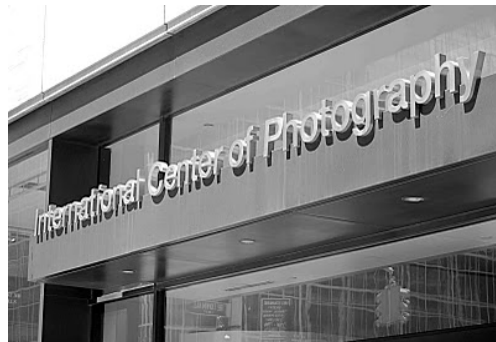


Creating Sustainable Cultural Cities



“Culture is a dramatic asset for cities seeking to differentiate themselves in a fiercely competitive global arena. Local values strengthen city positioning and can guarantee community engagement. Culture can also modernize the city and foster its economic and social development contributing positively to sustainable urban development. This masterclass will investigate different approaches and discuss in detail four key strategies being employed worldwide.”

Local Values and Culture: The Fourth Pillar of Sustainable Cities

Master Class, March 16, 2 pm



Facilitator:

- **Laure Confavreux Colliex**, Associate Director Lordculture

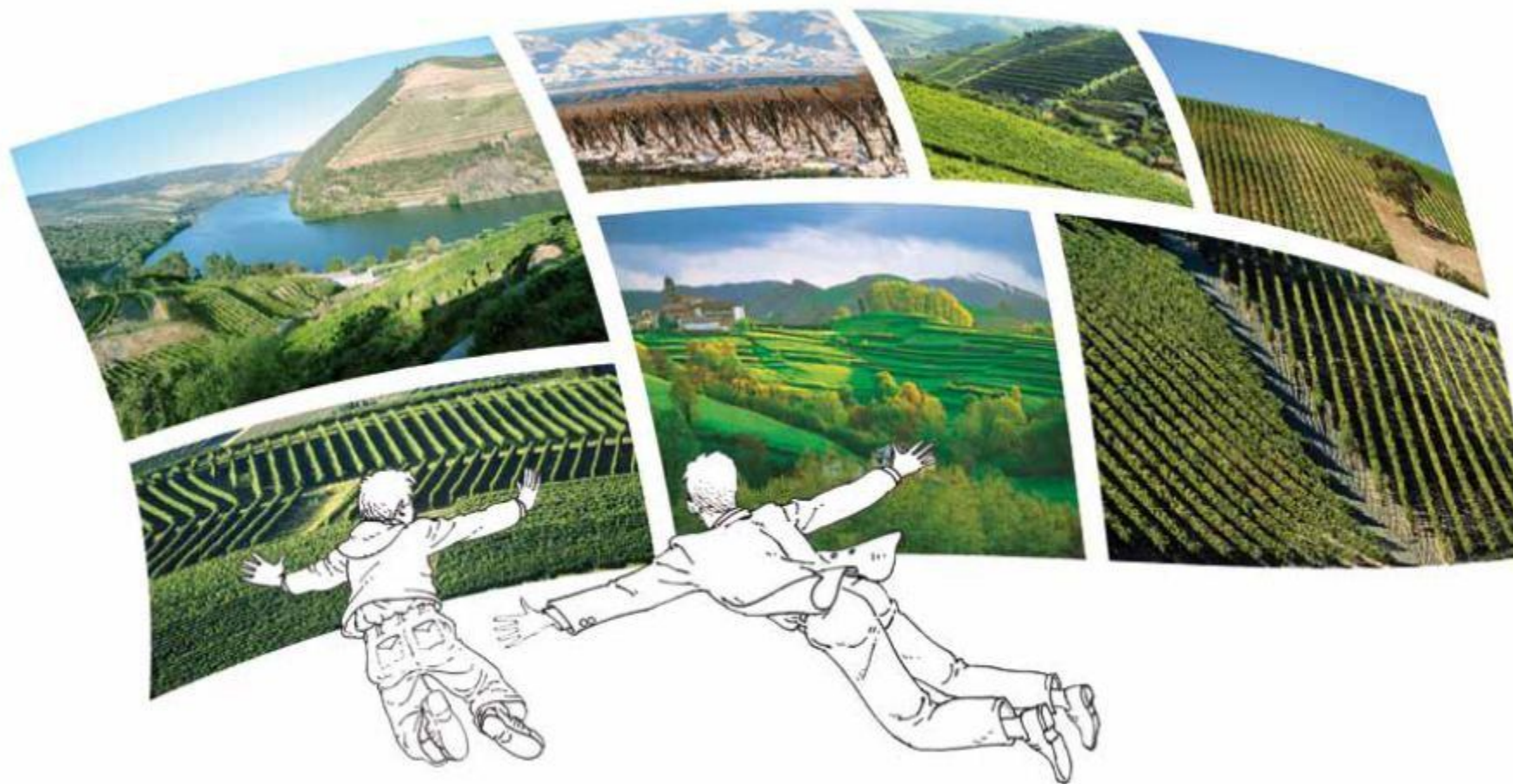


Participants:

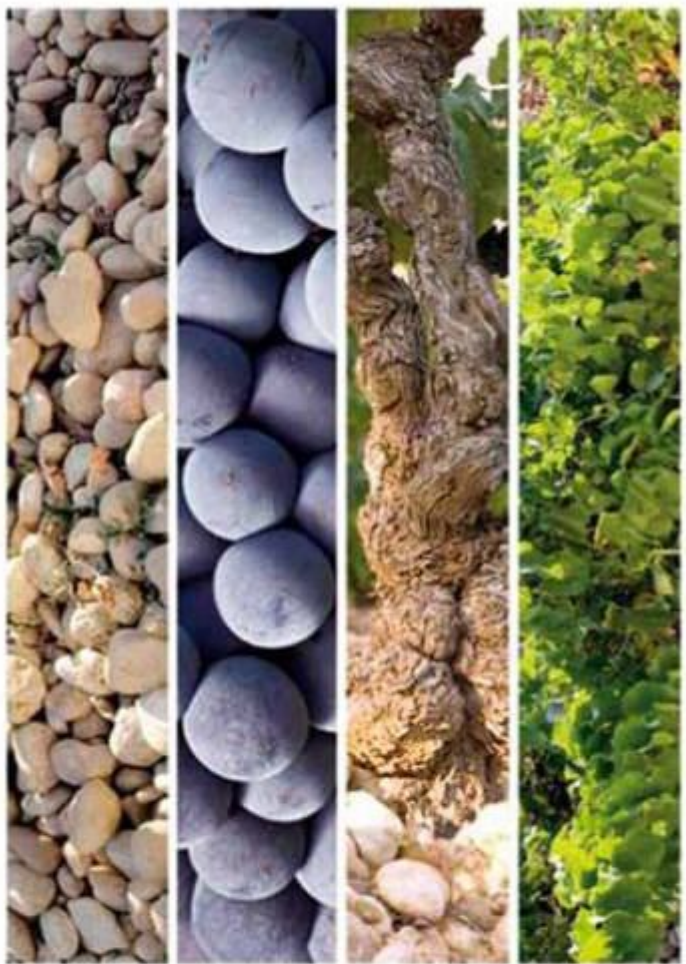
- **Holger Reenberg**, Director of Herring Museum of Contemporary Art (HEART), Denmark
- **Farrokh Derakhshani**, Aga Khan Award for Architecture (AKAA), Switzerland
- **Giuliano da Empoli**, Deputy Mayor for Culture, Florence, Italy



Bordeaux



LE TOUR DU MONDE DES VIGNOBLES



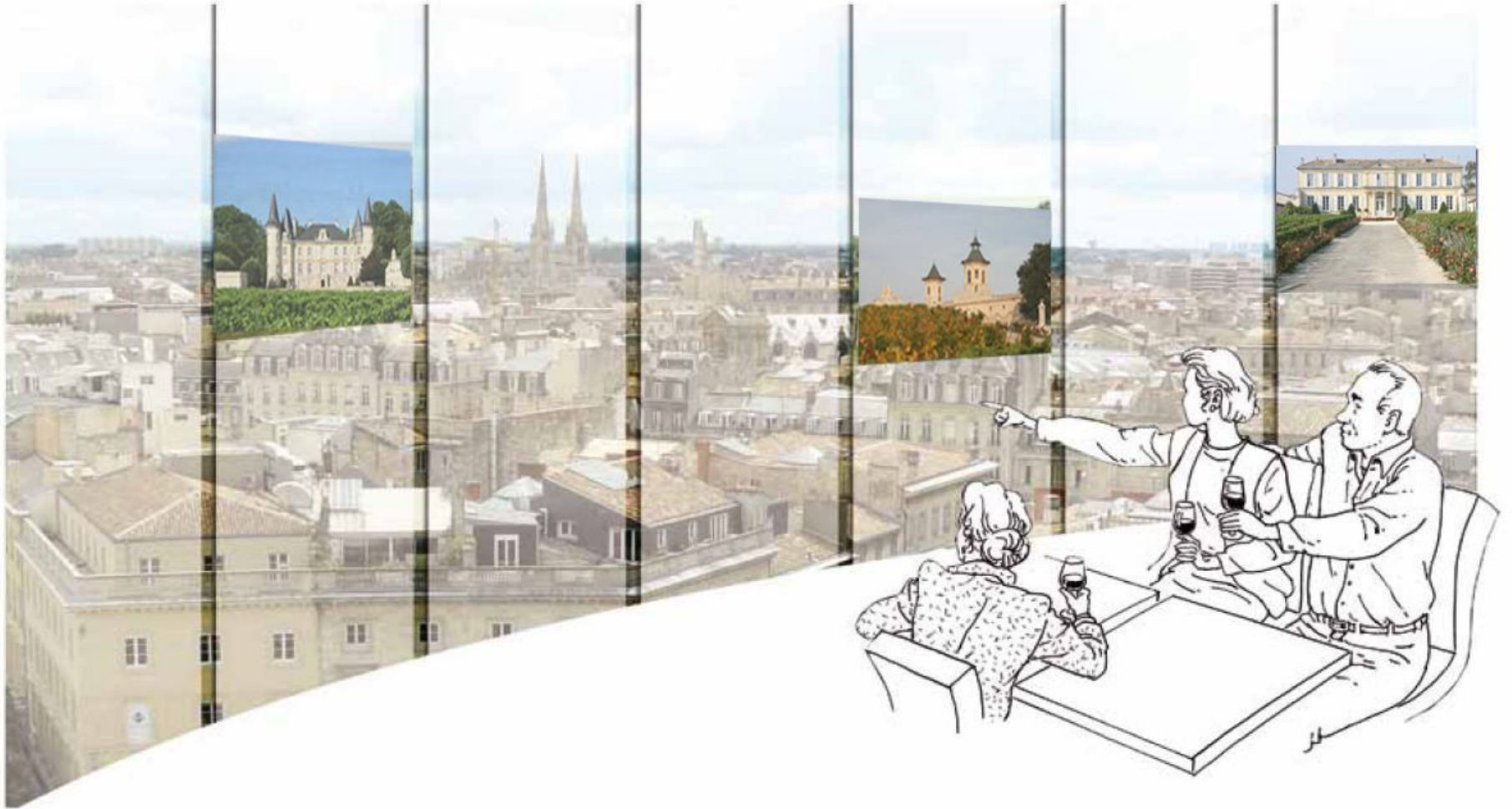
AU COEUR DES TERROIRS



LE VIN, AMI OU ENNEMI ?



L'ÉTONNANTE HISTOIRE DES VINS DE BORDEAUX



LE BELVÉDÈRE



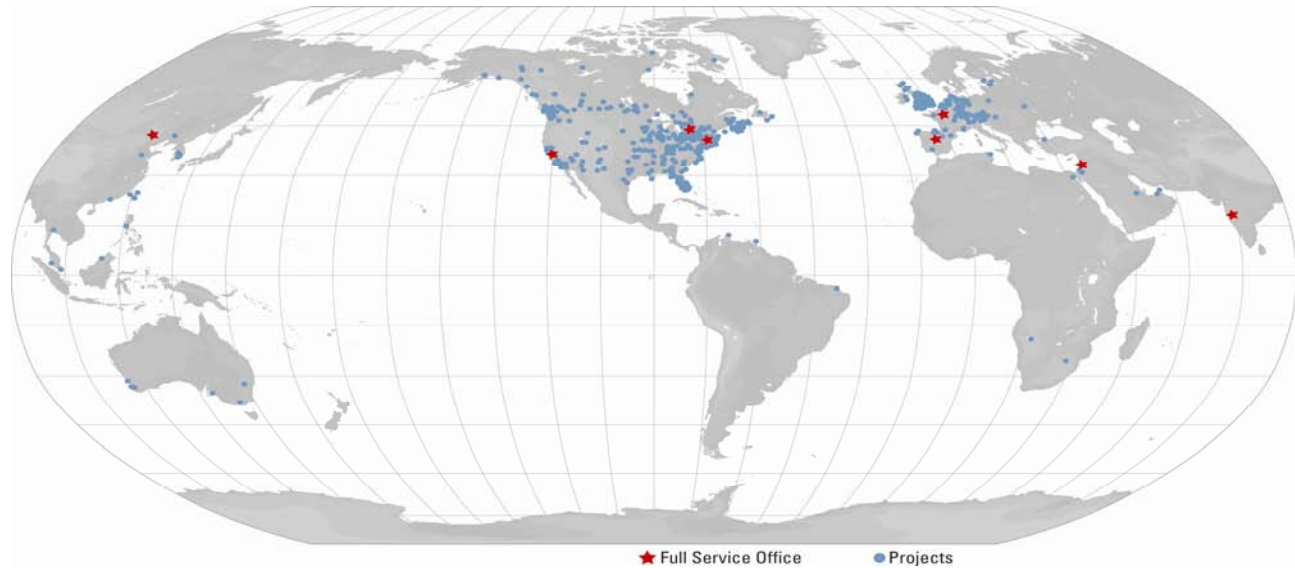
Exemple de faisabilité volumétrique – extrait de l'étude d'urbanisme Nicolas Michelin

Our History

Founded in 1981 by Gail and Barry Lord in response to an emerging need for specialized planning services in the museum, cultural and heritage sector, Lord Cultural Resources is now **the world's largest cultural professional practice**. With the successful completion of **more than 1,800 projects in 48 countries on 6 continents**, the firm has earned an international reputation for **sector leadership, innovation and excellence**.



Founders Barry and Gail Lord



Lord Cultural Resources Network

As the leader in cultural consulting services, Lord Cultural Resources relies on a **global network of offices:**



Our Cultural Intelligence

Our **manuals** are used in universities all around the world.



Furthermore, we contribute to the development of our sector through **participation in associations, higher education and our Global Internship Program.**

We share our knowledge in **presentations, articles and publications.**

Visit **www.lord.ca** for hundreds of ideas.



Our Cultural Intelligence

In their new book, Barry Lord and Gail Dexter Lord focus their two lifetimes of international experience working in the cultural sector on the challenging questions of **why and how culture changes**.

Visit www.culturalchange.ca to find out about your role in cultural changes.



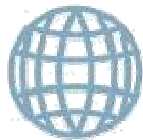
Our Practice

Lord Cultural Resources and Lordculture specialize in the **cultural sector**. We have developed the specific skills and know-how that respond to the growing need for expert services in this field. We always tailor our innovative and creative solutions to your project's specific challenges and objectives.

We offer a **wide range of integrated strategic, cultural, and functional services** for new and established cultural institutions, corporations and governments. No matter what service is required, we collaborate with our clients to find the most creative solution possible.

Depending on your needs, we can provide you with:

**Global Project
Development
Assistance**



Specific Expertise
(project conception, planning,
execution & management)



**Recruitment and
Training Services**



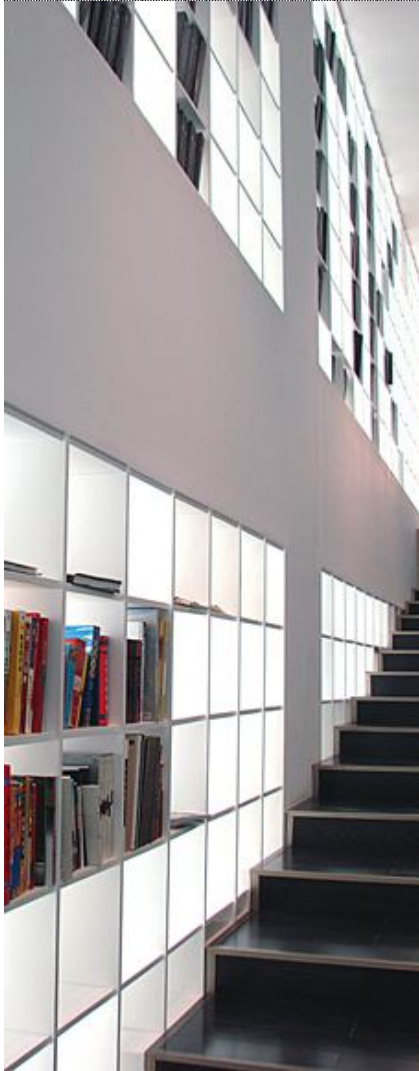
Project Management



Lord Cultural Resources and Lord Culture can take on or provide **support for all stages of your project**, from conception and design, to development and execution, right up to the building's inauguration and beyond. We will not only help you imagine, conceive, and plan your project, we will also turn it into reality and manage the process. As your project manager, we will ensure that all stakeholders work effectively together and progress towards achieving the same goals.



Our Expertise



Conception

Feasibility study, concept design and market analysis

Planning

Master plan, business plan, interpretative plan, functional plan, institutional plan, collection analysis, content development, architectural design strategy, operational plan

Execution

Project Management assistance, implementation plan, project coordination, architectural competition supervision

Management

Control and supervision, exhibition production, recruitment and training

Recruitment and Training



Recruitment

Lord Cultural Recruitment offers a wide range of recruitment and human resources services. We achieve effective and timely results in areas such as: **general recruitment practices, job profile definitions, specific profile recruitment, and human resources management.**

Training

Whether updating your employees' skills or training recruits, acquiring the right technical, behavioral and methodological know-how is key to succeeding in this specialized field. We work with your team to **define the training requirements that meet your organization's needs and expectations:** in-house courses, external workshops and experts, train-the-trainer programs, E-learning, seminars.

Lord Lord

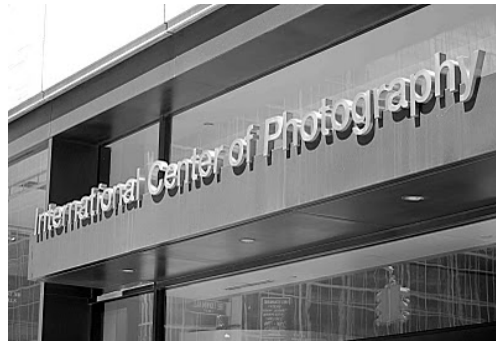
Cultural Resources

culture

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Sustainable Cultural Cities Projects



Punta della Dogana

Venice, Italy



In 2009 François Pinault, the luxury goods tycoon, opened a contemporary art museum designed by architect Tadao Ando to house his private collection of contemporary art and 20th century Venetian art in Venice.

Lordculture was appointed by Palazzo Grassi to provide the **facility program** for this project.



Louvre, Lens

Lens, France



© Kazuyo Sejima+Ryue Nishizawa/
SANAA, Tim Cubert+Celia Imrey/ Imrey
Culbert, Catherine Mosbach

LOUVRE LENS

Lord
Cultural Resources

In 2003, the Louvre launched a brand-new project: to create a **new branch of the museum**. The French Government chose the city of Lens, in the Région Nord-Pas-de-Calais, which has recently regained its economic vitality. The presence of the Louvre brand and Louvre collection will benefit both the city of Lens and the Musée du Louvre.

Lordculture was commissioned by the Région Nord-Pas-de-Calais to collaborate with regional authorities and the Musée du Louvre from the conception stage of the Louvre-Lens to the tender brief. Duties included **functional planning** (space list, functional diagram, room data sheet, systems and standards, etc.), **assistance with the architecture competition**, **evaluation of the financial needs for the exhibition space**, **functional planning of visible storages open to visitors**, and dealing with questions concerning **accessibility and adaptation of mediation tools for handicapped visitors**.

Creating Cultural Capital

Museo Guggenheim

Bilbao, Spain



The Guggenheim Museum Bilbao and its iconic building designed by Frank Gehry have become an international brand. Its opening has had significant impact on the regeneration of the city, introducing Bilbao as a major cultural destination in Europe. Building on its success, the Museum is entering a consolidation phase, setting new and more ambitious objectives to maintain its levels of success in a rapidly changing and highly competitive cultural environment.

Lord Cultural Resources was commissioned to **advise and facilitate in the strategic planning process leading to the Strategic Plan 2005–08**. Our methodology involving the staff, local communities and stakeholders, and national and international opinion leaders was very much valued by **the museum director who has commissioned Lord Cultural Resources again for the next strategic plan 2009–12**.

Creating Cultural Capital

Tate Britain & Tate Modern

London, England



Between 1993 and 2003 Lord Cultural Resources was commissioned to conduct three studies on behalf of the Tate Gallery and Tate Modern. In 1993, Lord Cultural Resources studied the quality of visitor experience at the Gallery, reviewing exhibition interpretation, information services, signage, circulation and visitor services. The study then informed the Tate's expansion plans for a Gallery of British Art and what is now the Tate Modern.

In 1999, Lord Cultural Resources carried out a Visitor Services Review for Tate Modern at Bankside in preparations for its May 2000 opening. The study examined the Tate's plans from the perspective of the visitor, recommending improvements in visitor flow, the provision of information, and improved ticketing services.

In 2003 Lord Cultural Resources once more conducted a new Visitor Audit for both Tate Britain and Tate Modern, once again helping Tate staff plan for its visitors for the next decade.

Saadiyat Island

Abu Dhabi, UAE



Abu Dhabi, the capital of the United Arab Emirates (UAE), has undertaken the world's largest museum development project as part of an even grander Cultural District on Saadiyat (Arabic for "Happiness") Island, which is currently being connected to the city by a bridge across the harbor.

Lord Cultural Resources working with the Abu Dhabi Tourism Development and Investment Company (TDIC) planned many of the exciting new cultural institutions on Saadiyat Island including **Master Planning and Facility Programming for the Maritime Museum** designed by Tadao Ando and the Louvre Abu Dhabi (Classical Art Museum) designed by Jean Nouvel. **For the Sheikh Zayed National Museum, we conducted an architectural competition for the new facility, and provided Advisory Services for the Guggenheim Abu Dhabi.** We were also asked to develop a Governance Structure for the Saadiyat cultural institutions.

The Lowry

Salford, England



The Salford Quays, a once impoverished industrial town, is now an exciting mixed-use area for business, residential, leisure and cultural activities, considered one of the most successful regeneration projects in Europe. The Lowry opened successfully in April 2000 to great acclaim, exceeding attendance expectations, welcoming more than 1 million visitors in its first year.

Lord Cultural Resources was instrumental in **developing the concept of its feature building**, an integrated performing arts center called the Lowry, **planning The Lowry's visual arts spaces**, which feature changing exhibitions of celebrated artist L.S. Lowry's work, temporary exhibitions, and the Lowry study centre. Our firm provided the **Functional Brief for all visual arts spaces and developed the innovative concept for a Children's hands-on gallery** called "Artworks" inspired by the visual and performing arts. Lord Cultural Resources continued to **review the architects' and engineers' drawings and advise the City and The Lowry Trust** on the application of our Functional Brief for the seven years from planning through design and construction to fit-out and opening. Lord Cultural Resources also **designed the Lowry's introductory gallery**, "Meet Mr. Lowry".

The Pushkin Museum

Moscow, Russia



In 2009 Lordculture was selected by the architecture firm Foster + Partners to assist in the development of four new buildings (centralized storage rooms, a multi-functional concert hall, a temporary exhibition gallery and an administration building) and an underground route at the Pushkin Museum in Russia. Upon completion, the pedestrian cultural quarter will triple in size. Lordculture has been working to ensure that the Foster + Partners designs meet international museum standards. The scope of the study includes analyzing Foster + Partners' Master Plan, focusing on the design of the centralized storage area. This phase encompasses **collection analysis for 700,000 works of art, the analysis and definition of strategic guidelines for the next 25 years, cultural and event planning, and finally functional and spatial planning.**

ArtScience Museum

Marina Bay, Singapore



The ArtScience Museum is an innovative new museum for Singapore explores the links between art and science through changing exhibitions. The museum is an iconic building at the heart of the Marina Bay Sands Casino Resort being developed by the Venetian Group of Los Vegas and designed by Moshe Safdie.

Lord Cultural Resources assisted Moshe Safdie and Associates to plan this new institution and the exhibitions for the opening years.

Casablanca Park

Casablanca, Morocco



© Arte Charpentier Architects

A large waterfront area located south of Casablanca is being rehabilitated into a mixed-use quarter including hotels, condominiums, retail and a leisure park: Casablanca Park. Historical archaeological digs took place on site that uncovered Homo Erectus bones testifying of the presence of the first man in Morocco 1 million years ago. For these reasons, the development project included a strong cultural aspect that had to appeal both to local residents and tourists.

Lordculture was appointed by the architects Arte Charpentier to **define the cultural components of the area**. We suggested a strong concept for the archaeological museum based on the relationship between the Man of Casablanca and his environment. The park that leads to the sea will host pavilions that will form a cultural pathway called *Take a walk throughout Morocco!* Each of the small interpretation centers will offer the opportunity to conjure up Morocco's history and cultural diversity through the reproduction of emblematic architectural elements of Morocco's most famous cities.

East Bayfront

Toronto, Canada



Toronto is known for its vibrant communities and incredible diversity. As Canada's largest city, it continues to grow at an incredible rate, attracting new residents and visitors from all over the world. Rising up from the shore of Lake Ontario, Toronto's waterfront is part of its history and its identity.

Building on the Culture and Retail Plan for East Bayfront completed by Lord Cultural Resources and Talbot Retail Consultants in May 2005, Lord Cultural Resources has been engaged to complete a **Cultural and Animation Strategy to plan how to bring the essential dynamism of culture – galleries, museums, artists, performance, design, heritage – to Toronto's waterfront.** Based on international knowledge and best practice research, the strategy gives the Toronto Waterfront Revitalization Corporation tools to build culture and animation into its plans for East Bayfront literally from the ground up.

Toronto International Film Festival Bell Lightbox

Toronto, Canada



The Toronto International Film Festival (TIFF) is among the world's most important film festivals. The Toronto International Film Festival Group, a not-for-profit cultural organization is comprised of several dynamic initiatives.

In 2005, Lord Cultural Resources was retained by the Toronto International Film Festival Group to work closely with KPMB Architects to review **design plans for the proposed temporary exhibition gallery and film library in their new home:** the Bell Lightbox. The Lightbox is a mixed used development that houses the Group's offices, five new theatres, gallery education spaces, film library, and retail and restaurant services. In 2006, Lord Cultural Resources continued to work with the Toronto International Film Festival Group on the **business and operations plan for the Lightbox.** Since the Lightbox opened in 2010, Lord Cultural Resources has been providing a full range of services including: **Programming and communications for the exhibition galleries; developing partnerships and exhibitions for the Museum Gallery; and Strategic planning for the TIFF Group.**

Contemporary Art Museum

Riga, Latvia



Riga, capital of Latvia, one of the oldest cities of the Baltic States recognized as a UNESCO world cultural heritage site for its medieval and Art Nouveau buildings, has decided to add a Contemporary Art Museum as an attraction, in the form of a renovation of the city's first power plant designed by the world-famous architect Rem Koolhaas.

Lordculture was engaged by the Latvian Minister of Culture to help make the project a reality and a success by **defining an original concept, mission and vision statement for the future institution, and elaborating operational, business and facility plans**. The outcome is an exciting new contemporary art museum, but also development of the first public-private partnership in Eastern Europe.

West Kowloon Cultural District

Hong Kong



The West Kowloon Cultural District (WKCD), a 40-hectare site on Hong Kong's Victoria Harbour, is envisioned to become a cultural gateway to the Pearl River Delta due to its strategic location and integrated world-class arts, cultural, entertainment and commercial district. It is proposed to open in 2015. Its final phase is planned to be completed by 2045.

Lord Cultural Resources was a **member of the Foster and Partner's first prize in an international Concept Plan competition** for the WKCD in 2002 and the **Financial Advisory team** for the West Kowloon Cultural District in association with the Hong Kong branch of the London-based consulting firm GHK in 2006. In 2009, Lord Cultural Resources was contracted with Mott MacDonald Hong Kong Ltd. for the **Development Plan to provide programming and operational input on the visual arts components**, and as **visual arts facility planning advisors** on two of the three new architectural Concept Plan teams: Foster & Partners and Rocco Design Architects Ltd.