

FOR IMMEDIATE RELEASE

Lord Cultural Resources Launches Breakthrough Events in China

October 18, 2007

Lord Cultural Resources is pleased to announce the launch of the Chinese edition of *The Manual of Museum Management* and the inauguration of the **Music-Museum Collaboration**.



From left: *Manual of Museum Management* cover. Gail Dexter Lord and Julia Xu with Tafelmusik Baroque Orchestra at the Beijing Museum of Natural History. Joanne Lamon and Dr. Xingbao Jin with Tafelmusik Baroque Orchestra at the Shanghai Science and Technology Museum.

Beijing Administrative Bureau of Cultural Heritage Launches the Chinese Edition of the Definitive Manual on Museum Management in the World!

The Manual of Museum Management by Gail Dexter Lord and Barry Lord covers the theory and practice of managing and leading museums in the 21st century. Originally published in 1997 by AltaMira Press, this Manual is in its third English printing, has been translated in Russian, Georgian, Spanish and now Chinese, and is used in museum studies programs in prominent universities worldwide. This popular manual is for all involved in the management of museums presented in an easy-reference format with case studies from around the world and introduction by Sir Nicholas Serota, Director, Tate Gallery. The Chinese translation is published by the Chinese government **Beijing Administrative Bureau of Cultural Heritage**. The launch will take place with Gail Dexter Lord in presence on:

- **Wednesday, October 24, 10 am:** Capital Museum China, 16 Fuxingmen Wai Dajie, Beijing, www.capitalmuseum.org.cn/en

In 2008, the Bureau will publish the Chinese translation of *The Manual of Museum Planning* by the same authors.

Scientific Aspects Related to *The Four Seasons* – The First Music-Museum Collaboration!

The **Music-Museum Collaboration** is an initiative by **Lord Cultural Resources** and Canada's **Tafelmusik Baroque Orchestra** that explores in this first instance the interaction of music and science in museum spaces. The **Beijing Museum of Natural History** in collaboration with Sino Lord Cultural Resources are pleased to host the Initiative's first event with **Tafelmusik Baroque Orchestra's** critically acclaimed *The Four Seasons: A Cycle of the Sun* concert programme:

- **October 23, 7:45 pm:** Beijing Museum of Natural History, Palaeontology Hall, 126, Tianqiao Street, Beijing, www.bmnh.org.cn/web/en

Tafelmusik Baroque Orchestra (www.tafelmusik.org), led by Music Director Jeanne Lamon and founded in 1979, is one of the world's leading period performance ensembles. In the 2007-2008 seasons, Tafelmusik will embark on five major tours to three continents, as well as celebrating the release of its 75th and 76th CDs.

"I am so delighted that the Lord Cultural Resources-Tafelmusik Music-Museum Collaboration has taken off first in China. Chinese museums are in a renaissance mode expanding their buildings, becoming outward looking and seeking innovative ways to make museums great places for people. The music museum performances coincide with the establishment of our new company in Beijing – Sino Lord Cultural Resources – and the publication in Chinese of *The Manual of Museum Management* by myself and Barry Lord," states Gail Dexter Lord, President, Lord Cultural Resources.

Lord Cultural Resources (www.lord.ca), founded in 1981, is the world's largest global professional practice dedicated to creating cultural capital worldwide having conducted over 1,500 cultural projects in 36 countries on 5 continents. We collaborate with people and organizations to plan and manage cultural places, programs and resources that deliver excellence in the service of society.

Sino Lord Cultural Resources (www.sinolord.com) has been formed as a joint venture with **Beijing Jiazhong Yuanjian Art Science and Technology Development Ltd.**, a professional museum development company in China. The company is delighted to service the China market and has recently been retained for facility planning services for the **National Art Museum of China** and exhibition development for the transportation gallery of the **Chongqing Science and Technology Museum**. In addition, we won first place for the exhibition design of the public space for the new **National Chinese Science and Technology Museum**.

For information in English, contact Andrea Ott, Lord Cultural Resources, T: 416-928-9292, x. 240, E: aott@lord.ca. For information in Chinese and in Beijing, contact Jian Guan, Sino Lord Cultural Resources, T: 13693045538, E: guanjianjia@126.com.



October 2007:
For Immediate Release

**Beijing Museum of Natural History, Shanghai Science and Technology Museum,
Tafelmusik Baroque Orchestra and Sino Lord Cultural Resources present...
A Music-Museum Collaboration featuring
Canada's Tafelmusik Baroque Orchestra**

Toronto (Canada) ... As part of Tafelmusik's upcoming tour of Asia and in collaboration with Canada's international museum consultants Lord Cultural Resources, the Tafelmusik Baroque Orchestra will be launching its *Global Arts Initiative* pilot project with events at the **Beijing Museum of Natural History** and the **Shanghai Science and Technology Museum**. These unique museum events explore the power of music and science to transform everyday life and community museum spaces.

At these events, the museums will present scientific aspects relating to the four seasons as Tafelmusik performs excerpts of its critically acclaimed *The Four Seasons: A Cycle of the Sun* concert programme. Created by Tafelmusik's bassist Alison Mackay, *The Four Seasons: A Cycle of the Sun* concert programme explores how Chinese, South Asian, Inuit and 18th-century European music traditions use music to depict seasonal transformations. The Beijing Natural History Museum and the Shanghai Science and Technology Museum are partners in this project to stimulate the connection of the seasons and their relationship with science. This connection will foster greater cross-disciplinary, cross-cultural and historical understanding in the context of this imaginative marriage of arts and sciences.

Museums and performing arts organizations play a vital role in creating a participatory, multidisciplinary approach to creativity and lifelong learning in society. These organizations around the world are creating an active approach to scientific, cultural and historical understanding through animating museum spaces with exciting multidisciplinary programmes, exhibits, arts programming and events. The "opening up" of museum spaces around the world to the public creates a welcoming and stimulating museum learning experience for people of all ages.

Between the museums' presentations and demonstrations, the Tafelmusik Baroque Orchestra will perform excerpts from the *Spring*, *Summer* and *Autumn* concerti from Antonio Vivaldi's famous *The Four Seasons*, featuring soloists Patricia Ahern, Julia Wedman and Christopher Verrette. In addition to the concerti are pieces performed by musicians belonging to Chinese, South Asian, Inuit and European musical traditions: Chinese pipa player Wen Zhao, sarangi player Aruna Narayan, Inuit throat singers Aqsarniit (Sylvia Cloutier and Sarah Beaulne), and lutenist Lucas Harris. This cross-cultural celebration culminates in a collective performance of a specially commissioned work by Canadian composer Mychael Danna, who has used Vivaldi's *Winter* concerto as his inspiration. This piece features Music Director Jeanne Lamon, Aruna Narayan, Wen Zhao and Inuit throat singers Sylvia Cloutier and Sarah Beaulne.

With a history of performances at the Royal Ontario Museum in Toronto and the J. Paul Getty Museum and Getty Villa in Los Angeles, Tafelmusik has begun an exciting journey in integrating the power of music with the diverse collections and tremendous intellectual resources of museums. *The Global Arts Initiative* project will allow Tafelmusik and Lord Cultural Resources to collaborate on a number of community outreach museum projects to stimulate the connection of international music and cultural history with young people and adults, fostering greater cross-disciplinary, cross-cultural and historical understanding.

“History, visual arts, artefacts and costumes all enrich the musical experience. Museums come alive through our performances, while we gain a context for the music through their wonderful exhibits.

Our musicians are very excited about the museum collaborations in Beijing and Shanghai, and we are very moved by the generous vision of our museum partners. Tafelmusik is very grateful to our concert presenter, the Shanghai Oriental Arts Centre, for being a part of this preview event to our concert in Shanghai,” states Tafelmusik Music Director **Jeanne Lamou**.

Lord Cultural Resources (www.lord.ca), founded in 1981, is the world’s largest global professional practice dedicated to creating cultural capital worldwide, having conducted over 1500 cultural projects in 36 countries on five continents. Lord Cultural Resources has completed assignments for such important museum projects at Tate in London, World Trade Centre Memorial Museum in New York, the Canadian Museum for Human Rights in Winnipeg, the Guggenheim Museum in Bilbao, the Saadiyat Island Museum complex (encompassing the Louvre and the Guggenheim museums) in Abu Dhabi and the National Art Museum of China. Lord Cultural Resources has established a museum planning firm in China called Sino Lord Cultural Resources. Based in Beijing, Sino Lord Cultural Resources has been instrumental in developing these museum collaborations.

“I am so delighted that the Lord Cultural Resources -Tafelmusik Global Arts Initiative has taken off first in China. Chinese museums are in a renaissance mode – expanding their buildings, becoming outward looking and seeking innovative ways to make museums great places for people. It is especially exciting for me since these music museum performances coincide with the establishment of our new company in Beijing – Sino Lord Cultural Resources – and the publication in Chinese of **The Manual of Museum Management** by myself and Barry Lord,” states **Gail Dexter Lord**, President of Lord Cultural Resources.

Beijing Museum of Natural History has been the most popular natural history museum in the country. The museum grew out of the National Central Museum of Natural History founded in 1951. After it was formally renamed in 1962, this first large-scale museum of natural history has had a unique development after new China was established. This great institution is known for its specimen collection, academic research and popularization of paleontology, zoology, botany and anthropology.

The museum, covering a floor space of 24,000 square meters, with more than 8000 square meters exhibition space, has more than 200,000 items in its collection of paleontology, ornithology, mammals and invertebrates.

“The universal language of music, when performed at different venues, brings about different sounds and artistic charm. It is especially meaningful to perform high musical classics in our exhibition hall at Beijing Museum of Natural History. This event not only explores the beauty of enchanting melodies at a unique space and venue, but also more importantly, integrates rich contents by pairing the science of life and the art of music,” says **Jianwen Li**, Vice-President, Beijing Museum of Natural History.

Shanghai Science and Technology Museum is dedicated to science education, with "Nature-Mankind-Technology" as its theme. Currently, the museum has 12 sections open to public, such as Wide Spectrum of Life, Earth Exploration, Cradle of Designers, Children's Technoland, Light of Wisdom, Information Era, World of Robots, etc.

On October 21, 2001, the museum hosted the opening of the Ninth Informal APEC Economic Leaders' Meeting. It was then that the museum had the opportunity to demonstrate its advanced cultural philosophy and the unique city spirit of Shanghai as an international metropolis.

Since it opened on December 18, 2001, the museum has become a very popular spot for the citizens of Shanghai, particularly younger people, and visitors from other parts of the country. By the end of October 2005, the museum has received 8,260,000 visitors.

"This wonderful event is about Museums and Music!", says **Dr. Jin, Xingbao**, Vice-President, Shanghai Science and Technology Museum. "Since its establishment 5 years ago, the Shanghai Science and Technology Museum has cooperated with many organizations and companies locally and worldwide to communicate the leading achievements in science and state-of-the-art technologies to millions of its visitors. Together with Lord Cultural Resources and Tafelmusik Baroque Orchestra from Canada, we have created this opportunity to share universal feelings about the cycle of four seasons. As arts and science have been developed around great natural phenomena simultaneously all over the world, may we wish this beautiful and touching melody in such sublime autumn day encourage us for endless exploration on Nature, inspire our wisdom with science, distil our passion with art, and nurture our minds with universal and eternal human values."

Tafelmusik's Museum Event Schedule:

October 23, 2007 at 7:45PM

Beijing Museum of Natural History: Palaeontology Hall

126, Tianqiao Street, Beijing

www.bmnh.org.cn/web/en

October 26, 2007 – 7:00PM

Shanghai Science and Technology Museum

2000, Shiji Avenue, Pudong District, Shanghai

www.sstm.org.cn

TAFELMUSIK'S FULL ASIAN TOUR CONCERT SCHEDULE

Saturday, October 20, 2007 at 8:00PM

CONCERT: Macau International Music Festival

Dom Pedro V Theatre, Largo de Santo Agostinho, Macau

Sunday, October 21, 2007 at 8:00PM

CONCERT: Leisure & Cultural Services, Hong Kong

Concert Hall, Hong Kong City Hall

Tuesday, October 23, 2007 at 7:45 PM

MUSEUM COLLABORATION EVENT: Beijing Museum of Natural History

Wednesday, October 24, 2007 at 7:30PM

CONCERT: Forbidden City Concert Hall, Beijing

Friday, October 26, 2007 at 7:00PM
MUSEUM COLLABORATION EVENT: Shanghai Science Museum

Saturday, October 27, 2007 at 7:30PM
CONCERT: Shanghai Performing Arts Festival
Shanghai Oriental Arts Centre, Shanghai

Tuesday, October 30, 2007 at 7:30PM
CONCERT: Seoul Bach Festival
Sejong Chamber Music Hall, Seoul

Wednesday, October 31, 2007 at 7:30PM
CONCERT: Seoul Bach Festival
Sejong Chamber Music Hall, Seoul

For more information on all of Tafelmusik's touring activities, please visit:
www.tafelmusik.org/tour

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Tafelmusik Baroque Orchestra, led by Music Director Jeanne Lamon and founded in 1979, is one of the world's leading period performance ensembles. All members of the Orchestra are specialists in historical performance practice, and their collaboration results in a delightful transparency, vitality and richness of sound. Tafelmusik is the Baroque Orchestra-in-Residence at the Faculty of Music, University of Toronto. The Tafelmusik Chamber Choir, specializing in baroque performance practice and vocal technique, was formed in 1981 to complement the Orchestra. Tafelmusik performs over 50 concerts a year at home in Toronto, tours extensively around the world, and has received nine Juno Awards. In 2005, Tafelmusik received a Grammy Award nomination. In 2007-2008, Tafelmusik will embark on five major tours to three continents. This season Tafelmusik also celebrates the release of their 75th and 76th CDs, well as the DVD release of the critically acclaimed Four Seasons Mosaic documentary.

Tafelmusik's Asian tour is sponsored by:



Tafelmusik's Asian tour is supported by the Department of Foreign Affairs and International Trade.



Foreign Affairs and
International Trade Canada

Affaires étrangères et
Commerce international Canada

Canada

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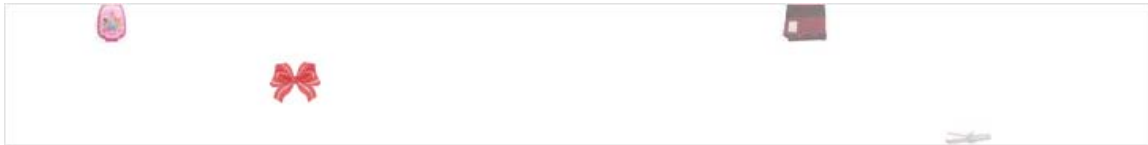
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Classical music revolution in China

Canadian arts groups stalked by dinosaurs as they dazzle audiences in Beijing and Shanghai

October 29, 2007

MARTIN KNELMAN
ENTERTAINMENT COLUMNIST

SHANGHAI—You could call it the tale of how Vivaldi teamed up with Inuit throat singers to soothe dinosaurs at a museum in China, thanks to an innovative partnership of two Toronto-based arts groups.

On Saturday night, Tafelmusik Baroque Orchestra wound up an action-packed week in China with an excellent performance of its own quirky reinvention of "The Four Seasons" at the Shanghai Oriental Arts Centre – which combines striking architecture with superb acoustics in Shanghai's rapidly expanding Pudong section.

As it had already done over the preceding week in Hong Kong and Beijing, this group of 19 musicians, internationally known for its expert use of period instruments, introduced a new audience to its daring and decidedly multicultural update of Vivaldi's familiar 18th century masterpiece.

But a more revolutionary event than Saturday's concert-hall gig unfolded 24 hours earlier down the street at the dazzlingly futuristic Shanghai Museum of Science and Technology. Through a partnership with Lord Cultural Resources, Tafelmusik, led by music director and star violinist Jeanne Lamon, presented a preview mini-version of its Four Seasons. The program included commentary and audience participation.

Invited museum workers, research scientists and local officials were spellbound by what for China was a whole new thing – the coming of live music performance to museums.

That is a significant development in a country where, in an unprecedented cultural boom, the government is spending billions to build new museums. (Shanghai, which already has 106 museums, will have 150 by 2017.)

A few days earlier, Tafelmusik and Lord staged a similar event at Beijing's Museum of Natural History, where the audience included many high school students who had never experienced anything like it.

This was the first time such a concert had been presented at a Beijing museum, and it caused a stir in the Chinese-language press. One daily paper, *The First*, gave it front-page coverage, featuring a photo of Tafelmusik players rehearsing in a gallery inhabited by dinosaurs.

How did it happen that two Toronto-based art groups with international reputations became partners in creating a cross-disciplinary experience that caught the imagination of the Chinese media?

Well, the same week Tafelmusik was touring China, Gail Dexter Lord – president of the consulting firm Lord Cultural Resources – was being feted by the government of this country, which has just

published a Chinese translation of *The Manual of Museum Management*.

This how-to book, originally published in English in 1997, was co-written by Gail Lord and Barry Lord, her husband and business partner. It helps museums adapt to the environment of the 21st century. The Chinese government not only produced a new edition in Chinese but handed it out to museums across the country. Book-launch events were held in both Beijing and Shanghai featuring lectures by Gail Lord. Scores of museum executives attended the lectures and engaged in a lively Q&A.

Back in Toronto, Gail Lord had been talking to Tafelmusik managing director Tricia Baldwin about working together. The China museum concerts seemed like a dramatic way to start.

"Starting a venture like this even at home would be difficult, but organizing it in China was a challenge, to put it mildly," says Baldwin.

But it's a perfect fit with the gospel according to the Lords.

According to their book, museums have to attract new audiences; they should look to the future more and do less looking back; and they must stop being exclusive and start being inclusive.

It must have been a similar impulse that led to Tafelmusik's revisionist work, entitled "The Four Seasons: A Cycle of the Sun." Vivaldi mingles with Inuit throat singers Sylvia Cloutier and Sarah Beaulne in the winter section, set in Canada.

Spring becomes a Chinese occasion, featuring special guest musician Wen Zhao on the pipa – an ancient instrument played in the Far East around the time Vivaldi was composing in western Europe.

Summer is all about India, with guest artist Aruna Narayan on the sarangi, a South Asian period instrument.

Other Canadian performing arts troupes have visited China – including the Canadian Brass, the Toronto Symphony Orchestra and the National Ballet of Canada. But Tafelmusik is the first to crack the museum wall.

"People are excited about museums all over the world," says Lord. "But society is changing, and that is a challenge for museums, especially in China, which is currently experiencing the most rapid change in history."

Tafelmusik's Asia tour – supported by Canada's Department of Foreign Affairs and International Trade – concludes with concerts tomorrow and Wednesday in Seoul, Korea.