

JOY BAILEY BRYANT

President and Managing Partner



A certified interpretive planner and skilled outreach facilitator, Joy is a specialist in municipal engagement around culture, working with city officials, institutional leaders, and developers in global municipalities to creatively plan cities and bring people to public institutions.

Joy has been an integral part of the development of hundreds of cultural spaces—museums, parks, gardens, libraries and the like—where people are doing the searching work to define themselves through discovery, storytelling, and objects. She works with communities of all types to catalyze their voice and maximize their impact.

Joy led the teams for planning on remarkable projects like the Lucas Museum of Narrative Art and the National Museum of African American History and Culture in Washington, D.C., reaching more than 1,000 stakeholders across the country to learn their expectations for the new museum. She has directed citywide engagement in locations as large as Dallas and Chicago and as small as Decatur, Georgia, speaking with thousands of individuals in meetings and on social media to assess, project, and plan for their cultural needs. For the expansion of the Albany Civil Rights Institute in Albany, Georgia, Joy led the team unearthing thousands of untold stories of the Southwest Georgia Civil Rights Movement.

Other projects of note include:

- Charlotte Arts and Culture Plan (Charlotte, NC)
- Brooklyn Botanical Garden, Strategic Plan (New York, NY)
- Memorial Park Conservancy, Master Plan and Interpretive Plan (Houston, TX)
- The Laundromat Project, Strategic Plan (New York, NY)
- Lucas Museum of Narrative Art, Strategic and Business Plan, Los Angeles
- The New York Public Library, Schomburg Center for Research in Black Culture, Visionary Strategic Plan, (New York)
- National September 11 Memorial and Museum at the World Trade Center, Institutional Plan (New York)

Driven by the engagement philosophy of “meet people where they are,” Joy has authored several articles on community engagement, including “Planning for Community Needs” in the third edition of the Manual of Museum Planning. Following her mantra, Joy is known for holding community conversations at festivals, conferences, on social media, houses of worship, centers of community, schools, and even bars.

A member of the advisory board of the Girl Scouts of Heart of the Hudson and the National Heritage and Archives committee for Delta Sigma Theta Sorority, Inc., Joy has spoken on numerous international and national professional panels. Before joining Lord, Joy was on the transition team at the Institute of Museum and Library Services (IMLS) evolving the General Operating Support (GOS) grant to the Museums for American grant, the agency’s leading award for museums.

Joy is both an American Eagle and (most beloved!) a Rattler, holding an M.A. in Arts Management from American University in Washington, D.C. and a B.S. in Public Relations from Florida A&M University (FAMU) in Tallahassee, Florida.