

LISA WRIGHT

Principal Consultant



Lisa Wright is a Principal Consultant in Visitor Experience at Lord Cultural Resources. She is responsible for visitor experience strategy, planning and development for a broad range of cultural, natural, and academic institutions.

Lisa has written a number of visitor experience strategies and plans for an array of clients including Parks Canada, the Dubai Culture & Arts Authority, the Mohawk Institute Residential School project, the University of California Irvine, the California State Capitol, the City of Toronto, the Tennessee State Museum, the Museum of Latin American Art, Museum Windsor, and others across the globe. She has also developed exhibition and interpretive content for many projects, working closely with clients, community stakeholders, Indigenous partners, subject matter experts, and exhibition designers to write exhibit text, select images and artifacts, and develop multimedia and special exhibit treatments. Her recent content development projects include Kickapoo Valley Reserve Visitor Center, Canada's Diversity Gardens, the Great Lakes Visitor Center, the Central Bank of Trinidad & Tobago Money Museum, Halifax Citadel National Historic Site, University of Michigan Museum of Natural History, and more.

Lisa has written chapters for several of Lord's publications, including "Curatorship and Content Development" in the *Manual of Museum Exhibitions*, 2nd ed. and "New Frontiers in the Visitor Experience" in the *Manual of Digital Museum Planning*. She has also presented on exhibition development at several conferences and served on the board of the Museums Association of the Caribbean.

As a consultant, Lisa helps her clients develop stimulating and innovative visitor experiences to engage audiences with diverse backgrounds, interests, and learning styles. Lisa's lifelong passion for history, nature, and the arts fuels her drive to create transformative visitor experiences.

Lisa holds a Bachelor of Arts (Honours) degree in History from Queen's University and a Master's degree in Museum Studies, from the University of Toronto. Prior to joining Lord Cultural Resources, Lisa worked for several different municipal and provincial cultural organizations, researching, developing, delivering, and evaluating museum exhibitions, programmes, and special events for a variety of audiences.