

CITIES, MUSEUMS & SOFT POWER

CULTURE FOR SUSTAINABLE CITIES

UNESCO INTERNATIONAL CONFERENCE, Hangzhou, 10-12-15

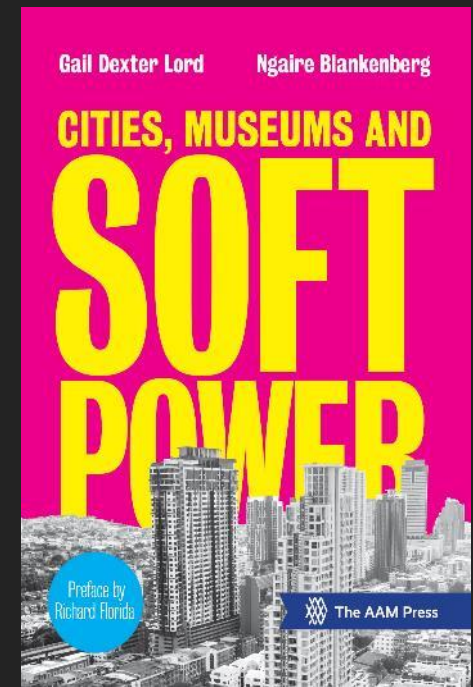
Javier Jimenez

Lord Cultural Resources



- **Lord Cultural Resources** founded in 1981
- The world's **largest** cultural professional practice
- **2,100+** assignments over **34 years**
- **56+** countries on **6** continents
- An international reputation for sector leadership, innovation and excellence

Academic Research and Textbooks



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SOFT POWER

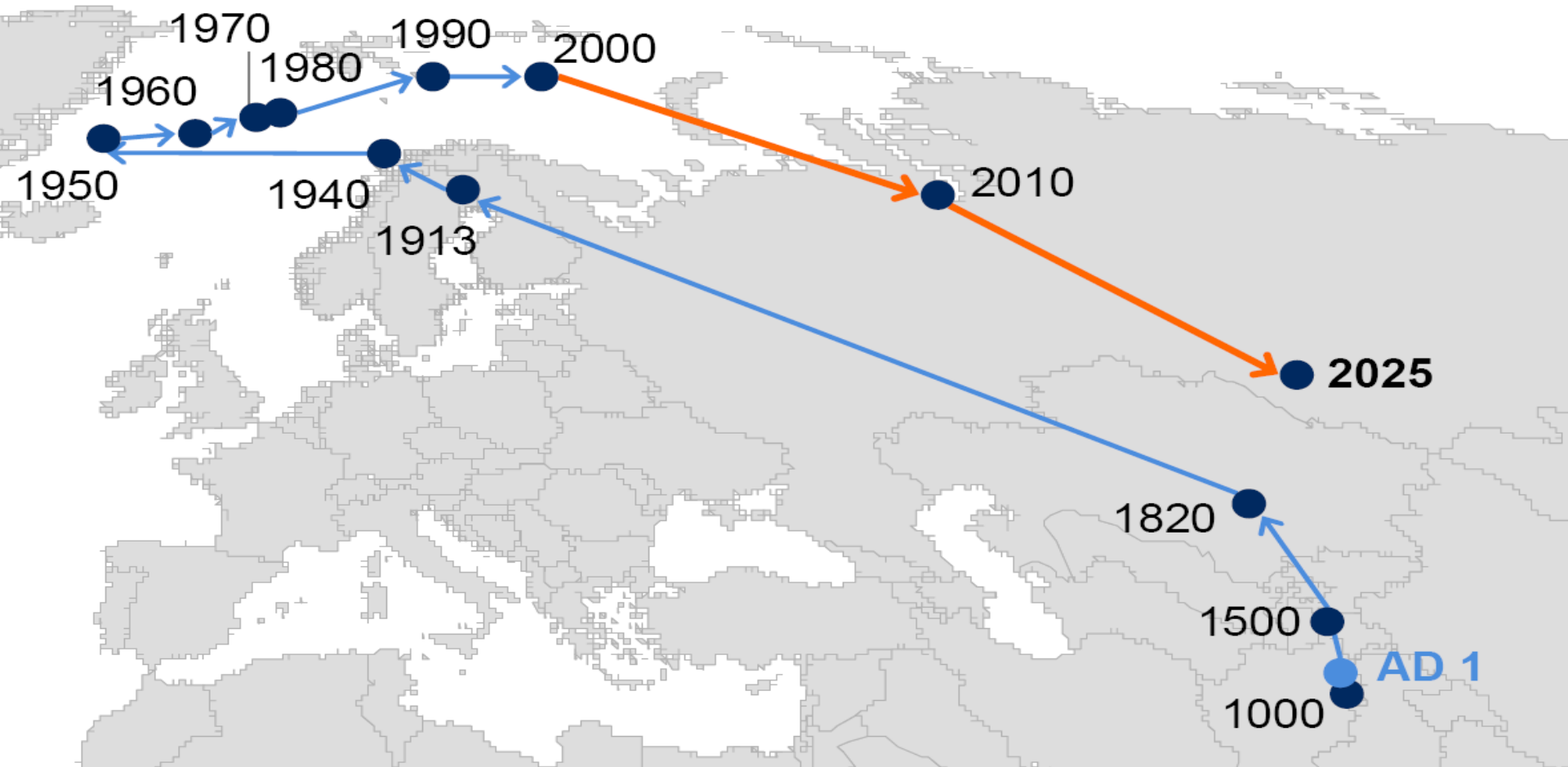
Soft power is the ability to influence behaviour through persuasion, attraction or agenda setting.

WHY DO CITIES MATTER IN THE 21ST CENTURY?



Photo Credit: Marcin Szala
Source: Wikipedia

URBAN POWER IS GROWING ...AND SHIFTING



Source: McKinsey Global Institute. Analysis using data from Angus Maddison; University of Groningen

"Cities are starting to exercise influence on global issues like migration and sustainability, but

could cities more effectively exercise their **soft power by embracing museums?"**

- Richard Florida



Museums. Really?

MUSEUMS ARE CHANGING

Museums were:

- Inward & Isolated
- Object-centered
- Passive
- Single voiced
- Government-owned
- Remnants of Hard Power

Museums will be:

- Outward & Networked
- Visitor-centered
- Active
- Plural
- Civil society-owned
- Engines of Soft Power

IMPACTS OF MUSEUMS

Short term:

Direct:

- Employment
- Spending

Indirect:

- 10K visitors = 8.2 new jobs
- Tax Income (7:1; AAM)
- Tourism

Long term:

- Social, educational and creativity values
- Urban regeneration and place making
- Citizenship - “agora” (Larry Beasley)

MUSEUMS HAVE

SOFT POWER

32

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

Museums and Cities

POWER DIFFUSION Governance and Human Resources 1	Diverse, Networked Boards 2	Advisory Councils 3	Outward-looking Policies 4	Inspired Leadership 5	Meaningful Volunteer and Internship Programs 6
Inviting More People In 7	Responsive Operating Hours 8	Free Admission 9	THE SOCIAL COMMONS Operations 10	The Best Employers in the Creative Economy 11	Opportunities for Hiring and Advancement Reflecting the Diversity of the City 12
ADAPTIVE STRATEGIES Collections and Documentation 13	Collection Development for Social Equity 14	Tagging So Anyone Can Search and Find 15	Making Information Accessible 16	THE SHARING ECONOMY Research and Production 17	
Bridging and Bonding 18	CULTURAL ACCELERATORS Education, Public Programs and Exhibitions 19	Mobile Knowledge 20	Collaboration and Exchange 21	Developing Cultures of Creativity 22	Supporting Research and Production 23
Connected Learning 24	Learning for a Lifetime 25	Engaging With All Forms of Tourism 26	Encouraging Contextual Intelligence 27	Presenting Useful Ideas in Useful Places 28	Making Space for New Perspectives: Re-framing the Agenda 29
SOFT POWER FUNDING Impact Investment 30		Crowd-Sourcing And Participatory Forms Of Income Generation 31	POWER CONVERSION Communication and Marketing 32		Giving Context and Depth to the News 33
Public-Private Partnerships 34	Rewarding Urban Development 35	THE SOFT POWER EMBRACE the Role of Cities 36		Planning Culturally 37	From Cultural Hubs and Heritage Districts to Cultural Commons 38
HOW DO YOU ACTIVATE YOUR SOFT POWER?					

PLACES FOR **CITIZENS**



Museum of the City of Moscow on a random Sunday, Moscow

URBAN REGENERATION AND PLACE-MAKING



Source: <http://bilbaoenconstruccion.com/>

Bilbao Creek, Before and After the Guggenheim Museum Bilbao (Spain)



Photo Credit: Ardfern
Source: Wikipedia

CREATORS OF **NEW KNOWLEDGE**



Birdly, Le Laboratoire.
Photo Credit: Le Laboratoire Cambridge, Source: Facebook

FOSTERING **SOCIAL INCLUSION**



Gail Dexter Lord

Ngairé Blankenberg

CITIES, MUSEUMS AND

SOFT POWER

Preface by
Richard Florida



The AAM Press

谢谢 THANK YOU

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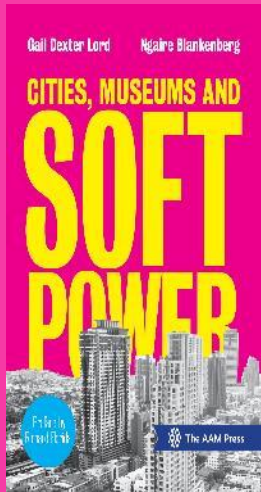
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Preface Richard Florida



**Why Cities, Museums and Soft Power,
Gail Dexter Lord and Ngaire Blankenberg**

**The Museum Building Boom,
Guido Guerzoni**

**Museums in Public Diplomacy
Federica Olivares**

**The Soft Power of Museums in the Knowledge Economy and Urban Development
Baillie Card**

**Museums in the Age of Brazilian Soft Power
Gegê Leme Joseph**

**Museums as Signifiers in the Gulf
Hayfa Matar**

**When Soft Powers Collide
Ngaire Blankenberg**

**Unearthing the Genius Loci of Museums in the Indian Subcontinent,
Batul Raaj Mehta**

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More:
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People on the Road, Robert Punkenhofer

**Cranking Up the Soft Power Engine of Chinese Museums,
An Laishun**

**A Tale of Two Civil and Human Rights Cities,
Gail Dexter Lord and Joy Bailey Bryant**

**Cairo and The Grand Egyptian Museum: From Multiculturalism to Leadership in Sustainable Development,
Mohammed Gamal Rashed**

**Global and Local: Fairs and Biennials, Temporary Urbanism and Pop-Up Museums,
Lourdes Fernández**

**The Economics of Museums and Cities
Javier Jimenez**

**32 Ways for Museums to Activate their Soft Power,
Gail Dexter Lord and Ngaire Blankenberg**