HISTORY MUSEUMS

SMITHSONIAN NATIONAL MUSEUM OF AFRICAN AMERICAN HISTORY AND CULTURE
Washington, D.C.
Photo: Smithsonian Institution

GARDENS

LONGWOOD GARDENS
Kennett Square, Pennsylvania
Photo: Longwood Gardens

NATURAL HISTORY AND SCIENCE MUSEUMS

PATRICIA & PHILLIP FROST MUSEUM OF SCIENCE
Photo: Grimshaw Architects, 2010

ART MUSEUMS

MUSEU NACIONAL D’ART DE CATALUNYA
Barcelona, Spain
Photo: Museu Nacional d’Art de Catalunya

ARCHIVES AND LIBRARIES

SCHOMBURG CENTER FOR RESEARCH IN BLACK CULTURE
New York, NY
Photo: Schomburg Center

CULTURAL CENTRES

KING ABDULAZIZ CENTER FOR WORLD CULTURE
Saudi Arabia
Photo: King Abdulaziz Center for World Culture

CHILDREN’S MUSEUM

PAPALOTE CHILDREN’S MUSEUM
Mexico City
Photo: Papalote Museo del Nino

EXPOS AND EVENTS

ONTARIO’S CELEBRATION ZONE FOR THE PAN AM AND PARAPAN GAMES
Toronto
Photo: Samantha J. Walker

Creating Cultural Capital

Engaging Communities • Planning the Experience • Building the Vision
CULTURE IS FOR EVERYONE

Culture attracts people, creates community, creates an experience and destination, creates emotional connection, builds reputation, brings people back.
Lord Cultural Resources is a global professional practice dedicated to creating cultural capital worldwide.

We offer a comprehensive range of integrated services including master planning, business planning, feasibility studies, cultural and heritage tourism planning, strategic planning, facility planning, functional programming, architect selection, interpretive planning, exhibition design, project management, training and recruitment.

Our cultural projects include museums, mixed-use developments, cultural centres, art galleries, science centres, world expositions, visitor centres, heritage sites, festivals, theatres, archives, libraries and gardens. Our clients are in all sectors including private and public corporations, foundations, governments and non-profit institutions.
SELECTED PROJECTS

NATIONAL HOLOCAUST MONUMENT
The National Holocaust Monument is Canada’s first national monument dedicated to the Holocaust. Lord Cultural Resources assembled and led a multi-disciplinary team and won an international competition to conceive, design and build the Monument. Lord Cultural Resources was also responsible for the interpretation and development of the exhibit within the Monument.

Ottawa, Canada, 2013-14

PERLAN MUSEUM OF ICELANDIC NATURAL WONDERS
Iceland’s most celebrated architectural treasure, the Perlan (or “Pearl”), which offers panoramic views of Reykjavik and a museum experience as unique as the country that surrounds it, has launched spectacular, immersive new exhibitions. Lord Cultural Resources was invited to be a part of an international team tasked with re-imagining the iconic museum. The new exhibitions explore the nature of glaciers and Iceland’s ocean, coast, and land environments.

Reykjavik, Iceland, 2016-18

BERMUDA TOURISM AUTHORITY
Arts and culture in Bermuda are rich and varied. They tell a story of a resident community comprised of almost all the cultures of the world and international visitors that come for a short time and stay for a lifetime. As a part of its ongoing recognition and support for arts and culture as a vital component of Bermuda’s tourism, the Bermuda Tourism Authority (BTA) contracted Lord Cultural Resources to complete an implementable plan to harness and maximize the power of the island’s cultural offerings.

Hamilton, Bermuda, 2018
Lord Cultural Resources collaborates with people to plan and manage cultural places, programs and resources that deliver excellence in the service of society.

**CITY OF BRAMPTON CULTURE MASTER PLAN**

Brampton, a suburban “edge city” just outside Toronto, has initiated a series of initiatives to re-vision the city in all respects, including a culture master planning process. Lord Cultural Resources was selected to develop Brampton’s Culture Master Plan, which ensures that Brampton will be able to take full advantage of the opportunities for quality of life and economic development that a robust arts and culture sector can bring.

Brampton, Ontario, 2017-18

**AYALA MUSEUM**

The Ayala Museum is a corporate museum housing one of the best collections of art and history of the Philippines. Lord Cultural Resources worked with the Ayala Museum to develop its Strategic Plan. Following the approval of the Strategic Plan, Lord was commissioned to develop a review of the museum’s facilities to enhance the visitor experience, as well as a business case to justify interventions in the building that will contribute to increasing revenue and attendance potential.

Makati, Philippines, 2017-18

**MIAMI DADE PUBLIC LIBRARY SYSTEM (MDCPL)**

MDCPL consists of an impressive 49 regional and branch libraries. In order to chart a pathway to continued future success, the Library engaged Lord Cultural Resources to develop its next Strategic Plan. As part of this process we engage the community to tell us about their needs and vision for the Library; established the vision, goals, objectives and strategies that will guide the Library for the next five to ten years; and developed an implementation plan that will guide MDCPL towards achieving its goals and vision.

Miami, Florida, 2016-17
Lord Cultural Resources operates offices in Canada, the United States, Europe, India and China. These offices are situated in many of the world’s most exciting and culturally significant cities. Our offices are fully networked and managed to provide an integrated global service to local and international projects. Highly valued resources for cultural initiatives, our staff are sector leaders in innovation and professional practice.

Professional, approachable, collaborative, and skilled as listeners and learners, our people are the best in the business, deserving of their international recognition for leadership in a challenging sector.
We are a value-based company, conducting ourselves with respect for uniqueness, diversity and cultural characteristics. We embody the highest standards of integrity, ethics and practice in all our relationship and work.
Lord Cultural Resources offers a full range of integrated services for new and established cultural institutions. We collaborate with our clients to find the most creative solution possible.

**ORGANIZATION & STRATEGY**

We never lose sight of the big picture. We dig deep into the detail work, analyzing attendance, income, expenses, staff and financial resources: the result is a destination that feels effortlessly inspiring. Our projects can transform a neighborhood or a city, and thanks to thoughtful planning, they still feel like a completely natural addition to the local — and global — cultural landscape.

We customize our role to suit each project, but our main areas of service include:

- Concept Development
- Master Planning
- Feasibility Studies
- Business Planning
- Strategic Planning
- Institutional Planning
- Training And Change Management
- Owner’s Representation
- Cultural Planning

**SPACE & FACILITIES**

Our approach to Facility Planning is highly collaborative. Through our interaction with your entire team we will co-create a comprehensive planning roadmap to ensure the project is on firm ground to move forward. We work with new and established cultural institutions (or with their architects and engineers) to ensure that the built space fully meets their needs and realizes their opportunities and objectives.

- Facility Strategy
- Functional Program
- Design Assist
- Visitor Flow Analysis
- Collection Analysis
- Wayfinding And Signage
- Architectural Selection
- Space Plans
- Juried Competitions
EXHIBITIONS & EVENTS

Every exhibition is unique and should begin with a clearly articulated design philosophy. We begin our process by asking how the exhibit medium can best serve the story, establish context and engage the visitor. Every project has its own look and feel derived from the institution’s mission. You can depend on our wealth of experience in exhibition planning and design, media development and choreography of the visitor experience.

- Interpretive Planning
- Evaluation
- Content Development And Research
- Design
- Graphic Design
- Event Planning And Activation
- Project Management
- Exhibit Production Supervision
- Public And Educational Program
COLLABORATING WITH OUR CLIENTS

Lord Cultural Resources is dedicated to the pursuit of excellence and the creation of value on behalf of those we serve. Our clients have benefited from the invention, development and renewal of facilities; the enhancement of organizational reach and responsibility; the heightening of public and user awareness, respect and engagement; the attraction of new partners; and the management of sustainable operations.

We undertake projects of all sizes, from a visioning workshop to the comprehensive transformation of a plot of land into a thriving cultural facility.

One of the world’s most experienced museum consultants, Lord Cultural Resources, has been appointed to plan content and operational matters for the Sheikh Zayed National Museum and the Maritime Museum.

We will be forever grateful to you for helping us ‘reach for the stars’ and making the dream of the Canadian Museum of Human Rights become a reality.

Gail Asper,
Chair, Capital Campaign
Planning for Canadian Museum for Human Rights, Winnipeg, Canada
© Richard Ray

Abu Dhabi Tourism Development and Investment Company
Planning and Advisory Services for Saadiyat Island Cultural District, Tourism Development & Investment Company, Abu Dhabi, United Arab Emirates
© Drawing for Maritime Museum by Tadao Ando
Longwood Gardens chose Lord Cultural Resources as its planning partner, because it was the only firm that could truly provide the depth and quality of comprehensive planning services that we needed to achieve our planning goal. The level of professionalism, responsiveness, attention to detail and willingness to go beyond the call of duty to deliver a solid product was unquestionable to the entire Lord team. Longwood Gardens didn’t want just a Consultant... we wanted a partner and found it with Lord Cultural Resources.

Paul B. Redman, Director, Longwood Gardens

Master and interpretive planning for Longwood Gardens, Pennsylvania, USA © Longwood Gardens

Lord Cultural Resources contributed an efficient methodology and a multi-disciplinary approach that made it possible to integrate the expectations and viewpoints about the Museum’s operations from representative spheres of the local society and the museum world in general.

Juan Ignacio Vidarte, Director General, Guggenheim Museum Bilbao

Strategic Planning for the Guggenheim Bilbao Museum, Spain Photo: Erika Barahona Ede © FGBM Guggenheim Museum Bilbao

After more than one year of collaboration, we congratulate ourselves on the choice of Lordculture for the complex mission which supposes strong capacities of adaptation, dialogue and synthesis, requiring good knowledge, especially at the international level, of the cultural field and its frontiers.

Christophe Dalstein, Director of Europa City, Immochan

Strategic Cultural Positioning, Cultural Program and Business Model, Partnership Strategy, Architectural Competition for Europa City © Europa City
COLLABORATING
WITH OUR CLIENTS

The contribution of Lord Cultural Resources to the American Indian Cultural Center & Museum project is immeasurable. Your services have enabled our project team to understand and implement the goals of a successful Cultural Center that will serve to communicate our mission in a meaningful way, as well as create awareness among all people of the viewpoint, experience and contribution of American Indians past and present.

Glen Howard, Deputy Director,
Native American Cultural & Educational Authority,
American Indian Cultural Center & Museum, Oklahoma, USA

Lord played an integral role in ensuring that Ontario House was completed on time and under budget. Throughout the project, the team was enthusiastic, creative and results-driven. I would gladly and whole-heartedly recommend Lord Cultural Resources for future projects.

Lorrie Pella,
Ontario Ministry of Tourism and Culture

The planning work that Lord Cultural Resources has done for the Natural History Museum of Utah has been critical to our success. A master plan for the Museum analyzed our physical facilities, market, collections, and programs and laid the foundation for the work that led to the construction of the new building, the Rio Tinto Center. Their business planning provided a road map for the successful operation of the Museum prior to and after opening the new building. And the strategic plan set direction for the Museum after its transformation from a small academic museum to a large, community-based institution.

Sarah B. George,
Executive Director, Utah Museum of Natural History

Strategic Master Plan, Business Plan, Strategic Plan for the Natural History Museum of Utah
© Natural History Museum of Utah
The services of Lord Cultural Resources team have been just exemplary from start to finish: the conception of the project goals; the clear communication to both Board and Management of the planning process and their respective roles; the intelligence the team brought to the benchmarking and research work; the facilitation of the board and staff retreat dates; and the final drafting of the plan.

Janice Price,
CEO, Luminato

Strategic Planning for Luminato Festival
© Stephanie Berger

Our Clients include:

**Cultural Institutions**
Musée du Louvre, Canadian Museum for Human Rights, Guggenheim Museum Bilbao, Tate Modern, Smithsonian Institution, Pushkin Museum, King Abdulaziz Center for World Culture, National Art Museum of China

**Public Authorities**
European Parliament, City of Chicago, United Nations, City of Toronto, City of Vancouver, West Kowloon Cultural District, Poznan City, Department of Interior (USA)

**Architects**
Foster+Partners, Tadao Ando, Jean Nouvel, Snøhetta, Moshe Safdie, Zaha Hadid, Grimshaw, Renzo Piano, OMA, Moriyyama & Teshima

**Corporations**
Louis Vuitton, BMW, Magnum, Groupe Bel, Santralistanbul, Maison Hermès, Odéon Investments, S. C. Johnson, Hudson’s Bay Company, Bank of Montreal

**Developers**
Immochan, The New Three Brothers, Lower Manhattan Development Corp., Tourism Development & Investment Company, STT Group, Ensof, Toronto Waterfront Development Corporation
Lord Cultural Resources is a strong believer in creating and sharing knowledge. We are active and contributing members of museum and cultural associations.

The Lord Cultural Resources Global Internship Program provides valuable and practical experience for qualified students embarking on professional careers in the cultural sector. Visit our website at www.lord.ca to learn more.

Resources
Browse our tools, ideas, and books, informed by over 35 years of proven experience in museums, arts, and culture.
www.lord.ca/resources

Cultural News
Our global round-up of what’s happening in culture
Sign up at www.lord.ca
Lord Publications are available through booksellers and our website. These include our Manuals on various aspects of cultural planning and management, and our Lord museum books for young people.

Publications:

Published by Rowman and Littlefield, rowman.com:

The Manual of Strategic Planning for Cultural Organizations, 2017
Artists, Patrons, and the Public: Why Culture Changes, 2010
(Chinese, Georgian, Russian and Spanish translations also available)

Published by Rowman & Littlefield Publishers/ American Alliance of Museums, rowman.com:

Cities, Museums and Soft Power, 2015
Art & Energy: How Culture Changes, 2014