

YVONNE TANG

Senior Director



"People are impacted intellectually, physically and emotionally by their experiences."

Yvonne believes that cultural institutions are for everyone, and that visitor experience brings sites to life, creating an emotional connection with those who work in and visit them. Yvonne is a storyteller, interpreting the importance of cultural spaces through design and insight, bringing them to life and giving visitors a meaningful experience.

Yvonne is responsible for a multitude of projects at Lord Cultural Resources by ensuring a safe and welcoming space for all audiences. She envisions and achieves unique solutions both online and on-site, and she works diligently to understand the nuanced needs of every visitor, from the hyper-local to international. Visitor experience includes targeted yet inclusive content for everyone, whether permanent or temporary exhibitions, educational programs or special events as well as family or corporate celebrations. Visitor experience can be considered from all aspects looking out, as well as reflecting in, from staff and audience needs, to community and partnership building. It is never too early or too late to consider incorporating human connections, from strategic development and ideation, to visioning through concept, design, coordination, production and installation to opening day.

Yvonne's background in art and design strengthens her ability to conceptualize and develop an environment that ensures a meaningful experience for the visitor. Yvonne's natural empathy, ability to listen and creative thinking ensures that her solutions are also responsive to the client's vision. Working with clients of all sizes and types, Yvonne understands the need for imaginative and functional design.

Yvonne's abilities enable her to understand any audience and apply her expertise to the unique nature of every project, planning a visitor experience that will engage the public and create a lasting impression.

Yvonne is a past board member of the Museums Association of the Caribbean, and remains involved in the region. She also shares her knowledge through speaking engagements and as a contributor to the 2nd and 3rd editions of the Manual of Museum Exhibitions and the 3rd edition of the Manual of Museum Management. She is also on the Professional Advisory Committee of Sheridan College's new Experiential Design program. It's the first offering of its kind in Canada for designers to learn how to create multi-sensory physical environments that speak to audiences. She has guest-lectured at University of Michigan, Michigan State University, University of Balamand in Lebanon, and Toronto Metropolitan University.

Yvonne is co-founder of SafePet Ontario, a charity dedicated to addressing the link between the abuse of humans and animals, collaborating with organizations and frontline workers across the province to provide comprehensive support, cross-developmental program development, training and education. Additionally, SafePet Ontario arranges pet safekeeping for families escaping domestic violence and human trafficking across the province.