

## Museum Studio acquires majority stake in the gold standard of cultural master planning – Lord Cultural Resources

Becoming majority shareholder of Lord Cultural Resources with a 51% stake, Museum Studio reinforces its position as the global leader in cultural asset development.

### **Together with Lord Cultural Resources, Museum Studio will amplify its impact, shaping the future of Culture globally, with an unmatched international footprint.**

This marks a pivotal milestone for Museum Studio as the world's most comprehensive cultural platform, giving it direct access to unrivaled strategic expertise. This decisive step reinforces its presence across key international markets and accelerates its ambition to become the number one global platform for cultural and educational innovation. Integrating Lord, the world's foremost cultural planning consultancy and a trusted partner to institutions around the globe for over four decades, signals a bold move to accelerate a shared mission: expanding the role of culture as a positive transformative force in society.

### **Lord Cultural Resources, A legendary pioneer making the world a better place through Culture.**

Founded in 1981, Lord Cultural Resources emerged from the bold vision of its founders Gail and Barry Lord to make the world a better place through culture. With over 2,900 projects completed across six continents, 57 countries and 450 cities, Lord has become the reference in cultural master planning at the very beginning of any museum project lifecycle – guiding institutions, communities, governments, foundations, and the private sector in achieving their aspirations in the cultural realm. Today, while the number of museums worldwide has been booming, Lord's enduring leadership remains at the forefront of the cultural planning industry.

Recognized as a thought leader in the industry, Lord brings to life transformative projects by blending strategic insight with creative and inclusive thinking. The company's values – equity, diversity, and creativity – are embedded in every cultural experience it helps shape, from museums and art galleries to broader cultural institutions.

## Why joining forces?

### **This is 1 + 1 = 100 – a multiplier of vision, expertise, reach and global impact.**

From the first spark of a cultural vision to the final touch of handcrafted detail, Museum Studio aims to lead every step of the journey, cementing its position as the global leader across the entire cultural value chain. By adding this new cultural gem to its portfolio, Museum Studio reinforces its unique ability to scale the global reach of iconic cultural brands, amplifying their influence and resonance across generations and geographies. By bringing together Lord's strategic mastery and the rest of its other entities, our global platform aims to create exponential impact through culture worldwide, one that is more agile, and that will champion a future where cultural institutions are empowered to educate, inspire and engage in ways that are meaningful and sustainable.

This acquisition is more than a strategic move – it is a shared declaration of purpose. Culture has the power to transform lives and societies. Culture is a force for progress, healing, learning and connection. In a world of rapid change and growing uncertainty, we believe that culture is not optional, but essential. Museums and cultural institutions continue to evolve – not by shrinking their ambitions, but by expanding their audiences, relevance and resilience. Museum Studio is uniquely positioned to defend creativity, memory and meaning. Whether by safeguarding collective identity, fostering intergenerational dialogue, or creating spaces for creativity and expression, this new alliance is a call to elevate culture as an essential force in society – and a global priority. One that fosters human connection, social cohesion, and economic vitality.

The association of Museum Studio services and worldwide presence combined with LORD's leadership in the Masterplan segment will allow our clients, Museums, Public or Private Cultural Institutions and government entities to access a unique provider that will cover all their needs at the highest quality from the inception of a project all the way to the final delivery

### **Global network, Unmatched cultural and educational footprint. Strengthening its position of #1 global leader in cultural asset development for Museum Studio.**

Part of the Chargeurs Group, Museum Studio is a global cultural one-stop-shop that develops, designs and produces world-class cultural assets through a full suite of services. With operations across North America, Europe, Asia and the Middle East, Museum Studio has delivered numerous iconic projects throughout the world. Lord's strong leadership in North America (representing 80% of its activity), in Europe and in India, complements its international presence. Together, the combined entity will benefit from five new global offices and teams operating across key cultural hubs worldwide. This reinforced global network will be decisive for Chargeurs Museum Studio to lead the next cultural renaissance, delivering bold and transformative projects that resonate across generations and continents.

"We are incredibly proud to welcome Lord to the Museum Studio ecosystem. This new chapter began with a powerful encounter – a series of meaningful conversations and shared visions between with Gail Lord and her associates, Joy Bailey Bryant, Dov Goldstein and Javier Jimenez and ours. Today marks the beginning of a new journey together, one that brings extraordinary talent and strategic insight into our universe. At a time when Museum Studio is expanding its ambitions in culture and education, Lord's vision and expertise are invaluable. Their presence will be essential in shaping the next chapter of our story – and we couldn't be more excited."

**Delphine de Canecaude, CEO, Museum Studio**

"At this time of dynamic change and growth for the sector – especially in the global south – we are thrilled to join with Museum Studio to provide greater access to our services and educational resources through Museum Studio historic networks – and to continue to share knowledge, experience and talent in a direct and personal way that ensures the development of human capacity for understanding."

**Gail Lord, Founder, Lord Cultural Resources**

## PRESS CONTACT

Museum Studio

Alizée Ternisien ▪ alizee.ternisien@museumstudio.com

Chupa Renié Communication

Bertille Dreuillet ▪ bertille@chuparenie.com