

Celebrating
25 years
of service to the
world's cultural
communities



Executive Vice Presidents (top from left): Paul Alezraa, Troy Thompson, Catharine Tanner, (front) Maria Piacente, Matthew Dawson.

New Leaders for a New Era

Lord Cultural Resources is 25 years old!

By Gail Dexter Lord and Barry Lord, Co-Presidents

In 1981, the concept of a professional practice dedicated to cultural planning and management services for museums was truly innovative. From a base in Toronto, the company has grown dramatically in both its reach and reputation. Lord Cultural Resources has undertaken more than 1400 assignments in 35 countries on six continents. We have created a network of fully functional offices in the United States, Europe and Asia. Most recently, we added Lordculture in France and Lordcultura in Spain to the network. The collective reach and impact of this network on behalf of the world cultural community is a testament to the value of our vision and the quality of our people.

While the quarter century mark gives pause to look back, it also offers perspective on the future. The company has transitioned from

a business model focused on four core competencies to a global practice with an integrated service offering. By reason of consequent management demands, we are delighted to announce the formation of an expanded management team consisting of five Executive Vice Presidents.

In creating this new management structure, we are building on our strengths, engaging a new generation of cultural resource professionals and organizing ourselves to provide the most responsive service to our valued clients. In particular:

- We have appointed three Executive Vice Presidents who will assume regional responsibilities: Troy Thompson for the Americas, Matthew Dawson for Asia-Pacific and Paul Alezraa for Europe and Africa.

- We are building on the strength of our Exhibition Studio and Facilities Planning. We have appointed Catharine Tanner as Executive Vice President of Facility Planning and Maria Piacente as Executive Vice President of Exhibitions.
- We have invited Principals Hugh Spencer, Margaret May and Ted Silberberg to take on new responsibilities as Senior Principals for leading the creation of knowledge of our firm and leading in quality management. Stephen Mills continues in his role as Chief Operating Officer.

All of us at Lord Cultural Resources look forward to our next quarter century – especially working with all of you in support of cultural developments in your communities. ●

A Quarter of a Century A Record of Accomplishment

Celebrating 25 years of service to the world's cultural communities.



1981



Founding of Lord Cultural Resources.

1983

Planning Our Museums published, the world's first book on museum planning.

1984



Master plan for the Nova Scotia Museum of Industry and Transportation, Stellarton.

1990



Glasgow, Scotland, the 1990 European City of Culture, with Gail Dexter Lord and Barry Lord as curators.

1991



National Museum of Singapore Master Plan for a new museum system including the Singapore History Museum, Asian Civilization Museum and Singapore Art Museum. First edition of *The Manual of Museum Planning* published by HMSO Books, London.

1996



Exhibition plan, exhibition design and project management for the Singapore Discovery Centre.

1997



Site selection and business plan for the Frank Gehry-designed Experience Music Project in Seattle, Washington. *The Manual of Museum Management* published.

2000



Millennium openings of projects Lord planned: the Hong Kong Heritage Museum, the Lowry in Salford (UK), the Gilbert Collection in London and EXPO 2000 in Hannover, Germany. Berlin office opened.

2001



Branding service for the Brooklyn Museum of Art and the Jewish Museum in New York.

2004

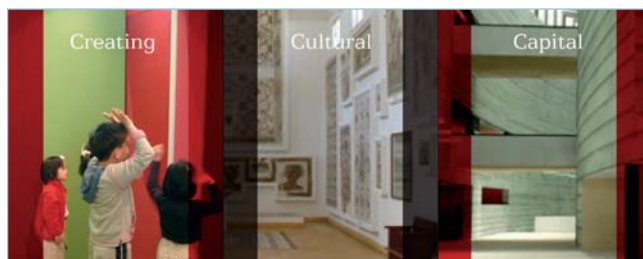
Planning the southern branch of the National Palace Museum in Taiwan, Thailand Creative and Design Center in Bangkok, the Rubin Museum of Art in New York and the Canadian Museum of Human Rights in Winnipeg. Institutional and facilities planning for the Museum Complex at the New York World Trade Center site.

2005



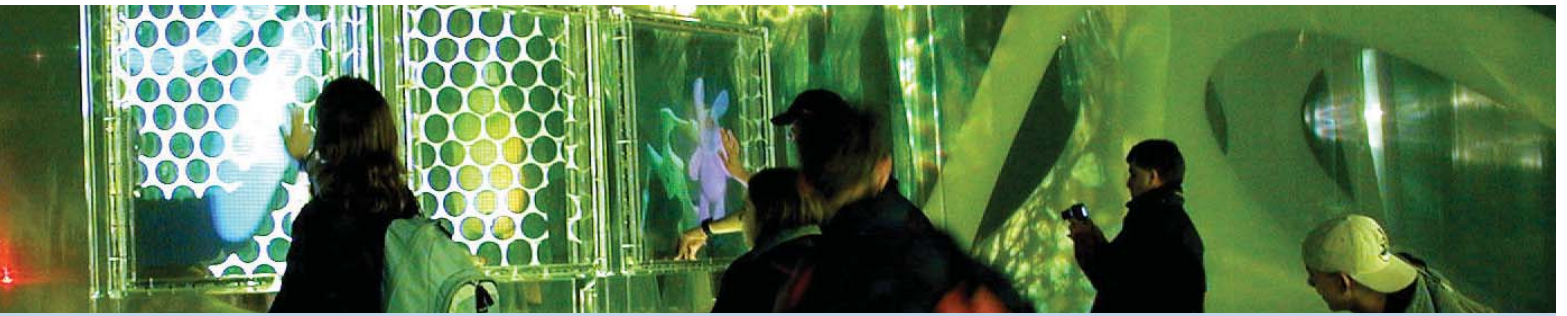
Founding of Lordculture in Paris and Lordcultura in Madrid. Functional and museographic programs for the northern branch of the Louvre at Lens and Strategic Plan for the Museo Guggenheim in Bilbao, Spain. *A Home for the Foundlings*, the first Lord Museum Book, published by Tundra Books, Toronto.

Lord
Cultural Resources



Brand New

To celebrate our 25th Anniversary we decided to develop a new strategic brand and identity. We established a "Branding Committee" that undertook the development of a new strategic brand and corporate identity for the company.



1987



Feasibility study facilitating the Design Exchange, Toronto.

1988

Opening of UK company originally as a joint enterprise with the British Museums Association.

1989



Our ground-breaking study, *The Cost of Collecting*, published by Her Majesty's Stationery Office, London.

1992



First U.S. office opened. Planning for the Ontario gallery in the Canada pavilion at EXPO '92 in Seville, Spain.

1993



Visitor experience studies for The Tate Gallery, London, followed later by work for Tate Britain and Tate Modern.

1998



Master plan for the National Museum in Manila, Philippines; design and building of the Centennial exhibition, *The Story of the Filipino People*.

1999



Strategic Plans for the Walters Art Museum, Baltimore and the Cleveland Museum of Art. Master planning for the American Indian Cultural Center, Oklahoma City. Curatorial and exhibition planning and installation for the Saudi Arabian National Museum, Riyadh. Hong Kong office opened. Second edition of *The Manual of Museum Planning*.

2002



The Manual of Museum Exhibitions published by AltaMira Press, California.

2003



Planning and implementation of Constitution Hill in Johannesburg, South Africa. Planning for Carthage, Jerba, Kairouan and Sousse heritage sites in Tunisia. Master planning and content development for the Museum of the African Diaspora in San Francisco.

2006



Interpretive plan and exhibition design for the new Yinxu Museum, Anyang, China. Planning a new National Museum in Ukraine.

25th

The Committee's extensive work involved an internal audit, an environmental scan, a performance evaluation and external interviews.

With this issue, we are delighted to present the results of this work. Our new corporate name is simply the one that people have called us for years – Lord Cultural Resources.

In concert with our new tag line – Creating Cultural Capital – our re-branded visual identity graces the masthead of this special anniversary newsletter. Updated branding and content in the form of mission and vision statements and our new web site will be unveiled on May 1, with our corporate brochure to follow.

Underlying this effort is our understanding of the enormous change that the cultural sector is making in the world. 25 years ago, museums and cultural institutions were frequently marginalized – today they are more and more valued as essential educational resources, intellectual forums and builders of society. Our aim is to help them create cultural capital. ●

Creating Cultural Capital in the U.S.

Boston's New Center for Arts and Culture



Lord Cultural Resources is proud to serve as the cultural planner for the New Center for Arts and Culture. Designed by architect Daniel Libeskind as a brilliant centerpiece for Boston's Rose Kennedy Greenway, the NCAC will combine visual and performing arts and the humanities to provide a new multicultural dynamic in Boston.

Cleveland: Pioneering Museum Collaboration

Collaboration among different museums is frequently talked about but rarely implemented on a sustained basis. Not so in Cleveland. Faced with common financial restraints, the CEOs of the Cleveland Museum of Natural History, the Western Reserve Historical Society and Cleveland Botanical Garden got together to create the Cleveland Cultural Collaborative in order to increase income, lower operating costs

and enhance visitor service. Lord Cultural Resources recently completed a ground-breaking study on the planning and implementation of the Collaborative. Implementation is already well under way with several key Collaborative initiatives and the hiring of a Director.

Princeton University: Planning a Satellite Contemporary Art Museum

In collaboration with the Princeton University planning office and senior museum staff, Lord Cultural Resources developed a plan for the future expansion of the Princeton University Art Museum in 2002-03. In an Appendix to our final report, we explored the option of establishing a satellite of PUAM dedicated to contemporary art. Princeton has invited us back to plan for the establishment of such a satellite as part of a new campus Neighborhood of the Arts.

American Indian Cultural Center Nears Construction

The American Indian Cultural Center will be the featured component of a 308-acre attraction being developed on the banks of the Oklahoma River in downtown Oklahoma City. An initiative of the Native American Cultural and Educational

Authority, the Center will tell the story of the Indian tribes in Oklahoma, and celebrate Indian culture, values, traditions, achievements and aspirations. Following the sale of state bonds and a widely celebrated ground blessing ceremony in November, the first stage of construction will begin this spring. Lord Cultural Resources has worked with the NACEA and the design team since 1999.

San Francisco: Museum of the African Diaspora Opens



The Museum of the African Diaspora celebrates the origin of humanity in Africa, as well as the history, culture and accomplishments of African Americans. The Freelon Group designed the building, Sussman/Prejza designed the exhibits and Lord Cultural Resources developed the master plan and content that led to a most successful opening in San Francisco in December 2005.

Washington

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

New York

43 West 24th Street
10th Floor
New York City, NY
USA 10010
Tel: 1 (646) 375 2500
Fax: 1 (212) 675 4763
akaufman@lord.ca

San Francisco

1620 Montgomery Street
Suite 300
San Francisco, CA
USA 94111
Tel: 1 (415) 296 7224
Fax: 1 (415) 296 7216
mdawson@lord.ca

Toronto

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

London

1-5 Offord Street
London, England N1 1DH
Tel: 44 (20) 7607 6622
Fax: 44 (20) 7607 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
adauschk@lord.ca

Madrid

Hortaleza 108 (3D)
28004 Madrid, España
Tel: 34 (91) 298 7470
Fax: 34 (91) 298 7471
info@lordcultura.com

Hong Kong

Flat C, 13/F
Hoi Kung Court
268 Gloucester Road
Causeway Bay, Hong Kong
Tel: 852 2687 3069
Fax: 852 2688 7344
csutyla@lord.ca

Meet Us at Upcoming Conferences

Lord Cultural Resources representatives are attending the Association of Children's Museums (ACM) conference, April 24 to 26, and the American Association of Museums (AAM) conference, April 27 to May 1, both in Boston. Events include:

- Gail Dexter Lord speaking on "Planning and Budgeting" on April 23 at 11:00 am during InterActivity 2006 of ACM.
- Maria Piacente speaking on "Incorporating the Visitor into the Process" on Sunday, April 30, at 3:45 pm during the AAM Conference.

Please join us in the AAM Trade Fair at booth 209 on Saturday, April 29, 3:30-5 pm for our 25th Anniversary Celebration!

Gail Dexter Lord will be speaking on "City Museums in the New City States of the 21st Century" at the CAMOC conference in Boston on May 1.

Gail Dexter Lord will present the keynote address to the New York City Museum Educators Roundtable Annual Conference, "Changing Communities, Changing Museums: Educators Respond", hosted by the American Museum

of Natural History on May 22.

Gail Dexter Lord and Barry Lord will be presenting papers at the workshops titled "Museological Training, Museums and Planning Workshops: Future Strategies" during the conference on Strategic Planning sponsored by the Spanish Ministry of Culture in Madrid, May 24 to 26.

Consultant Joy Bailey will be speaking on "Making Trends for 2006 Work for Your Museum" at the African American Association of Museums conference in St. Louis, August 23 to 26.