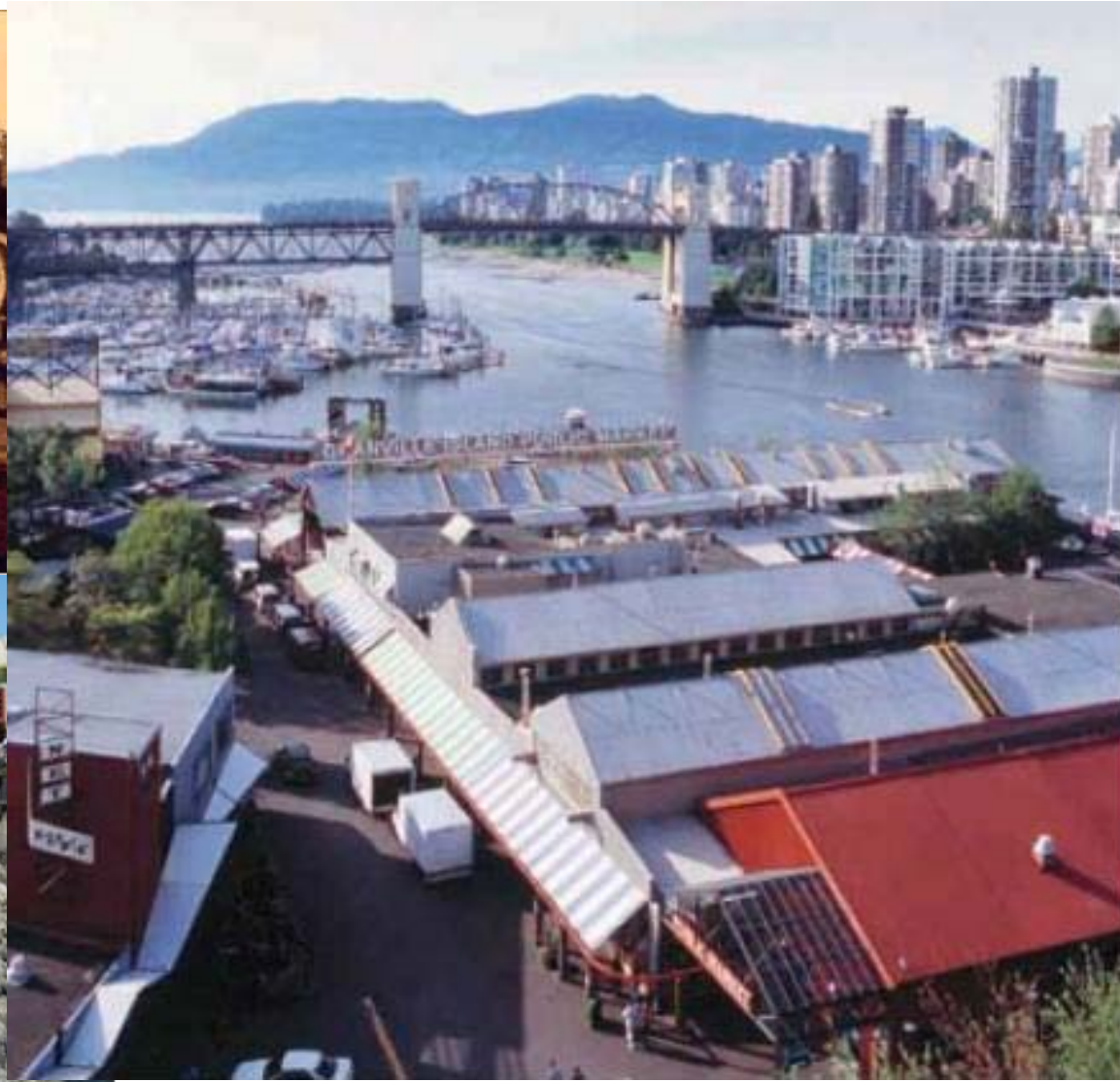
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Outstanding architecture brands a place, a country and an idea

Granville Island

- Industrial area repurposed into mixed-use, dynamic urban space

GRANVILLE ISLAND
VANCOUVER



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Outstanding architecture brands a place, a country and an idea

Bilbao in the 1990s:

- Declining industry
- Rising Terrorism
- Weak Future

BILBAO, SPAIN



ARCHITECTURE

Outstanding architecture brands a place, a country and an idea

- Attracted 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 3,020,000 mentions on ‘google’ compared to only 2,500,000 for “Guggenheim Museum”

GUGGENHEIM, BILBAO



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
ALEXANDRIA, EGYPT



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THE ALEXANDRIA LIBRARY

An aerial, high-angle photograph of the interior of the Alexandria Library. The space is multi-level, with several floors of study desks and computers. The desks are arranged in a grid-like pattern, and the lighting is warm and ambient. The architecture features large, cylindrical columns and a high ceiling. The overall atmosphere is one of a modern, open-plan learning environment.

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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LOWER EAST SIDE TENEMENT MUSEUM NEW YORK



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MOCA North Miami, Women on the Rise! Program – uses lessons from contemporary art to empower at-risk young women and help them express themselves.

MUSEUM OF CONTEMPORARY ART
NORTH MIAMI



GLOBAL CONNECTIONS

All culture is
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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
SAN FRANCISCO



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

TIMING

Timing is Everything!
Generate a buzz from
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Large-scale, high-impact, sophisticated, temporary events are a way to begin creating a destination and drawing attention to the site.

ONTARIO HOUSE VANCOUVER 2010 OLYMPICS



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THE GATES CENTRAL PARK, NEW YORK



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SERPENTINE PAVILION LONDON, UK



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CHANEL CONTEMPORARY ART CONTAINER
HONG KONG, TOKYO NEW YORK



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Lakeview: Assets & Opportunities

A rich, eclectic history

Historic infrastructure

A multi-cultural
community

Physical beauty

A growing artist
community

=

An important story to tell

Interpretive space

Forge new connections &
opportunities to engage

A desirable destination

A need for cultural spaces

VISION: What do you envision?

LEADERSHIP: Who will lead the charge?

CONTENT: What do you want to experience?

ARCHITECTURE: What should “culture” look like?
Where should it be housed?

NEW KNOWLEDGE NEW PUBLICS: What cultural programs or infrastructure would best serve Mississauga residents?

GLOBAL CONNECTIONS: How can the Lakeview be international while harnessing its local assets?

Discussion: How will you
Create Cultural Capital &
Inspire Cultural Change?