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Visitors to Millennium Park in Chicago experience Anish Kapoor's Cloud Gate sculpture.

By: Laure Confavreux Colliex, Project Manager and Paris Office Manager, Lordculture

For the first time in human history, more than half of the world's population is living in cities. Renowned economist Richard Florida has identified cities as the main focus for what he calls "the creative economy," arguing that creative workers gravitate to urban environments because the creative economy increasingly depends on access to people and ideas, not to the traditionally understood land, natural resources or raw materials.¹

Museums and cultural institutions are playing an important role in this urban evolution, and in the fostering of lifelong learning. In *The Manual of Museum Learning*, Barry Lord argues that museums foster a transformative learning experience in which we develop new appreciation, attitudes, interests, beliefs or values in an informal, voluntary context focused

on museum objects.²

This issue of *Cultural Capital* focuses on cultural projects that create new linkages between museums, cities and lifelong learning. Our coverage includes Moscow, St. Petersburg, Barcelona, Zaragoza, Vienna, Paris and Saudi Arabia.

A compelling example of such a linkage is provided by Santralistanbul, where Bilgi University is transforming an historic Istanbul power plant into a cultural, artistic and education precinct. Its mission is to be an open, multidisciplinary, and international platform for arts and culture. Based on a participatory approach, its developers will work in a multi-sectoral way in support of arts, culture, and economic and social development.

This is also evident in the project under development in the Ile Seguin in Boulogne-Billancourt (see "A European Centre..." article on page 3). Exhibition spaces and artist workshops co-exist with laboratories, universities and competitive industries focused on science and health. The Ile will be a creative cluster for production, practice and creation on a long-term basis where people will come to learn, work, innovate and create.

Cultural institutions develop cultural capital, helping to shape the future of our cities and societies, as well as advancing social and educational fulfilment. ●

¹ Richard Florida and Irene Tinagli, *Europe in the Creative Age*, Carnegie Mellon Software Industry Center and DEMOS, February 2004.

² Barry Lord, ed., *Manual of Museum Learning*, Altamira Press, 2007.

ICOM Conference 2007

Vienna, Austria
July 19-24, 2007

Gail Dexter Lord will present the Stephen E. Weil Memorial Lecture, ICOM Conference, at the Grand Hall National Library at 7:30 p.m., Monday, August 20, 2007.

Building on the legacy of Stephen Weil, founding member of INTERCOM and an international expert in museum theory and management, Gail will address the public role of the museum in the 21st Century.

Claudia Haas, Lordeurop Preferred Partner based in Vienna, will present *Creativity*

in Museums – Mind the Gap on Monday, August 20, at 9:00 p.m. during the ICOM 2007 conference. Claudia will discuss the capacity of museums to be creative within the boundaries of their own organizational structures.

To learn more, please visit:
www.intercom.museum/Vienna2007.html

Television Documentary about Gail & Barry Lord

Museum Maestros, an arts documentary currently in production for broadcast in November, follows internationally acclaimed museum experts, Gail Dexter Lord and Barry Lord, as they guide viewers through our work with museums around the globe. The producers, CineFocus, have received \$25,000 in support of the production of the documentary from the Canadian Independent Film and Video Fund. A trailer is available at www.cinefocus.com/lords.



Barry and Gail Lord with John Bessai (centre), director of *Museum Maestros*.
© Cinefocus

Children's Museums on the Move in Europe and Asia

Globally, children's museums continue to increase in number. European children's museums will meet in Berlin on November 6-9 for the 6th Hands-On Europe conference. Its theme is "Action, Interaction and Reflection Children's Museums in the 21st Century." Gail Lord will be presenting the keynote address, and Lord Preferred Partner Dr. Claudia Haas will be speaking on "New Media – New Challenges for Children's Museums: Information and Promotion of Creativity and Interactivity."

In February 2008, Museo Pambata, the Philippine Children's Museum, is organizing the first Asian Children's Museum Conference. The Manila conference will welcome delegates from throughout Asia. Gail Dexter Lord is honoured to be invited as the keynote speaker. Presenters from children's museums in Japan, Singapore, Thailand, Korea, the Philippines, the Netherlands and Israel have agreed to participate.

For more information:
<http://www.hands-on-europe.net/conference/programme.htm>
and
<http://www.museopambata.org>

Lifelong Learning at the Service of Social Change: A Spanish Perspective

By: Angela Gonzalez Vallejo, Consultant, Lordcultura

Lifelong learning and education have taken on increasing importance in recent years. One of the reasons for this has to do with the ever-increasing pace of scientific and technological advancement. Today, the knowledge and skills acquired in institutions of formal education are typically not sufficient for a professional career spanning three or four decades. Professionals are looking to new forms of education and inter-disciplinary experiences to expand and update their knowledge. Formal and informal networking now define the new rules of society and education, and cities have reinforced their status as the focal point for lifelong learning.

At the moment, this lifelong learning can be found at the heart of urban renewal in cities such as Barcelona and Zaragoza, where universities are joining with private companies and museums to create spaces for communication and creativity that advance professional skills, business innovation and quality of life.

Barcelona is supporting an innovative project, the 22@, which is transforming part of the city centre into a business district of the highest urban quality, with leading edge infrastructure and new productive spaces

for the strategic concentration of talent-intensive activities. Focused on four sectors – Media, IT, Bioscience and Energy – cultural institutions and universities are effectively helping to create a 200-hectare laboratory.

22@ fosters the coexistence of innovative and dynamic companies with local entrepreneurs. Museums and universities will partner with private companies in terms of infrastructure and resources. Universities keep workers up to date with the latest findings, and showcase technological advancements; museums will make these accessible to the general public. For example, the BAU School for Design will cooperate with media and software companies working on several aspects of design, which will complement the future Barcelona Design Museum. In a phrase, 22@ is becoming the perfect site for lifelong learning development.

In the case of Zaragoza, this medium sized city known for its strategic location will host the next International Exhibition: Expo 2008 Zaragoza. Preparations for the event are revitalizing the urban



22@ Barcelona, Spain. © Ajuntament de Barcelona

space and the local interest in networking. This has resulted in the emergence of a new project called Digital Mille. It will configure a city of innovation and knowledge, where residences, companies and facilities will exist together in support of a common orientation fully engaged in knowledge-intensive activities – an urban development of great quality and advanced telecommunication infrastructure.

Two cultural facilities will be included in the Digital Mille: the Mille Museum & Mediatheque and the Centre for Art and Technology, where technology and art find a common space. One of the key elements of the Digital Mille will be the creation of a new type of public space that is able to reinforce the characteristics of the traditional public space of the city by using information technologies. Lordcultura is involved in planning future uses of the Expo buildings. ●

Vienna Airport Visitor Centre

Starting in September, visitors to the Vienna Airport will learn that airports can offer educational experiences. Concept planning for the Vienna Airport Visitor Centre was led by Dr. Claudia Haas, Lordeurop's Vienna-based Preferred Partner. Visitors are invited to explore and learn about the history of the airport as well as the complex organisation and processes that enable safe take-off and landing. A focus is given to the environmental impact of the airport and the unique mediation process between the airport and its neighbouring communities. The media installations have been developed and implemented by uma information technology. ●



Rendering of Visitor Centre. © uma information technology

United Nations

Gail Dexter Lord participated in the Roundtable Discussion on Art and Culture of the General Assembly of the United Nations on May 11, 2007. The event was an important part of the informal thematic debate on "Civilizations and the Challenge for Peace: Obstacles and Opportunities." The summary of the debate is available at www.un.org/ga/president/61/follow-up/thematic-dialogue.shtml.

Zaryadye: Moscow's New Cultural Precinct

By: Paul Alezraa, Executive Vice-President, Lord Cultural Resources

Mixed-use development projects in Moscow and St. Petersburg are being undertaken with a view to the ways in which museums and cultural participation can contribute to the creation of a vital urbanism.

Lordeurop has been appointed by STT Development in Moscow to provide services for a new museum located in the new multi-functional quarter. The Zaryadye Project is adjacent to the Kremlin and Red Square in the heart of Moscow, in an historic district established in the 12th and 13th centuries between Varvarka Street and Moskva River. The name Zaryadye means "the place behind the rows."

This extensive urban development, designed by Lord Norman Foster, occupies a significant site in Russian history. It will create a new multi-functional quarter for cultural events, with hotels, retail and apartments. The cultural project includes a multi-purpose concert hall, a philharmonic concert hall, a museum, a variety theatre and a banquet hall.

The integration of history and modernity is significant in the project. The master plan respects the historical street grid and integrates views across the site to highly symbolic buildings such as Red Square and ten Orthodox churches. This contrasts with the history of Hotel Rossia, which was built on the same site in the sixties and symbolized the power and strength of the Soviet system.

Cultural facilities will be operated by STT Development. Its Director, Mr. Shalva Chigirinsky, plans to address subjects such as:

- cultural exchange between Russia and the West
- financing of cultural institutions
- comparative experience of fast growing economies
- construction of private museums

Over the next six months, Lordeurop will be working closely with both STT Development and Foster and Partners to develop the general concept and content of the museum, create a



Model of Zaryadye. © Foster and Partners Inc.

business plan, and provide counsel on facility planning issues. The development will open between 2010 and 2012.

In addition, STT Development and Lord Norman Foster are developing another project in St. Petersburg, respecting the historical balance between that city and Moscow.

New Holland in St. Petersburg is a triangular artificial island created in the time of Peter the Great situated between the Moika River and the Kryukov and Admiralteisky canals. The project will reinforce St. Petersburg's place as one of the cultural capitals of the world. It will include a 2,000-seat concert hall and a Rotunda, a 400-seat, state-of-the-art auditorium for theatre, performance, opera and dance. ●

A European Centre Dedicated to Contemporary Creation at the Ile Seguin in Paris

By: Marc Pottier, Curator, Art Advisor, Special Cultural Projects Advisor for Ile Seguin European Centre for Contemporary Creation

Important progress is being made in the Ile Seguin project in the Boulogne-Billancourt district of Paris. The European Centre of Contemporary Creation was inaugurated in 2005; since then, a group directed by Daniel Janicot, president of the Contemporary Art Centre called "Le Magasin de Grenoble," has been put in place.

M. Janicot was charged by the local government with the job of shaping the future of the downstream extremity of the Island, an area of approximately 376,737 square feet. A first blueprint for this work is expected to be ready this summer and released in October. The Centre is being managed in ways that will welcome artists and their productions, and interpret them to the public.

Several areas of exhibition in a variety of buildings, including a Great Hall, will be featured, as will an international architectural contest. These buildings will be linked by an experimental garden and an arena intended to display outside shows. In terms of financing, the project will be funded 50% by the State, 40% by the Département des Hauts de Seine and 10% by the City of Boulogne-Billancourt.

The spirit of the project is captured in the motto "for the artists and with the artists." To that end, bold, flexible and multi-disciplinary programming is being developed, stressing artists' access to tools, and the development of a large network



General Plan for Ile Seguin. © SAEM Val de Seine Aménagement

of French and international institutions. Key features include a music hall, 240 residences for researchers and artists, the campus of the American University, and a gathering of the Departments of Human and Social Sciences of the National Centre of Scientific Research (to be confirmed). The architectural blueprint should be approved by the end of 2008, and programming is expected to begin in 2009. ●

Enhancing Our Service In Europe

The expansion of the European Union and new cultural development in eastern Europe are just two of the factors that have led to the establishment of Lordeurop, and the addition of several new senior personnel to our team.

With Lordculture serving France and Lordcultura in Spain, Lordeurop is serving the rest of the continent, and is already at work on major projects in Venice, Warsaw, Moscow and the UK.

Our experienced new personnel include:

- Peter Wilson, for many years Project Director for both Tate Modern and Tate Britain Centenary Developments who is currently directing the Royal Shakespeare Company's Theatres Transformation at Stratford.
- Fabrice Merizzi, formerly a project manager for the Pompidou Centre, the Musée du Quai Branly and the Louvre.
- Christian Waltl, southern Austrian museum educator, curator and manager.

In Vienna, the distinguished museologist Dr. Claudia Haas continues to contribute her insights and expertise to our work worldwide.

Under the direction of our European manager Paul Alezraa, and with the full participation of Presidents Gail and Barry Lord and our international staff, these Lordeurop experts will enhance our services worldwide – working in English, French, German or Italian. (Visit www.lord.ca for more information.)

News and Events

Lordcultura has developed two thematic modules for the Masters programme in Museum Communication and Education of the **University of Granada** in Spain.

María Fernández Sabau, Senior Consultant, Lordcultura, and Gail Dexter Lord have written an article about Museums, Urban Development and Community for the **Spanish Museum Friends Annual Conference** in Valencia.

María Fernández Sabau will participate in the conference *New Ideas - The Future Museum* at the **National Portrait Gallery** of London, in September 2007.

A new exhibition center with interactive exhibits and heritage displays opened in Kirtland, Ohio at the site of the first Mormon Temple. Operated by the Community of Christ, the **Kirtland Temple Visitor Center** depicts the lives and

aspirations of the early Latter-Day Saints community, and serves as the starting point for a dynamic AV show and a regular schedule of tours.

The Canadian federal government recently announced that a new **Canadian Museum for Human Rights** in Winnipeg will be the first outside the capital region to be designated a national museum and eligible for ongoing operating support. The idea for the new museum was initiated by the late Dr. Israel Asper. Lord Cultural Resources has worked with the Asper Foundation over several years to



Ralph Appelbaum rendering of the Hall of Commitment for the Canadian Museum for Human Rights. © CMHR



Construction of the new building for the National Archaeological Museum of Aruba.

refine the concept and to prepare a master plan and business plan for its implementation.

In just over one year, the **National Archaeological Museum of Aruba** will have a new home in the renovated and expanded Ecury building complex in downtown Oranjestad. Lord Cultural Resources is leading the planning and development of all new permanent exhibitions to be housed in 600 metres of gallery space. These exciting new installations will showcase and interpret Aruba's rich material history while promoting the conservation of the island's unique and irreplaceable cultural heritage. ●

Manual of Museum Learning Launched

Museum learning – the informal but often powerful transformative effect of visitors' experiences in museums – is the subject of the latest in the series of Manuals of museum practice written or edited by Gail and Barry Lord, and published by AltaMira Press.

museum authority Elaine Heumann Gurian, and an interesting chapter on the changes in museum learning for children in Austria's museums by one of our Preferred Partners, Dr. Claudia Haas, who was the founding director of ZOOM, that country's first children's museum.

Another case study focuses on a family-centred interactive learning program conducted at London's National Portrait Gallery. The visitor experience at the Darwin Centre of London's Natural History Gallery is also reviewed.



This volume features a major contribution on the future of museum learning by the well-known

The Manual offers a wide range of case studies on museum learning such as the successful program operated for all ages at la Caixa in Spain as described by Maria Fernandez Sabau, Senior Consultant, and Director of our Spanish company, Lordcultura.

The Manual aims to support museum educators at the same time as it explores the potential and conditions for lifelong learning in museums worldwide.

The Manual of Museum Learning is available from Altamira Press. (www.altamirapress.com) ●

Addir'iyah: Saving a City

By: John Nicks, Principal Emeritus, Lord Cultural Resources

Destroyed by an invading Turkish army in 1818, the ruins of Addir'iyah, the capital of the First Saudi State, extend for several kilometers along the Wadi Hanifah north of the modern city of Riyadh. The site has been selected by the government of Saudi Arabia for nomination as one of the Kingdom's first World Heritage Monuments.

Despite the passage of almost 200 years since the city was destroyed, the broken mud walls of over 16

palaces still stand as much as ten metres above the surrounding fields. However, there is now a pressing need to stabilize the ruins threatened by accelerating processes of erosion, while formulating plans for public access, use and interpretation.

The work being directed by Lord Cultural Resources includes a Master Plan for development and interpretation of the Atturairf quarter, a conservation strategy and plan for the site, a major multi-media

presentation and a site museum. The Lord Cultural Resources team includes Ayers Saint Gross

Architects; Buro Happold for engineering; multi-media planners and designers eca2 of Paris and XYZ of Montreal; and Anthony Cross, a heritage conservation architect specializing in earthen architecture. ●



Drawing of Site by J. Joel.

Cultural Capital

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