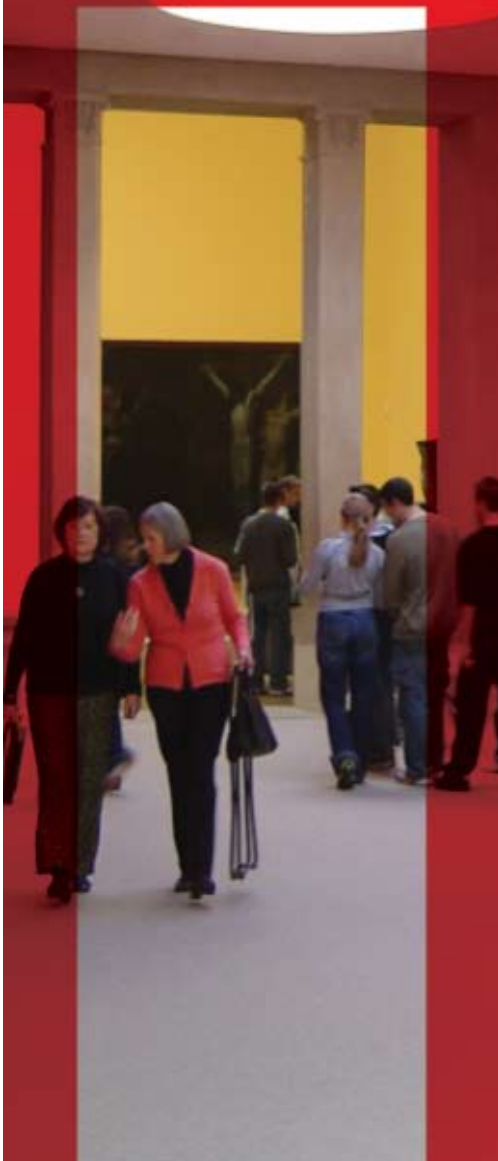


# Lord

Cultural Resources

Creating



Cultural



Capital





1700 projects  
45 countries  
6 continents  
1 mission...

Collaborating with people  
to plan and manage cultural places,  
programs and resources that deliver  
excellence in the service of society.

Cover Images (from left): Visitor Circulation for Staatsgalerie Stuttgart, Germany;  
Planning for Carthage, Jerba, Kairouan and Sousse (shown) heritage sites, Tunisia;  
Interpretive Plan and Design for British Council Go Creative exhibition, Hong Kong.

# Cultural Resources to Cultural Capital

Founded in 1981 as an innovative resource for the cultural sector, Lord Cultural Resources is the professional global practice dedicated to the creation of cultural capital – the value created by advancing cultural expression and activities to the highest levels of professionalism.

We understand that culture  
is a cherished resource ...  
a lens through which  
we interpret the world.

We partner with a remarkably wide range of community, public and private organizations to realize and sustain their unique cultural identity and expression.

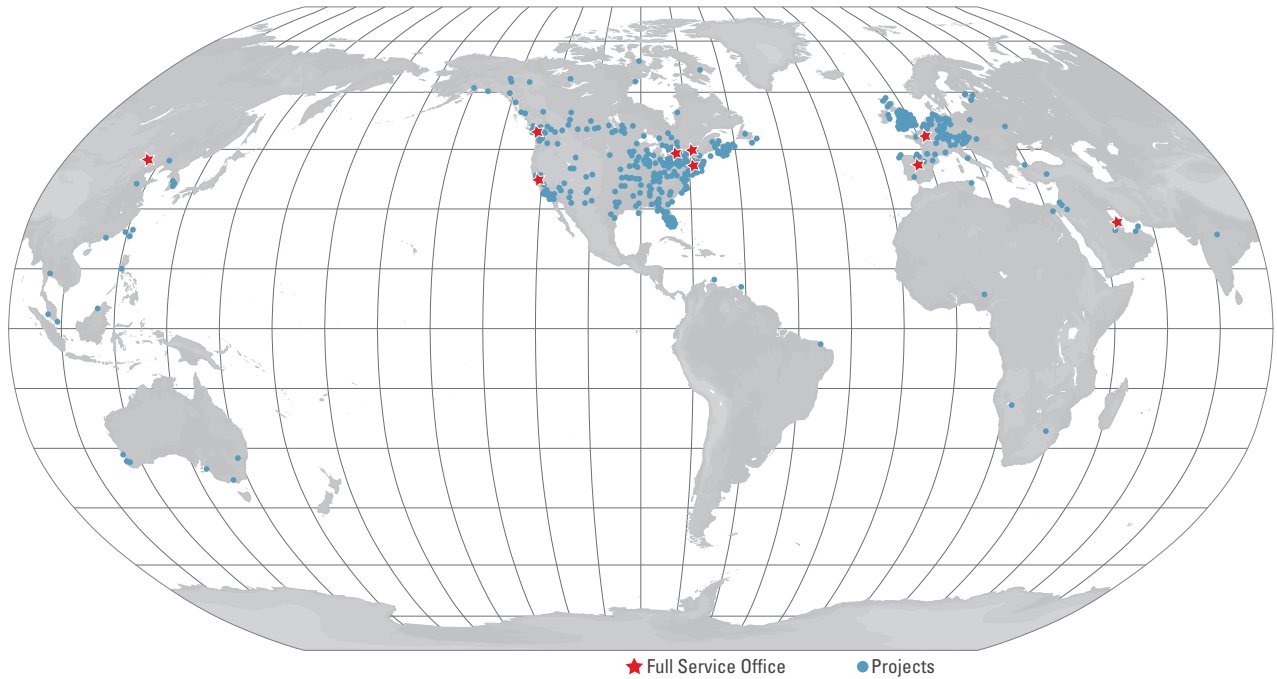
- Museums
- Galleries
- Collections
- Exhibitions
- Archives
- Festivals
- Installations
- Monuments
- Gardens
- Parks
- Heritage Sites
- Archaeological Sites
- Cultural Centres
- Interpretation Centres
- Nature Centres
- Science & Technology Centres
- Visitor Centres
- Cultural Institutions
- Arts Institutions
- Education Institutions
- Music Institutions
- Governments
- Foundations
- Associations
- Societies
- Developers
- Corporations
- Attractions

# A Comprehensive and Integrated Approach

Lord Cultural Resources provides comprehensive and integrated services to deliver value-added services and successful solutions for cultural projects.



Visitor Planning for Moderna Museet, Stockholm, Sweden;  
 Concept Plan for Provincial Museum of Newfoundland and Labrador, St. John's, Canada;  
 Exhibition Implementation for EXPO 2000, Hannover, Germany.



## A Global Professional Practice

Barry and Gail Lord pioneered the professional practice of museum planning in the early 1980's. Over the following decades, the demand for this expertise fuelled a dramatic worldwide expansion in reach and reputation.

Lord Cultural Resources operates offices in Canada, the United States, France, Spain and China. These offices are situated in many of the world's most exciting and culturally significant cities.

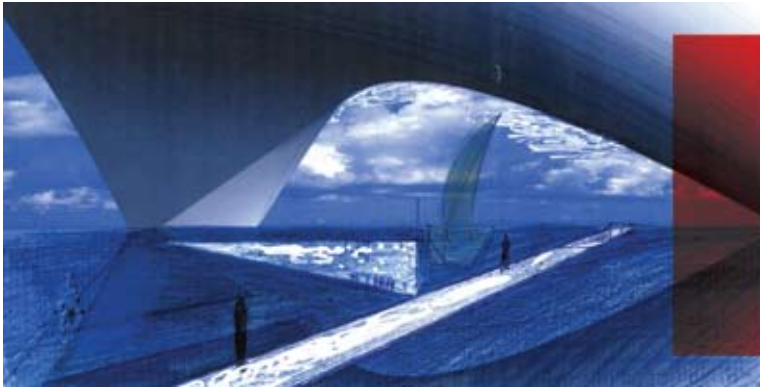
Our offices are fully networked and managed to provide an integrated global service to local and international projects. Highly valued resources for cultural initiatives, our staff are sector leaders in innovation and professional practice.

Professional, approachable, collaborative, and skilled as listeners and learners, our people are the best in the business, deserving of their international recognition for leadership in a challenging sector.

**We are a values-based company, conducting ourselves with respect for uniqueness, diversity and cultural characteristics.**

**We embody the highest standards of integrity, ethics and practice in all our relationships and work.**

© Drawing for Maritime Museum by Tadao Ando, Tourism Development & Investment Company.



*"One of the world's most experienced museum consultants, Lord Cultural Resources, has been appointed to plan content and operational matters for the Sheikh Zayed National Museum and the Maritime Museum."*

Abu Dhabi Tourism Development and Investment Company

Planning and Advisory Services for Saadiyah Island Cultural District, Abu Dhabi, United Arab Emirates.

*"The contribution of Lord Cultural Resources to the American Indian Cultural Center & Museum project is immeasurable. Your services have enabled our project team to understand and implement the goals of a successful Cultural Center that will serve to communicate our mission in a meaningful way, as well as create awareness among all peoples of the viewpoint, experience and contribution of American Indians past and present."*

Gena Howard, Deputy Director,  
Native American Cultural & Educational Authority,  
American Indian Cultural Center & Museum,  
Oklahoma, USA

*"For a Museum like ours to be awarded a Heritage Lottery Fund grant of £8.55 million is no mean achievement but it could not be achieved without your team's knowledge, professionalism and dedication."*

John Woodward, Director,  
The Tank Museum,  
Bovington, United Kingdom

*"The report produced by Lord Cultural Resources was comprehensive, completed within the time parameters and dealt with the various issues in a thorough and highly experienced manner."*

C. Stephen Cheasley, General Chairman,  
Fundraising Committee, Exporail,  
Delson & St. Constant, Québec, Canada

*"Lord Cultural Resources' research and work with museums large and small, internationally and locally, provided insights that greatly enhanced our sense of the competitive landscape and what we needed to accomplish to fulfill our long-term goals."*

Willis E. Hartshorn,  
Ehrenkranz Director,  
International Center of Photography



Planning for the International Center of Photography, New York City, USA.

© International Center of Photography.



© Antoine Predock Architect PC.

Planning for Canadian Museum for Human Rights, Winnipeg, Canada.

*"We will be forever grateful to you for helping us 'reach for the stars' and making the dream of the Canadian Museum for Human Rights become a reality."*

Gail Asper, Chair, Capital Campaign,  
and Moe Levy, Executive Director,  
Canadian Museum for Human Rights

## Serving Our Clients

Lord Cultural Resources is dedicated to the pursuit of excellence and the creation of value on behalf of those we serve.

Our clients have benefited from the invention, development and renewal of facilities; the enhancement of organizational alignment and capability; the expansion of organizational reach and responsibility; the heightening of public and user awareness, respect and engagement; the attraction of new partners; and the management of sustainable operations.

We undertake projects of all sizes, from a visioning workshop to the comprehensive transformation of a plot of land into a thriving cultural facility.

*"Lord Cultural Resources contributed an efficient methodology and a multidisciplinary approach that made it possible to integrate the expectations and viewpoints about the Museum's operations from representative spheres of the local society and the museum world in general."*

Juan Ignacio Vidarte,  
Director General,  
Guggenheim Bilbao Museoa



Fuentes Klein. Photo: Erika Barehona Ede. © FGBM Guggenheim Bilbao Museoa.

Strategic Plan for the Guggenheim Bilbao Museoa, Spain.

## Lord Publications

*The Manual of Museum Planning.* 1991, 2nd Edition 1999.

*The Manual of Museum Management.* 1997, 2nd Edition 2009.

(Chinese, Georgian, Russian and Spanish translations also available.)

*The Manual of Museum Exhibitions.* 2001.

*The Manual of Strategic Planning for Museums.* 2007.

*The Manual of Museum Learning.* 2007.

Published by AltaMira Press, Maryland.

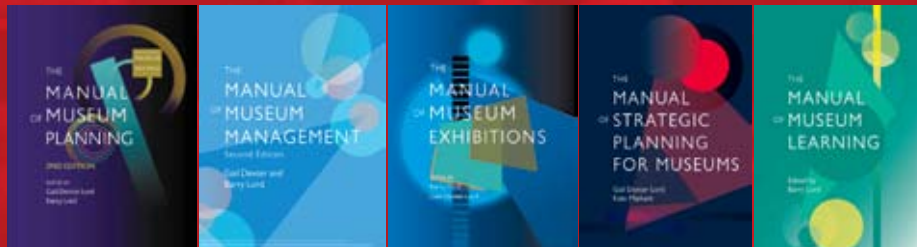
[www.altamirapress.com](http://www.altamirapress.com).

*The Cost of Collecting.* 1991. HMSO Books, London.

*A Home for Foundlings.* 2005. Tundra Press, Toronto.

*Strategic Directions for Ontario's Cultural Tourism Product.* 1993.

Contact: [info@lord.ca](mailto:info@lord.ca)



# Lord Academy

Lord Cultural Resources builds and shares intellectual capital every day. We are active and contributing members of museum and cultural associations.

Lord Academy is our means for organizing our participation in higher education. We teach courses at universities worldwide, and serve as a resource for the distribution of knowledge in the form of presentations, articles and publications. These are available in a variety of languages, and many are freely available.

Lord Publications are available through booksellers and our website. These include our Manuals on various aspects of cultural planning and management, and our Lord museum books for young people.

We are active in developing an educational curriculum that advances training for the sector. In addition, the Lord Cultural Resources Global Internship Program provides valuable and practical experience for qualified students embarking on professional careers in the cultural sector.



Visioning Workshop for the Museum of the African Diaspora in San Francisco, California.



Lord Cultural Resources Planning Team Meeting.

# Lord

■ Cultural Resources

● TORONTO

● SAN FRANCISCO

● MADRID

● BAHRAIN

● NEW YORK

● PARIS

● BEIJING

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

**Creating Cultural Capital**