

Cities, Museums and **SOFT POWER**

COPENHAGEN

September 17 2015



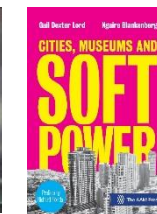
#softpowercities
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Cultural Resources

CULTURAL PROJECTS IN 1000+ CITIES WORLDWIDE.



WASHINGTON

SMITHSONIAN NATIONAL MUSEUM OF AFRICAN HISTORY AND CULTURE

LONDON

TATE MUSEUM

TORONTO

TORONTO INTERNATIONAL FILM FESTIVAL BELL LIGHTBOX

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MIAMI,

MIAMI SCIENCE MUSEUM

Photo: Grimshaw Architects, 2010

NEW YORK

SCHOMBURG CENTER FOR RESEARCH IN BLACK CULTURE

RIGA, LATVIA

RIGA CONTEMPORARY ART MUSEUM

Photo: Office of Metropolitan Architecture, Rem Koolhaas

GREATER PHILADELPHIA

LONGWOOD GARDENS

VANCOUVER

ONTARIO HOUSE 2010 OLYMPIC AND PARALYMPIC WINTER GAMES

Photo: Samantha J. Walker

WEST KOWLOON, HONG KONG

WEST KOWLOON CULTURAL DISTRICT Hong Kong

Photo: Foster + Partners

DHAHRAN, SAUDI ARABIA

KING ABDULAZIZ CENTER FOR WORLD CULTURE

Photo: King Abdulaziz Center for World Culture

VIENNA

ZOOM CHILDREN'S MUSEUM

Photo: Bettina Mayr-Siegl

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PARIS

THE LOUVRE

An architectural rendering of a museum building at night. The building is a multi-story brick structure with arched windows. A large, glowing projection of a dinosaur skeleton is displayed on the side of the building. The scene is illuminated by streetlights and the building's own lights, creating a vibrant atmosphere. People are seen walking on the cobblestone plaza in front of the building. The sky is dark with a full moon and some birds flying.

**EST. 80,000
MUSEUMS
IN THE WORLD
AND GROWING...**

**50% built or extended in
last 40 years**

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Rendering of Natural History Museum
Lundgaard & Trautman

MUSEUMS are a major part of the world's cities.



THE MAIN CITIES IN THE



Alele National Museum



Vanuatu Cultural Centre



National Museum of Tonga



National Museums of Bahamas

WORLD'S SMALLEST STATES



Museum of Belize

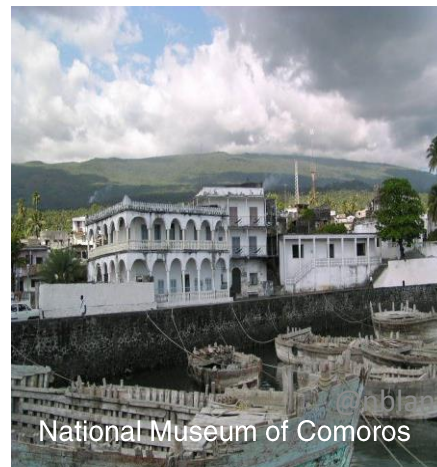
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National Resistance Museum of Timor-Leste



National Museum of Bhutan



National Museum of Comoros

ALL HAVE MUSEUMS



National Museum of Fiji

“A museum is not a hospital, a university or a court of law. It is a construction type that has taken upon and sometimes overloaded itself with

meaning and expectations”

Guido Guerzoni, Cities, Museums and Soft Power

Governance

Operations

Funding

Collections and
Documentation

Education,
Public
Programs
and
Exhibitions

Communication
and Marketing

Research
and
Production





MUSEUMS
USED TO BE
AGENTS OF
HARD POWER

- Trophies of war
- Exhibitions focused on hierarchies of civilization
- Records of “great men”
- National narrative

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MUSEUM EVOLUTION

EDUCATIONAL INSTITUTIONS

A photograph showing two young children, a boy and a girl, looking intently at a museum exhibit. The boy is holding a small book or card. The exhibit appears to be a hands-on activity involving a large white bowl on a table. The background is slightly blurred, showing other people and museum displays.

ENTERTAINMENT

A photograph of a museum exhibit area. Several people, including women and children, are gathered around a large, interactive table. One woman is pointing at the table, while others are looking on. The exhibit seems to be a hands-on activity involving a large, flat surface.

CITY BRANDING

A photograph of a large, colorful sculpture or installation. The sculpture is made of many small, colorful pieces, possibly flowers or fabric, arranged in a large, abstract shape. It is set against a blue sky. In the foreground, there are some white, rectangular blocks or structures.

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TELL US WHAT WOULD MAKE

SIDEWALKS

Does your neighborhood need sidewalks?

[Sticky notes]

HEALTHY FOOD

Does your neighborhood need healthy food?

[Sticky notes]

PUBLIC TRANSIT

Does your neighborhood need p

[Sticky notes]

BIKE RIDE LEARN PLAY

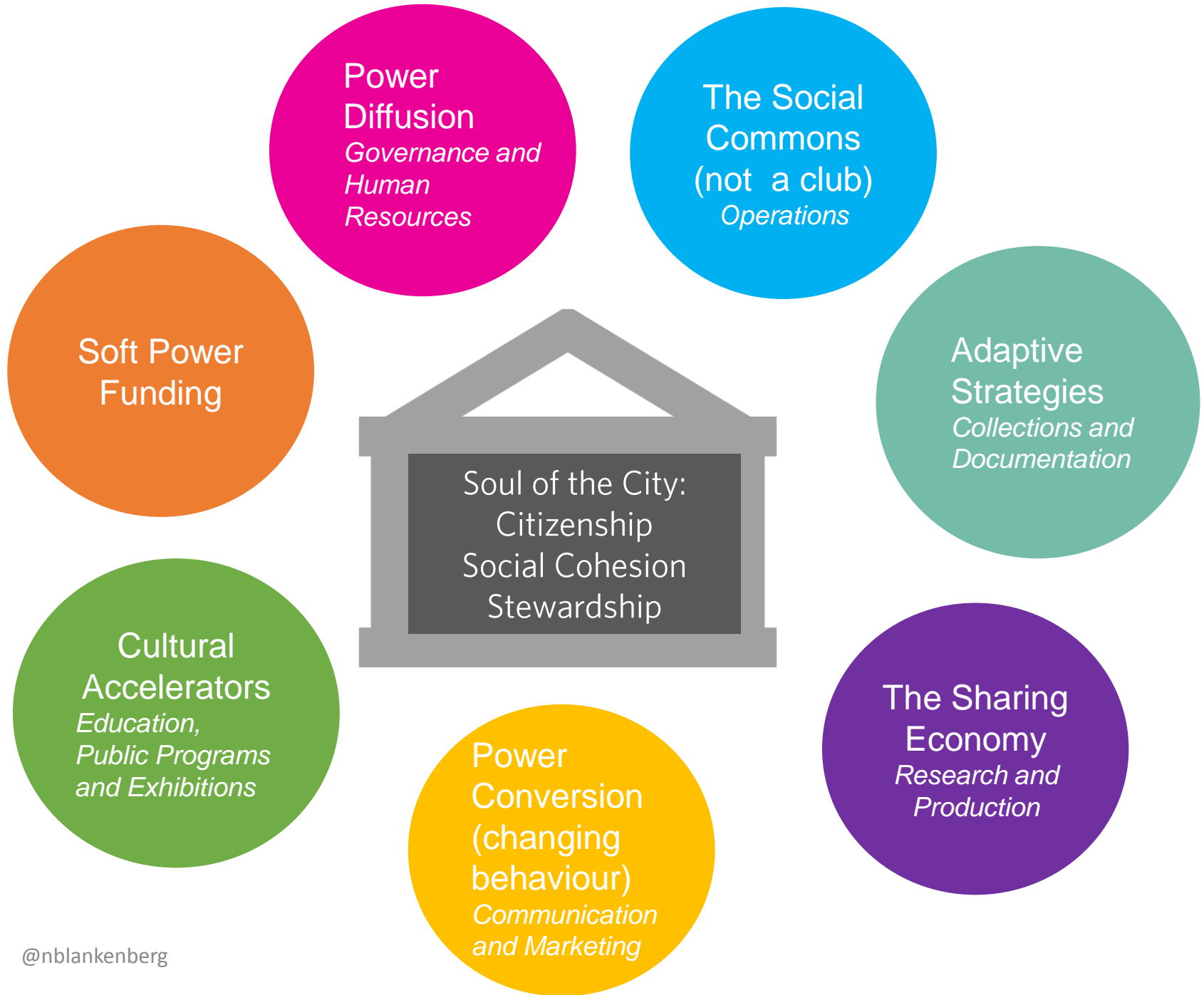
NOW


**Civil Society/
Social Commons...**

SOFT POWER

Soft power is the ability to influence behaviour through **persuasion, attraction or agenda setting**

(by being credible, transparent, relevant and networked).



The image shows an archaeological excavation site. In the foreground, three workers are focused on a task. They are wearing high-visibility yellow safety vests over dark clothing. Two of them are also wearing white hard hats. They are kneeling on dark, moist earth, using small tools to carefully clear or examine a section of the ground. In the background, another worker is visible, also in a high-visibility vest, working further up the site. The ground is uneven, with some larger stone blocks and a wheelbarrow visible. The overall scene is one of active, careful archaeological work.

Power Diffusion
Promotes Confidence,
Social Inclusion

Meaningful Volunteer
and Internship
Programs

An archaeological dig as part of the Culture Track programme Tyne & Wear Archives & Museum

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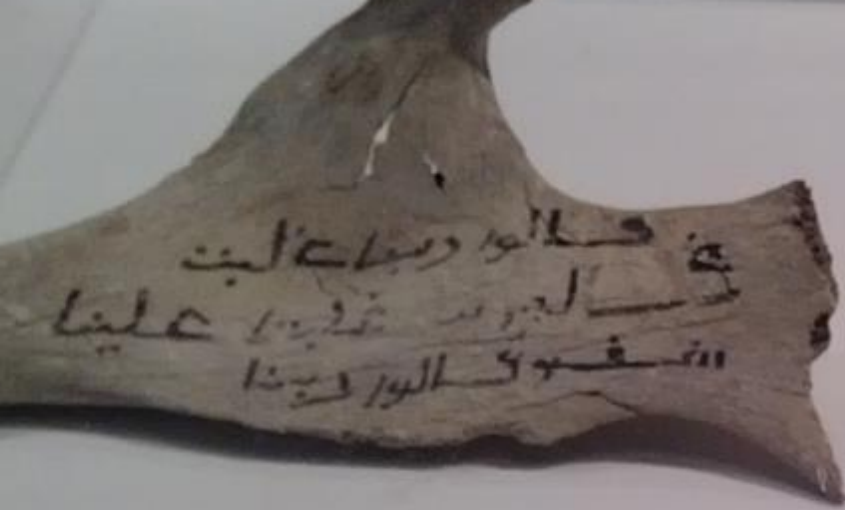


The Social
Commons
Operations

Claire Reid explains that the Institute for Canadian Citizenship is giving every new citizen a Cultural Access Pass

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Cultural Resources

Qualico
Family Centre



Collection
Development
for Social
Equity

01
04 **DENTS DE JAGUAR (OU «DENTS DE TIGRE»)** JAGUAR TEETH (OR "TIGER'S TEETH")
Surinam | Surinam
18^e siècle | 18th century
Dent, fibre végétale | Tooth, plant fibre
Don d'Ami Butini, colon genevois au Suriname, à la Bibliothèque publique en 1759 | Gift of Ami Butini, Genevan settler in Surinam, to the Public Library in 1759
MEG INV. ETHAM 059459

01
05 **AMULETTE CORANIQUE**
Sénégal | Senegal
Début du 19^e siècle | Early 19th century
Os coxal de boeuf | Coxal bone of ox
Don du professeur d'arabe Jean Humbert, professeur à l'Académie de Saint-Louis, au Musée de l'Académie Museum en 1820; récolté par le professeur d'arabe Jean Humbert, professeur à l'Académie de Saint-Louis, au Musée de l'Académie Museum en 1820; collection of the
Bacle
MEG INV. ETHAF K000039



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Production*



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Rijksstudio Award 2015



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Rijksstudio?



Reproductions New for Now

Context and Depth to the News





Co-creation
for Social
Inclusion

Brera National Picture Gallery: another story project. Storytelling expert Maria Grazia Panigada and museum mediators Connie Castro and Dudu Kouate
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Engaging
with all forms
of Tourism



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METROPIA

BASIS

PLAZA

Soft Power
Funding for
Operating

IN

EXHIBIT

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32

WAYS TO ACTIVATE *your* **SOFT POWER** *Tips for*

Museums and Cities

POWER DIFFUSION Governance and Human Resources 	1 Diverse, Networked Boards	2	3	4	5 Meaningful Volunteer and Internship Programs	
10 Inviting More People In	9 Responsive Operating Hours	8 Free Admission	SOCIAL COMMONS Operations 	7 Inspiring the Best Employers in the Creative Economy	6 Opportunities for Hiring and Advancement Reflecting the Diversity of the City	
ADAPTIVE STRATEGIES Collections and Documentation 	11 Collection Development for Social Equity	12 Tagging so anyone can search and find	13 Making Information Accessible	THE SHARING ECONOMY Research and Production 		
18 Bridging and Bonding	CULTURAL ACCELERATORS Education, Public Programs and Exhibitions 	17 Mobile Knowledge	16 Collaboration and Exchange	15 Developing Cultures of Creativity	14 Supporting Research and Production	
19 Connected Learning	20 Learning for a Lifetime	21 Engaging With All Forms of Tourism	22 Encouraging Contextual Intelligence	23 Presenting Useful Ideas in Useful Places	24 Making Space for New Perspectives: Re-framing the Agenda	25 Participative Stakeholder Communication
SOFT POWER FUNDING 	27 Impact Investment	28 Crowd-Sourcing And Participatory Forms Of Income Generation	POWER CONVERSION Communication and Marketing 	26 Giving Context and Depth to the News		
29 Public-Private Partnerships	30 Rewarding Urban Development	THE SOFT POWER EMBRACE the Role of Cities 		31 Planning Culturally	32 From Cultural Hubs and Heritage Districts to Cultural Commons	
HOW DO YOU ACTIVATE YOUR SOFT POWER?						

THANK YOU.



@Nblankenberg
@Gail_Lord
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#softpowermuseums

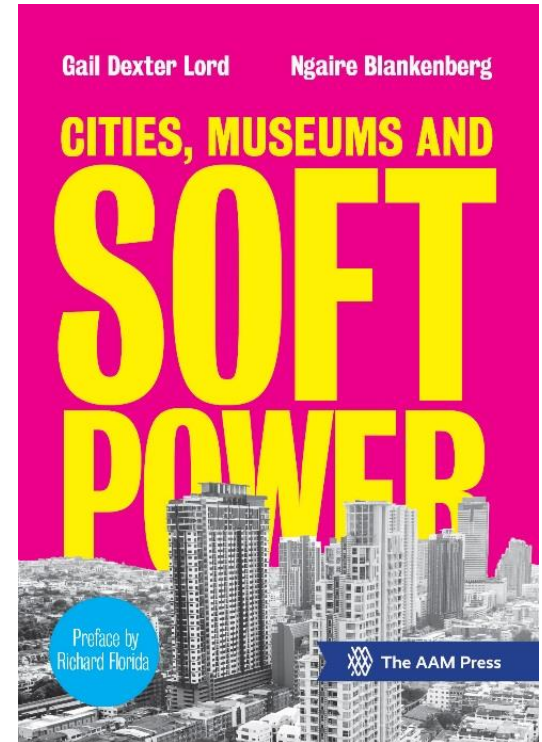


MuseumsSoftPower

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