

CITIES, MUSEUMS AND SOFT POWER

UCLG Cultural Summit, Bilbao, March 18-20, 2015

EST. 80,000 MUSEUMS IN THE WORLD AND GROWING...

**50% built or extended in
last 40 years**

**Construction of Riverside Museum of Transport and Travel
Glasgow, Scotland**

Photo by Midwich Cuckoo. Source: Wikipedia





Alele National Museum

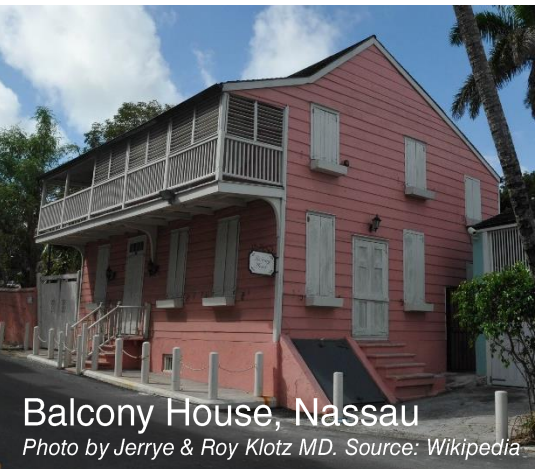
Photo from Alele National Museum Facebook

THE MAIN CITIES IN THE



Vanuatu Cultural Centre

Photo by PhillipC. Source: Flickr



Balcony House, Nassau

Photo by Jerrye & Roy Klotz MD. Source: Wikipedia



Museum of Belize

Photo by Bernt Rostad. Source: Wikipedia

WORLD'S SMALLEST STATES



National Resistance Museum of Timor-Leste

Photo by Adam Glover. Source: 2011adamglovercycling.wordpress.com



National Museum of Bhutan

Photo by Arian Zwegers. Source: Flickr

ALL HAVE MUSEUMS



Fiji Museum

Photo from Fiji Museum Facebook

“A museum is not a hospital, a university or a court of law. It is a construction type that has taken upon and sometimes overloaded itself with

meaning and expectations”

Guido Guerzoni, Cities, Museums and Soft Power



REPOSITORIES OF **HARD POWER**

TRANSFORMING INTO TOOLS OF

SOFT POWER

An Inuvialuit delegation work with the National Museum of Natural History to document and view the MacFarlane Collection.

Photo by Kate Hennessy.

Hard Power Museums

Sole source of funding

Top down governance

Closed Collections and documentation

Little visitor engagement

National and International (tourism) focus

Inward and closed 'professional' network

Soft Power Museums

Multiple sources of funding

Open boards, advisors

Iterative and responsive collections and documentation

Programming and outreach

Local focus

Inter-disciplinary, outward networks



MUSEUMS boost
SOFT POWER in the
CITY

but they are often
sleeping giants...

Guggenheim, Bilbao

Photo by: Mark B. Schlemmer. Source: Flickr

ANCHOR INSTITUTIONS WITHIN 21ST CENTURY CIVIL SOCIETY

**Social media:
Agency, digital
participation,
immediacy,
transparency**

STABILITY, MEMORY AND EMPLOYMENT



Volunteers at the C.H. Nash Museum at the Chucalissa archaeological site, Memphis, Tennessee.

Photo from C.H. Nash Museum Facebook.



NODES IN AN INTERNATIONAL CULTURAL NETWORK

Artist Chuck Close gives Bridgeport Roosevelt students a tour around the Yale University Art Gallery
Photo from the Yale University Art Gallery Facebook



BRIDGING AND BONDING

Sharjah Biennial 2015
Photo by Gail Lord

SIGNIFIERS OF PRIDE AND DISTINCTIVENESS



South gate of Ningbo Museum, designed by Wang Shu.

Photo by: Siyuwj. Source: Wikipedia

TOURISM DESTINATIONS AND ECONOMIC GENERATORS

**MICE, business,
learning,
voluntourism:
Tourists become
cultural
ambassadors**

The evening skyline of Hong Kong as viewed from Victoria Peak.

U.S. Navy photo by Ensign Chad Dulac. Source: Wikipedia

A photograph of two children in a museum. A boy in a blue checkered shirt is seated on a green exercise bike, pedaling. A girl in a pink striped shirt and denim shorts is standing next to him, reaching up to touch a colorful ball suspended from a complex metal structure of concentric circles. The background features a wall with technical diagrams and a window. The floor is a shiny, reddish-brown metal plate.

MUSEUMS EMPOWER

MuseoPambata, Manila, Philippines
Photo taken by Constantine Agustin. Source: Flickr

**PATRONS
FOR NEW
AND OLD
IDEAS**

Guerilla Girls Poster
Photo courtesy of GuerillaGirls.com

**YOU'RE
SEEING
LESS
THAN
HALF
THE
PICTURE**

WITHOUT THE VISION OF WOMEN ARTISTS AND ARTISTS OF COLOR.

Please send \$ and comments to: **GUERRILLA GIRLS** CONSCIENCE OF THE ART WORLD
Box 1056 Cooper Sta. NY, NY 10276

CONVENE AND AMPLIFY CIVIC DISCOURSE



Community engagement by Neighborland at Ideas City Festival, New Museum, New York City
Photo from Neighbourland Facebook



MAD

**CONTRIBUTE TO
CONTEXTUAL
INTELLIGENCE
+ other 21st century skills**

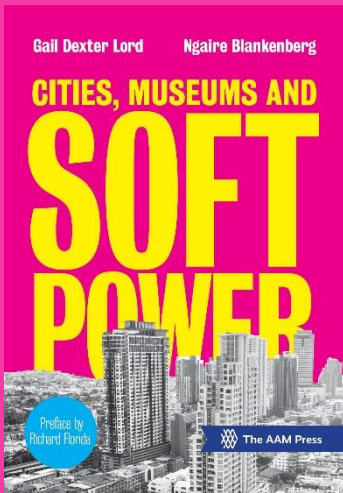
Museum of the African Diaspora, San Francisco, USA

Photo by Erik Hersman. Source: Flickr

HELP US MANAGE CULTURAL CHANGE

Genocide Table, Canadian Museum for Human Rights

Photo by Ngaire Blankenberg.



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Preface Richard Florida

Why Cities, Museums and Soft Power,
Gail Dexter Lord and Ngaire Blankenberg

The Museum Building Boom,
Guido Guerzoni

Museums in Public Diplomacy
Federica Olivares

**The Soft Power of Museums in the
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Development: The London Knowledge
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Baillie Card

**Museums in the Age of Brazilian Soft
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Gegê Leme Joseph

Museums as Signifiers in the Gulf
Hayfa Matar

When Soft Powers Collide
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**Unearthing the Genius Loci of Museums in
the Indian Subcontinent,**
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**Cultural Nomads: Creative People on the
Road,**
Robert Punkenhofer

**Cranking Up the Soft Power Engine of
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**A Tale of Two Civil and Human Rights
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Gail Dexter Lord and Joy Bailey Bryant

**Cairo and The Grand Egyptian Museum:
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**Global and Local: Fairs and Biennials,
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The Economics of Museums and Cities
Javier Jimenez

**32 Ways for Museums to Activate their
Soft Power,**
Gail Dexter Lord and Ngaire Blankenberg

Gail Dexter Lord

Ngairé Blankenberg

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Preface by
Richard Florida



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