

GAIL LORD, C.M., LL.D.

Co-Founder and President



Gail Dexter Lord—experienced, innovative, effective, creative—is one of the world’s foremost museum planners. Gail has extensive experience in the museum and cultural sector and brings exceptional vision and knowledge to each of the projects she leads.

Gail has been instrumental in developing the field of museum planning, having co-authored with Barry Lord *The Manual of Museum Planning*, 3rd edition, AltaMira Press, California, 2012 (Co-Edited with Barry Lord and Lindsay Martin); 2nd edition (rev.) AltaMira Press, California, 2003 (Co-Edited with Barry Lord); 2nd Edition, The Stationery Office, London, 1999, 1st Edition, The Stationery Office, London, 1991 (Co-Edited with Barry Lord), *The Manual of Museum Exhibitions* (2002), *The Manual of Museum Management* (1997; re-printed 1998 and 2002; 2nd edition 2009), and *The Cost of Collecting* (1991). Gail has co-authored with Kate Markert *The Manual of Strategic Planning* (2007) and has published numerous articles on a wide range of museum topics. Gail and Barry’s book *Artists, Patrons, and the Public: Why Culture Changes* (AltaMira Press, California, 2010) focuses on the dynamism of culture in the world today. Gail has co-authored with Ngaire Blankenberg the book *Cities, Museums and Soft Power* (AAM Press 2015) which explores how museums can activate their soft power in the 21st Century.

Gail has co-authored with Kate Markert the *Manual of Strategic Planning for Cultural Organizations*, Lanham, MD and London: Rowman and Littlefield, 2017, and co-edited with Ali Hossaini, Ngaire Blankenberg the *Manual of Digital Museum Planning*, Lanham, MD and London: Rowman and Littlefield, 2017.

Her in-depth knowledge of museum audiences and sensitivity to the cultural resources that all communities have, as well as their need to nurture and develop those resources for the public benefit, make Gail particularly effective in planning for innovative approaches to cultural organizations such as the National African American Museum of History and Culture, the new branch of the Smithsonian Institution on the National Mall in Washington, Canada’s new national museum, the Canadian Museum for Human Rights, the Master Plan for Harvard University Museums, the Museum of the African Diaspora in San Francisco, the Lowry in Salford, launched in 2000 as one of the UK’s Landmark Millennium Projects, and the Bahrain Monument.

Art museums and contemporary art centres employing her expertise include Tate in London, Museo Guggenheim Bilbao, the Brooklyn Museum of Art, the Los Angeles County Museum of Art, the Indianapolis Museum of Art, the Cleveland Museum of Art, The Walters Art Museum in Baltimore, the Villa Stuck and Lenbachhaus in Munich, the International Center of Photography in New York and many more.

Gail’s studies in cultural tourism and community arts have made significant contributions to the understanding of the cultural sector and its economic and social significance in times of change. Gail has directed over 15 planning assignments for children’s museums around the world including the award winning Roald Dahl Children’s Museum in Buckinghamshire, England and has published widely in this area.

Educated in History at the University of Toronto, Gail has been a well-known art critic, feature writer and commentator for national print and broadcast media, and helped to develop the interdisciplinary arts programs in film and photographic arts at the Ryerson University, where she taught for five years. She is a frequent presenter at professional conferences, including the American Alliance of Museums, the British Museums Association, The International Council of Museums and the Canadian Museums Association. Gail has taught museum planning and management at Museum Studies departments around the world, including the University of Victoria, the University of Colorado, the University of Barcelona, Koç University in Istanbul and the Reinwardt Academy in Amsterdam. One of Gail's students commented, "Gail has a natural gift for teaching; she has tremendously interesting experience and is insightful, curious, modest and funny."

Gail co-founded Lord Cultural Resources with husband Barry Lord in 1981.

Gail is a Member of the Order of Canada (2016), Alumna of Distinction by University College, University of Toronto (2015), and Officer of the Arts and Letters in France (2014). In 2016, she was awarded an Honorary Doctor of Letters, by McMaster University.

Gail is a member of the UNESCO High Level Forum on Museums (2016-17). In 2011, Gail received ICOM Canada's International Achievement Award in 2011. In 2001, she received an Award of Merit for Lifetime Achievement in the Museum Field in Ontario from Ontario Museum Association in 2002. Gail was on the Jury for the International Children in Museums Award from 2012 to 2015.

Currently, Gail is a member of the McLuhan Centre for Culture and Technology's Advisory Board (2016-2018). Gail was on Alliance Française de Toronto's Board of Directors from 2006 to 2017.

As Co-founder and President of Lord Cultural Resources, Gail has led hundreds of projects over twenty years. Here is a selection of her most important assignments:

- 2018**
 - Bermuda Tourism Authority, Cultural Tourism Strategy, 2018
 - State of New Mexico, Department of Cultural Affairs, Historic Sites, Strategic Plan, 2018
 - Tulum Cultural Centre, Mexico, Business Plan and Concept Review, 2018
 - Ayala Museum, Manila, The Philippines, Strategic Plan, 2017-18
 - Azkuna Zentroa, Strategic Plan, Bilbao, Spain, 2017-18
 - Motown, Audience Program Development, Detroit, 2017-18
 - Museu Nacional D'Art de Catalunya, Spain, 2017-18
 - Museum of International Folk Art, Museum of New Mexico Foundation, Santa Fe, Strategic Plan, 2017-18; Master Plan, 2013-14
 - New Mexico History Museum, Strategic Plan, Santa Fe, 2017-18
 - National World War II Museum, Strategic Re-Visioning, New Orleans, 2017-18
 - State of New Mexico, Department of Cultural Affairs, Digital Museum Visitor Experience, 2017-18
 - World Golf Hall of Fame and Museum, Strategic Plan, St. Augustine, Florida, 2017-8
 - Canakkale Children's Center, Facility and Sustainability Plan, Turkey, 2016-18
 - Papalote Museo del Nino, Consulting Services, Mexico City, 2016-18

- National Museum of Energy and Technology (MUNET), Mexico City, Facility Planning, 2014-ongoing
 - Chinese Museum Association, Strategic Cooperation, 2011-ongoing
 - Justice Museum, Campbell House, Toronto, Ontario, Consulting Services, 2007-ongoing
- 2017**
- Sadberk Hanim Museum, Facility Planning, Design Assistance, Istanbul, Turkey
 - Forest Park Forever, Strategic Plan, St. Louis, MO, 2016-17
 - The New Museum in the Iconciam Building, Concept Development and Facility Planning, Bangkok, Thailand, 2016-17
 - Tom Thomson Art Gallery, Visioning Workshop, 2016-17
 - National Holocaust Monument, Ottawa, National Design Competition, 2014-17
- 2016**
- Expo 2025, World Expo Canada Bid Corporation, Feasibility Study, Toronto, Canada
 - Ontario Place Business Plan
 - Under Gardiner, Public Work Office, City of Toronto, Programming Advisory
 - Detroit Hudson Site, Concept Development, 2015-16
 - Museum of the Future, Atlanta, Georgia, Master Plan Level Feasibility Study, 2015-16
 - Longwood Gardens, Pennsylvania, Strategic Plan, 2014-16
- 2015**
- Canada History Hall, Canadian Museum of History, Ottawa, Consulting Services, 2014-15
 - Frye Art Museum, Seattle, Strategic Plan, 2014-15
 - Grand Egyptian Museum, Cairo, Review of Exhibition Design Proposal, 2014-15
 - Henry Ford Estate, Grosse Pointe Shores, Michigan, Strategic Plan, 2014-15
 - Magna Carta Exhibition in Canada, 2013-15
 - Canadian Museum for Human Rights, Winnipeg, Client Representation, 2013-15
- 2014**
- City of Vaughan, Ontario, Cultural Planning Workshop
 - Toronto Zoo, Strategic Plan
 - Chattanooga Public Library, Eastgate Branch Interpretive Centre, Interpretive Planning and Public Engagement, Tennessee, 2013-14
 - Eduardo Chillida Leku Centre, Department of Education, Culture and Language Policy, Basque Government, Feasibility Study, 2013-14
 - Edward M. Kennedy Institute, Boston, Consulting Services, 2013-14
 - Museum of International Folk Art, Museum of New Mexico Foundation, Santa Fe, Master Plan, 2013-14
 - New Mexico Museum of Art, Museum of New Mexico Foundation, Santa Fe, Strategic Plan, 2013-14
 - OCAD University Galleries, Toronto, Feasibility Study, 2013-14

- The Oscar Peterson Centre, JAZZ.FM91, Toronto, Master Plan, 2013-14
- Toronto Media Arts Cluster, Visioning and Concept Strategic Plan; Advisory Services, 2013-14

2013

- Bergamo: Candidate for European Capital of Culture 2019
- Canadian Museum for Human Rights, Winnipeg, Client Representation
- New Mexico Museum of Art, Santa Fe, Strategic Plan
- Audain Art Museum, Strategic Advice/Business Plan and Projections, Whistler, British Columbia
- Toronto Public Library, The Martin Prosperity Institute, Economic Value of the Toronto Public Library
- Banff Center, Alberta, Advisory Services, 2012-13
- Barnes Museum, Visitor Experience Assessment, Philadelphia, Pennsylvania, 2012-13
- Canadian Museum of Civilization, Public Engagement, 2012-13
- Chicago Architecture Biennial, Concept Plan, 2012-13
- City of Toronto, Museum Service Review, Attendance, Revenue and Cost Control Strategies for 10 City Museums, 2012-13
- King Abdulaziz Center for World Culture, Saudi Aramco, Saudi Arabia, Operational, Programmatic and Organizational Development, Phase 1 & 2, 2008-13
- Koç Museum of Contemporary Art, Istanbul, Turkey, Master Plan, 2012-13
- Liaoning Science & Technology Museum, Exhibition Planning & Design, Shenyang, China, 2012-13
- Nanjing Museum, Visitor Experience Planning, Nanjing, China, 2012-13
- National Museum of New Zealand Te Papa Tongarewa, Environmental Scan and Strategic Directions Wellington, New Zealand, 2012-13

2012

- Canadian Museum for Human Rights, Winnipeg, Client Representation
- City of Chicago, Cultural Plan
- City of Florence, Pre-feasibility Study for Forte Belvedere, Identification of a New Use for San Firenze
- Creative Capital Gains, “An Action Plan for Toronto”, City of Toronto, Ontario
- Design Exchange, Toronto, Strategic Plan
- Luminato Festival, Toronto, Strategic Plan
- The National African American Museum of History and Culture, Smithsonian Institution, Facilities and Management Planning, Exhibition Design
- Royal Ontario Museum, Toronto, Attendance Strategies

2011

- City of Columbia, Maryland, Cultural Master Plan, Cultural Needs Assessment
- Hillwood Estate, Museum and Gardens, Washington, DC, Strategic Plan
- International Center for Photography, Institutional Master Plan, Strategic Planning
- Nasher Sculpture Center, Dallas Texas, Strategic Plan

- Native Earth Performing Arts, Toronto, Feasibility Study
 - Utah Museum of Natural History, Salt Lake City, Strategic Plan
 - Art Gallery of Ontario, Weston Family Learning Centre, Toronto, Vision for Life-long Learning
- 2010**
- Association of Art Museum Directors, New York, Strategic Plan
 - Beth Tzedec Reuben and Helene Dennis Museum, Toronto, Strategic Plan
 - Longwood Gardens, Pennsylvania, Strategic Master Plan
 - Magnum Heritage Foundation, Paris, Strategic Plan, 2010
 - Massey Hall & Roy Thompson Hall, Toronto, Future Vision for the Renovation and Renewal of Massey Hall
 - Museum of Contemporary Canadian Art, Toronto, Strategic Plan
 - The National Museum of the American Latino, National Park Service, Feasibility Study
 - Science Gallery, Dublin, Ireland, Business Models for Partnerships
 - TDIC Abu Dhabi, Master Plan
- 2009**
- Ibercaja Bridge Pavilion, Spain, Concept Development, Functional Planning
 - Las Vegas Art Museum, Facilities Planning, Management Consultancy
 - Marina Bay Sands ArtScience Museum, Singapore, Exhibition Planning, Design and Implementation
 - Museo Guggenheim Bilbao, Strategic Planning, 2004-06, 2008-09
 - The National African American Museum of History and Culture, Smithsonian Institution, Facilities and Management Planning
 - New York Economic Development Corporation, Economic Impact Study
 - Ontario Ministry of Tourism, Cultural and Heritage Tourism Paper
 - Peabody Museum, Harvard University, Boston, Massachusetts, Master Plan
 - Photography Gallery and Graduate Research Centre, Ryerson University, Toronto, Facility Planning
 - Royal Ontario Museum, Toronto, Audience Development
 - Santralistanbul, Istanbul Bilgi University, Visitor Research, Interpretation Services
- 2008**
- College Art Association, New York, Strategic Planning
 - Beijing Association of Science and Technology, Building Re-Use Study
 - Design Museum, London, UK, Relocation Study
 - Institute for Emerging Issues, North Carolina State University, Strategic Planning Workshop
 - Koç Cultural Campus, Istanbul, Turkey, Facility Strategy
 - Le Laboratoire, Paris, France, Strategic Plan
 - Meymenet Han, Istanbul, Turkey, Adaptive Re-Use of Heritage Building
 - The Museum at Bethel Woods Center for the Arts, Liberty, New York, Materials Review, Training
 - National Art Museum China, Beijing, Facility Planning

- University of Pennsylvania Museum of Anthropology and Archaeology, Strategic Planning Workshop
 - The Walters Art Museum, Baltimore, Strategic Plan, 1994-05, 1999-00; Strategic Retreat Facilitation, 2008
- 2007**
- Allston Development Group and Harvard University, Situation Analysis
 - Dahesh Museum, New York, Relocation Study, Global Long-Range Planning
 - Governors Island Alliance, New York, Visioning Services
 - Maison de Radio France, Paris, France, Strategic Planning Services
 - Musée du Quai Branly, Paris, France, Audience Development Strategy
 - Silk Road Project, Strategic Plan, Evaluation Study
 - Tafelmusik Baroque Orchestra and Chamber Choir, Music and Museum Initiative
 - Espace Nuage, Paris, France, Business Planning
 - Louvre at Lens, France, Museological Program
 - McMichael Canadian Art Collection, Kleinburg, Ontario, Strategic Visioning Exercise, Partnership Strategy
 - Orange County Museum of Art, Newport Beach, California, Master Plan
 - The New Center for Arts and Culture, Boston, Massachusetts, Master Plan
- 2006**
- Ellis Island, New York, Redevelopment Study, Concept Development
 - Lenbachhaus Munich, Master Plan Review
 - Saidye Bronfman Centre, Montreal, Strategic Planning
 - World Trade Center, Memorial Museum, New York, Institutional Planning, Visitor Services
- 2005**
- Cable Center, Denver, Strategic Planning
 - Calder Museum, The Calder Foundation, New York, Business Plan
 - Constitution Hill, Johannesburg, Consulting Services, Business Plan
 - Guggenheim Museum, New York, Consulting Services
 - Indianapolis Museum of Art, Strategic Planning
 - London's Children Museum, Concept Plan and Interpretative Strategy, Positioning
 - Kliptown, Soweto, South Africa, Ecomuseum Plan
 - Museum of the African Diaspora, San Francisco, Master Plan
- 2004**
- ArtsAccess Alliance, The Art Gallery of Ontario, the Woodland Cultural Centre, the MacLaren Art Gallery and the Thunder Bay Art Gallery, Feasibility Study, Business Plan
 - August Wilson Center for African American Culture, Pittsburgh, Project Management, Planning and Design
 - Brooklyn Museum of Art, Branding and Positioning Strategy
 - Cerritos Museum, California, Master Plan
 - Chicago Botanic Garden, Market Analysis, Branding and Positioning Plan
 - Edmonton Art Gallery, Facilities Plan

- MacLaren Art Gallery and the Thunder Bay Art Gallery, Feasibility Study, Business Plan
 - Ottawa Art Gallery, Feasibility Study
 - Smithsonian Affiliations, Washington, DC, Cultural Alliance Initiative
- 2003**
- Flemish Holocaust Museum, Mechelen, Belgium, Master Plan
 - National Center for the Preservation of Democracy, Los Angeles, Strategic Plan
 - Tate London, Visitor Audit, 1992, 2002-03
 - Wadsworth Atheneum Museum of Art, Schematic Design Review
- 2002**
- The Cleveland Museum of Art, Strategic Plan, 1995; 2000-02
 - Dresden Castle, Germany, Circulation Study
 - Los Angeles County Museum of Art, Functional Program
 - The Jewish Museum, New York, Communication Strategy
 - Motown Museum, Detroit, Master Plan
 - Ontario Arts Council, Strategic Plan
 - Ontario Underground Railroad, Cultural Tourism and Marketing Study
 - Ross Creek Centre for the Arts, Canning, Nova Scotia, Feasibility Study
- 2001**
- Be'er Sheva Science Park, Israel, Design Review
 - Museum of Nature, Jerusalem, Master Plan
 - Suermondt-Ludwig Museum, City of Aachen, Germany, Mission Development, Positioning Study
- 2000**
- Cleveland Center for Contemporary Art, Planning Study
 - The Lowry, Salford, United Kingdom, Master Plan, Facility Plan
 - The Power Plant, Toronto, Millennium Project