

JOY BAILEY BRYANT ADDRESSES B'NAI B'RITH REAL ESTATE

Joy Bailey Bryant, Managing Director of the U.S. Office of Lord Cultural Resources, recently spoke on "Investing in Soft Power: Creating The National September 11 Memorial, The Museum of American Jewish Heritage and New York Values" at a B'nai B'rith Real Estate Unit luncheon at The Cornell Club.

Lord Cultural Resources is the largest cultural planning firm in the world operating in 51 countries with over 2,000 projects including Franklin D. Roosevelt Four Freedoms Park on Roosevelt Island, The Franklin Institute in Philadelphia, The National Museum of African American History in Washington D.C. and The National Holocaust Monument Site in Ottawa, Canada.

Bailey Bryant explained Lord Cultural Resources' concepts of soft power and hard power. "Hard power," she said, is "about money or military power. In the past museums such as The Metropolitan Museum of Art, The Museum of Natural History and The Guggenheim were mouthpieces for hard power. They exhibited trophies of war and other objects to demonstrate the power of the U.S."

"Soft power," on the other hand, "is meant to influence, persuade and attract which is the current trend in cultural institutions," said Bailey Bryant. "Why this matters is because it shows what a city really values." Examples of soft power in New York include the Lower East Side Tenement Museum, The National September 11 Memorial, The Museum of American Jewish Heritage, as well as The New York Public Library, which is going through a proposed \$315 million upgrade, The Central Park Conservancy, universities such as NYU and Columbia and many other cultural institutions.



Jeffrey Mitzner, First American Title Insurance Company; Joy Bailey Bryant, Lord Cultural Resources; Dana L. Moskowitz, EVO Real Estate Group; Harry Zlokower, Zlokower Company

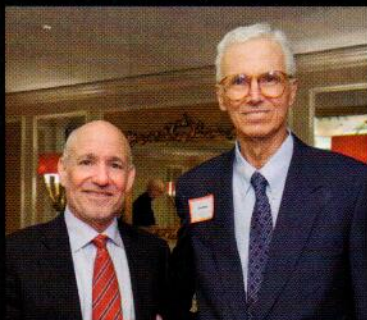


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