

What's Inside

NUMU: The Lord Cultural Resources
New Museum Review – Musée du
quai Branly: A Participatory Museum
Emerges

Lord Academy

Asian Anniversaries and Innovations

News and Events

Rendering of the new sustainable
building by Renzo Piano for the California
Academy of Sciences. In 1999–2000, Lord
Cultural Resources developed a new
approach to programming and
facilities in anticipation of this major
expansion and renovation.

© California Academy of Sciences



Museums and the Sustainability Movement

By: Catharine Tanner, Executive Vice President; Ted Silberberg, Senior Principal; and Liliana Da Silva, Intern, Lord Cultural Resources

In recent years, the term "sustainability" has attracted varied use and application, resulting in a measure of public and professional confusion and ambiguity. The modern origins of the word come from the Brundtland Report ("Our Common Future") prepared under the auspices of the World Council on Environment and Development in 1987. It defined sustainability as that which "meets the needs of the present without compromising the ability of future generations to meet their own needs."

The concept of sustainability is founded on the need to respond to environmental trends such as climate change, ecological diversity and non-renewable energy use. This has direct application to the design and operation of buildings that can better contribute to an environmentally and socially responsible environment and quality of life. With their

combined preservation, research and educational mandates, museums are well positioned to provide leadership in and benefit from the incorporation of sustainable operations. In many ways, sustainability has already moved to the forefront of planning and design in a growing number of museums and institutions.

In the United States, for example, at least 30 museums and cultural institutions have adopted sustainability standards established by the United States Green Building Council.

In the next two years, at least 20 more museum facilities that are currently undergoing construction, expansion or renovation will open or reopen in accordance with sustainable strategies. These include the Museum of Broadcast Communications

in Chicago and the California Academy of Sciences in San Francisco, both of which will achieve LEED (Leadership in Energy and Environmental Design) accreditation, a North American green standard that recognizes and promotes sustainable buildings. When it reopens in 2008, the California Academy of Sciences Museum will have a central utility plant that monitors a green roof that will be home to 1.7 million native California plants. The Illinois Clean Energy Foundation donated funding to the Museum of Broadcast Communications to support the construction of the building as well as an education program to showcase its green features. The Children's Museum of Pittsburgh and the Madison Children's Museum are among the first children's museums to have incorporated sustainable features.

continued on page 2

NUMU: The Lord Cultural Resources New Museum Review

Musée du quai Branly: A Participatory Museum Emerges

By: Laure Confavreux Colliex, Manager, Lordculture, Paris



Visitor at the new Musée du quai Branly.



Exterior of Musée du quai Branly. © Musée du quai Branly

A new participatory museum has opened in the block next to the Eiffel Tower in Paris. The new Musée du quai Branly is centred on a glass tower, and its collections from Asia, Africa, America and Oceania spread out on the "Plateau de Référence," underneath temporary exhibitions suspended on mezzanines. Nearly all the 300,000 items are catalogued and illustrated online. (www.quaibrantly.fr) Storage areas house four special collections: textiles, photographs, musical instruments and historical materials. Surrounding the museum, an impressive garden was designed by Gilles Clément.

The construction of this museum was a presidential decision initiated by Jacques Chirac in 1995. Its cultural purpose was to offer African, Asian, Oceanic and American arts and civilisations in France a place that was worthy of them. Headed by Stéphane Martin, the new museum is jointly funded by the Ministry of Culture and Communications and the Ministry of National Education, Research and Technology. The total construction budget was €233 million and the current operating budget is set at €44 million.

From its garden setting on the Seine, the Musée du quai Branly has triggered animated debates and reactions in France and elsewhere by reason of its new approach to the presentation of non-western art and artefacts. Critics have questioned the status of the objects as works of art; whether it is desirable to gather so many civilizations – most of them part of former French colonies – within a single building; and whether it should be an ethnographic or fine arts museum.

Nonetheless, the public is responding in great numbers (more than 300,000 in its first two and a half months) to see collections re-housed from the former Musée de l'Homme and Musée National des Arts d'Afrique, d'Asie et d'Océanie in a highly dramatic setting created by architect Jean Nouvel. Early reports indicate that first and second generation immigrants from the countries represented in the collection are experiencing a great sense of pride in seeing

their cultures represented in a national museum in Paris. One visitor who moved to Paris from Senegal 23 years ago commented, "It reminds me of my childhood in the countryside near the Senegal River – all the musical instruments, the clothes."

Lordculture, the Paris-based affiliate of Lord Cultural Resources, has been commissioned to create an action plan that engages people and associations to take part



A selection of masks from the Democratic Republic of Congo. © Musée du quai Branly

in the life of the museum, including exhibitions, cultural activities, research and employment. Helping museums to reach out to non-traditional audiences is a focus of Lord Cultural Resources in Canada, the United States, England and Asia. On the basis of

extensive research in Paris, we detailed sixteen different steps that will ensure that the Museum is a profoundly participatory one in the context of the diversity of French society. ●

Sustainability Links

Canadian Green Building Council – www.cagbc.ca

United States Green Building Council – www.usgbc.com

Green Children's Museums and Green Exhibits – www.greenexhibits.org

Latest News on Anything Green – www.treehugger.com

LEED Information Made Simple – www.inhabitat.com

Sustainability Funding

The Kresge Foundation Green Initiative – www.kresge.org

Database of State Initiatives for Renewable Energy – www.desireusa.org

Clean Air Energy States Alliance – www.cleanenergyfunds.org

Environmental Grantmakers Association – www.ega.org

continued from page 1

Formaldehyde free materials ensure that children explore exhibits in a safe and healthy environment.

For many such museums, potential cost savings were a first motivator. In time, however, these have been matched by the opportunities for education and mission fulfilment, and the public relations benefits of leadership on a larger public



Cross section of California Academy of Sciences. © California Academy of Sciences

stage. Recent experience indicates that sustainability can also have a meaningful and positive impact on museum operations. The average museum generates 30 to 40% of its operating income from admissions, retail, rentals,

and other earned sources; the rest comes from a combination of government grants, donations, sponsorships

and endowments. This means that museums must find ways to justify the grant and contributed support that is necessary to help them meet wider public and community needs. A sustainability agenda is an excellent way to do just that. ●



New York City: Lindsay Martin (Consultant), Pei-Yi Kuo (Intern), Alana Salguero (Intern), Amy Kaufman (Senior Consultant), Joy Bailey (Senior Consultant)

Lord Academy

By: Janet MacLean, Director of Knowledge Resources, Lord Cultural Resources

Lord Cultural Resources recently established the Lord Academy. Through

courses, articles, presentations, publications, and the Lord Global Internship Program, its purpose is to contribute to higher education and learning in the cultural sector.

Our cultural planning and management publications have long been a foundation for this important work. We are pleased to announce

the publication by AltaMira Press of the much anticipated *Manual of Museum Learning* and *Manual of Strategic Planning* in 2007. Also due out next year, the *Manual of Museum Management* will be published in Chinese by the Cultural Relics Bureau of China. These and other Lord Cultural Resources publications will be available through booksellers and on our web site.

The Lord Global Internship Program is designed to broaden the experience of students embarking on professional careers in the cultural resources sector. Recent interns have come to us from a range of backgrounds and institutions including the World



Paris Interns : Noémie Szejnman (left), Tiphaine Demont (right)



Toronto: Boyd Laanstra (Intern), Liliana da Silva (Intern), Darren Newton (Consultant), Keri Ryan (Senior Consultant), Catharine Tanner (Executive Vice-President)

Heritage Studies program at Brandenburg Technical University, Germany; ESSEC Business School, Paris; Carnegie Mellon University's Master of Arts Management Program; University of Toronto's Museum Studies Program; and the Faculty of Environmental Studies at York University in Toronto. Interns work closely with our professional consulting staff and with colleagues in the field to learn and develop new skills while participating fully in our current projects worldwide. ●

Asian Anniversaries and Innovations

By: Hugh Spencer, Senior Principal, Lord Cultural Resources

On the international stage, China not only needs strength in economy, science, technology and defence, but all its cultural strength to be ahead of the international competition.

– National Program on Cultural Development, People's Republic of China (2006-2010)

East and Southeast Asia are among the world's most dynamic and diverse places for cultural undertakings. Thousands of new and existing institutions are in the process of reinventing themselves in powerful and revolutionary ways that serve to establish new roles for their communities.

At Lord Cultural Resources, we have been active in the region since 1988. We have taken on leading roles in the creation of major new museum and heritage projects such as the Singapore Art Museum, the Hong Kong Heritage Museum, and the Singapore Discovery Center. Our goal was not only to create exciting new exhibits and attractions, but to share our experience with our clients and add to the complex fabric of cultural life. Our current Asia projects include exhibition design and project management for the ARMS (the new Army Museum of Singapore), an organizational planning study for the upcoming West Kowloon Cultural District in Hong Kong, and a major strategic plan for the Bangkok Art and Culture Centre.

As we approach our 20th anniversary in Southeast Asia, we are continuing to work with many of our existing clients as well as expanding into new markets. Our recently completed projects include exhibit design for a major new museum in Anyang, China; business planning and exhibition development for the new Malay Heritage Center in Singapore; and master planning for the Southern Branch of the National Palace Museum in Taiwan. What is particularly satisfying about these projects is not just



Malay Heritage Center

their internationally respected results that help our clients reach their goals, but also the important learning opportunities they represent for our own staff, and especially the insights we have gained into the collaborative planning that connects different cultures.

Lord Cultural Resources is also an active member of the museum profession in Southeast Asia. Senior Principal Hugh Spencer and Associate Matthew Dawson have presented at science museum conferences in Beijing. President Gail Lord lectured at the 2006 Beijing International Forum of Museum Directors on the topic of "Creating Cultural Capital Through Exchange Exhibitions." This illustrated talk explored China's unique opportunities for creating new knowledge and new meanings around the world through exchange programs, and how institutions in other countries can use corresponding exhibitions to serve as "windows on the world" to the people of China. A Chinese language edition of "The Manual of Museum Management" is in development; it promises to be a major training text for museum professionals and planning officials.

We are also reorganizing to better meet the needs of Asian clients. Hugh Spencer will be joining the Asia Pacific Team as Senior Principal to work with our expert consultants Chuck Sutyla and Sylvia Feng -I-Sun, and designers Matthew Dawson and Adrian Von Ulrich. We are also building on our relationship with Jian Guan and Rufen Song at SinoLord to allow us to fabricate and install exhibitions and shows throughout Asia. ●

News and Events

Lord Cultural Resources planned the expansion and development of the Tank Museum in Bovington in Dorset, England, and wrote their initial bid to the Heritage Lottery Fund that awarded them 8.2 million pounds on the first round of applications. Now on the second round, the grant has been increased by more than a million pounds to 9.4 million pounds.

A new permanent exhibition at the Roswell Museum and Art Center in New Mexico opened in Sept. 2006. Lord Cultural Resources completed the exhibition planning, design and fabrication services for the institution.



Roswell Museum and Art Center

Co-President Barry Lord spoke at a conference of science centres of the Arabian Gulf region hosted by SciTech, the Sultan bin Abdulaziz Science and Technology Center, in Al Khobar, Saudi Arabia.

Senior Consultant Joy Bailey has been elected as the Eastern Representative to the Board of Directors for the Association of African American Museums for 2006-09.

Dr. Claudia Haas will be facilitating discussions at the *Sites & Subjects: Narrating Heritage* Conference in Vienna on Sept. 28-29, 2006.

Dr. Anja Dauschek will be leading a seminar on Museum Management for a group of Iranian museum professionals at the German Management Academy in Celle. The participants are guests at a three month program sponsored by the Carl-Duisberg-Gesellschaft. Anja will also be teaching a course on *Quality Management in Museums* at the Free University of Berlin

on Oct. 16-17, 2006, facilitating parts of the biannual museum management conference on Museum Staff at Freilichtmuseum Kiekeberg on Nov. 13-14, 2006 outside Hamburg, and teaching a course on mission development on Nov. 27, 2006 at the Rheinisches Archiv-und Museumsamt, Köln-Pulheim.

Lord Cultural Resources is hosting a roundtable discussion on the role of museums in urban development on Nov. 13, 2006 at the AIA New York Center for Architecture. Please visit the AIA website for more information.

Creating Cultural Capital Through Exchange Exhibitions was the subject of Gail Lord's Presentation to the Forum of Museum Directors in Beijing on Sept. 16-18, 2006. The theme of this international forum was *International Professionalization and Chinese Museums*.

Gail Lord has been invited to lecture on museum planning at Koç University in Istanbul. The University is now in its second year of an MA program in Museum Studies and Cultural Heritage Management.

Gail Lord participated in a panel discussion at the inaugural Eva Holtby Lecture on *Contemporary Culture: The Museum Today* at the Royal Ontario Museum on Oct. 13, 2006.

Two of our clients are recipients of the 18th annual "Excellence in Exhibitions" award sponsored by the American Association of Museums. The two winners are the Utah Museum of Natural History, which won for overall excellence in visitor experience, while the Burpee Museum of Natural History triumphed for overall excellence in planning and implementation. Lord Cultural Resources was selected to conduct business plans for both institutions. Congratulations! ●



Gail Dexter Lord toasting at the Forum of Museum Directors in China.

Toronto

301 Davenport Road
Toronto, Ontario
Canada M5R 1K5
Tel: 416 928 9292
Fax: 416 928 1774
info@lord.ca

New York

43 West 24th Street, 10th Floor
New York, NY
USA 10011
Tel: 646 375 2500
Fax: 212 675 4763
info@lord.ca

Washington

1225 Eye Street NW, Suite 100
Washington, DC
USA 20005
Tel: 202 842 2992
Tel: 1 800 749 3486 (USA only)
Fax: 202 842 3322
info@lord.ca

London

56 Tavistock Place
London, England WC1H 9RG
Tel: 44 (0) 207607 6622
Fax: 44 (0) 207607 6604
europe@lord.ca

Paris

36, rue du Mont Thabor
75001 Paris, France
Tel: 33 (1) 42 60 73 34
Fax: 33 (1) 42 96 03 12
info@lordculture.com

Berlin

Sophienstrasse 33a
10178 Berlin, Germany
Tel: 49 (30) 28 09 36 42
Fax: 49 (30) 28 09 36 43
info@lord.ca

Madrid

Miguel Angel 6 (3-7)
28010 Madrid, Spain
Tel: 34 91 298 74 70
Fax: 34 91 298 74 71
info@lordcultura.com

Hong Kong

23/F, Neich Tower
128 Gloucester Road
Wanchai, Hong Kong
Tel: 852 2868 6980
Fax: 852 2530 4302
info@lord.ca

Lordculture is very pleased to have been appointed by the Centre Pompidou in Paris as the managing partner for its Touring Exhibition of its Video Collection. The exhibition "Video, an Art, a History, New Media Installation 1965-2005, Centre Pompidou" has been shown in La Caixa, Barcelona, and the Fine Art Museum, Taipei. We will manage the exhibition on tour in the following locations:

- Miami Art Central, Sept. – Dec. 2006
- Museum of Contemporary Art, Sydney, Australia, Dec. 2006 – Feb. 2007
- Australian Centre for the Moving Image, Melbourne, Mar. – May 2007
- Museo do Chiado, Lisbon, Portugal, Oct. 2007 – Jan. 2008
- Nicosia Municipal Arts Centre, Cyprus, Mar. – May 2008
- Honolulu Academy of Arts, Hawaii, Jun. – Sept. 2008
- Musée Fabre, Montpellier, France, Oct. 2008 – Jan. 2009



Isaac Julien, *Baltimore, 2003*, installation view. © Isaac Julien & Centre Pompidou/MNAM - Courtesy Isaac Julien & Victoria Miro Gallery