

Cities, Museums and **SOFT POWER**

BIG CITIES BIG IDEAS

APRIL 30, 2015



#softpowercities
@nblankenberg
@Gail_Lord

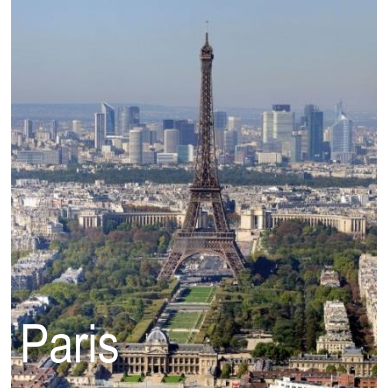




Toronto



New York



Paris



Mumbai



Beijing

- Founded **Lord Cultural Resources** in 1981
- The world's **largest** cultural professional practice
- **2,000+** assignments over **34 years**
- **56+** countries on **6** continents
- An international reputation for sector leadership, innovation and excellence



**CULTURAL
PROJECTS IN
1000+ CITIES
WORLDWIDE.**

WASHINGTON

SMITHSONIAN NATIONAL
MUSEUM OF AFRICAN
AMERICAN HISTORY
AND CULTURE ▶

Photo: Smithsonian Institution

LONDON

TATE MUSEUM ▶

TORONTO

TORONTO INTERNATIONAL
FILM FESTIVAL
BELL LIGHTBOX ▶

MIAMI,

MIAMI SCIENCE MUSEUM ◀

Photo: Grimshaw Architects, 2010

NEW YORK

SCHOMBURG CENTER FOR
RESEARCH IN
BLACK CULTURE ◀

RIGA, LATVIA

RIGA CONTEMPORARY
ART MUSEUM ◀

Photo: Office of Metropolitan Architecture,
Rem Koolhaas

GREATER PHILADELPHIA

LONGWOOD GARDENS ▶

VANCOUVER

ONTARIO HOUSE 2010
OLYMPIC AND PARALYMPIC
WINTER GAMES ▶

Photo: Samantha J. Walker

WEST KOWLOON, HONG KONG

WEST KOWLOON
CULTURAL DISTRICT
Hong Kong ▶

Photo: Foster + Partners

DHAHRAN, SAUDI ARABIA

KING ABDULAZIZ CENTER
FOR WORLD CULTURE ◀

Photo: King Abdulaziz Center
for World Culture

VIENNA

ZOOM CHILDREN'S
MUSEUM ◀

Photo: Bettina Mayr-Siegl

PARIS

THE LOUVRE ◀



**CITIES ARE
AT THE
EPICENTER OF
SOFT POWER**

Kensington Market, Toronto. Photo by Nicolai Grut

"Cities are starting to exercise influence on global issues like migration and sustainability, but **could cities more effectively exercise their soft power by embracing museums?"**

- Richard Florida

SOFT POWER

Soft power is the ability to influence behaviour through persuasion, attraction or agenda setting.

URBAN POPULATION IS GROWING by 65 million annually. Cities = Half of the world's population. 80% of global GDP. Urbanization drives global ECONOMIC growth.



Tokyo



CHARACTERISTICS OF **SOFT POWER** IN THE 21ST CENTURY

- Growth of networks
- Power of civil society
- Role of women

PUSHING CITIES FROM THE MARGIN TO THE **CENTER OF SOFT POWER**



MUSEUMS
USED TO BE
AGENTS OF
HARD POWER

- Trophies of war
- Exhibitions focused on hierarchies of civilization
- Records of “great men”

MUSEUM EVOLUTION

**EDUCATIONAL
INSTITUTIONS**



ENTERTAINMENT



CITY BRANDING



“Cultural contact has originally been elite-to-elite (through royal courts and ambassadors), then elite-to-many (via broadcasting and cinema) and **now we are entering into a phase of people-to-people through travel, migration and the internet.**

Influence and Attraction, Culture and the race for soft power in the 21st century,
British Council, p.7

MUSEUMS ROLES IN CITY-BUILDING

1. Place-making
2. Economic Generators
3. Tourism Destinations
4. Cultural Commons
5. Preserve and Display History,
Art and Culture
6. Adapting to Change
7. 21ST Century Skills

PLACE-MAKING



Nussbaum Haus, Osnabruck, Germany

BEST PLACES TO LIVE IN THE WORLD

Who: The Economist, 2015

- | | |
|------------------|--------------------|
| 1. Toronto | 6. Melbourne |
| 2. Montreal | 7. Zurich |
| 3. Stockholm | 8. Washington D.C. |
| 4. Amsterdam | 9. Sydney |
| 5. San Francisco | 10. Chicago |

TORONTO IS #1!



CULTURAL EXPERIENCE

What: measures diverse attractions, including number of major sporting events a city hosts; number of museums, performing-arts venues, and diverse culinary establishments; number of international travelers; and number of sister-city relationships.

Who: : A.T. Kearney. 2014 Index.

- | | |
|--------------|----------------|
| 1. New York | 6. Los Angeles |
| 2. London | 7. Chicago |
| 3. Paris | 8. Beijing |
| 4. Tokyo | 9. Singapore |
| 5. Hong Kong | 10. Washington |

Top Cities for cultural experience only:

1. London 2. Paris 3. New York 4. Moscow

TORONTO IS RANKED #13



ECONOMIC **REGENERATION**





British Museum



Francis Crick Institute



British Library

Knowledge Quarter, London



The Guardian

TOURISM DESTINATION

What: International tourist arrivals. 2014.

Who: Euromonitor.

- | | |
|--------------|------------------|
| 1. Hong Kong | 6. Kuala Lumpur |
| 2. Singapore | 7. Shenzhen |
| 3. Bangkok | 8. New York City |
| 4. London | 9. Antalya |
| 5. Macau | 10. Paris |

TORONTO IS RANKED #53



CULTURAL COMMONS



Museum Moderner
Stiftung Ludwig
Wien

Vienna Museum Quarter



**PRESERVE AND
DISPLAY HISTORY,
ART AND CULTURE**



21ST CENTURY SKILLS

Le Laboratoire,
Paris, France



CREATIVE EXPRESSION



Zoom Children's Museum, Vienna, Austria



COLLABORATION AND EXCHANGE

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

CONTEXTUAL INTELLIGENCE

MOAD

Museum of the African Diaspora

Museum of the African Diaspora, San Francisco, USA

ADAPTING TO CHANGE



Claire Reid explains that the Institute for Canadian Citizenship is giving every new citizen a Cultural Access Pass



Evergreen Brick Works, Toronto



Telus Rainforest at the Ontario Science Centre

ENVIRONMENTAL AWARENESS



Carbon 14: Climate is Culture exhibit at the ROM

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WAYS TO ACTIVATE *your* SOFT POWER *Tips for*

Museums and Cities

POWER DIFFUSION Governance and Human Resources 		1 Diverse, Networked Boards	2 Advisory Councils	3 Outward-looking Policies	4 Inspired Leadership	5 Meaningful Volunteer and Internship Programs
10 Inviting More People In	9 Responsive Operating Hours	8 Free Admission	THE SOCIAL COMMONS Operations 		7 The Best Employers in the Creative Economy	6 Opportunities for Hiring and Advancement Reflecting the Diversity of the City
ADAPTIVE STRATEGIES Collections and Documentation 		11 Collection Development for Social Equity	12 Tagging So Anyone Can Search and Find	13 Making Information Accessible	THE SHARING ECONOMY Research and Production 	
18 Bridging and Bonding	CULTURAL ACCELERATORS Education, Public Programs and Exhibitions 		17 Mobile Knowledge	16 Collaboration and Exchange	15 Developing Cultures of Creativity	14 Supporting Research and Production
19 Connected Learning	20 Learning for a Lifetime	21 Engaging With All Forms of Tourism	22 Encouraging Contextual Intelligence	23 Presenting Useful Ideas in Useful Places	24 Making Space for New Perspectives: Re-framing the Agenda	25 Participative Stakeholder Communication
SOFT POWER FUNDING 		27 Impact Investment	28 Crowd-Sourcing And Participatory Forms Of Income Generation	POWER CONVERSION Communication and Marketing 		26 Giving Context and Depth to the News
29 Public-Private Partnerships	30 Rewarding Urban Development	THE SOFT POWER EMBRACE the Role of Cities 		31 Planning Culturally	32 From Cultural Hubs and Heritage Districts to Cultural Commons	
HOW DO YOU ACTIVATE YOUR SOFT POWER?						

**Museums & cities
throughout the world are
connecting in a soft
power embrace...**

ARE WE?

THANK YOU.



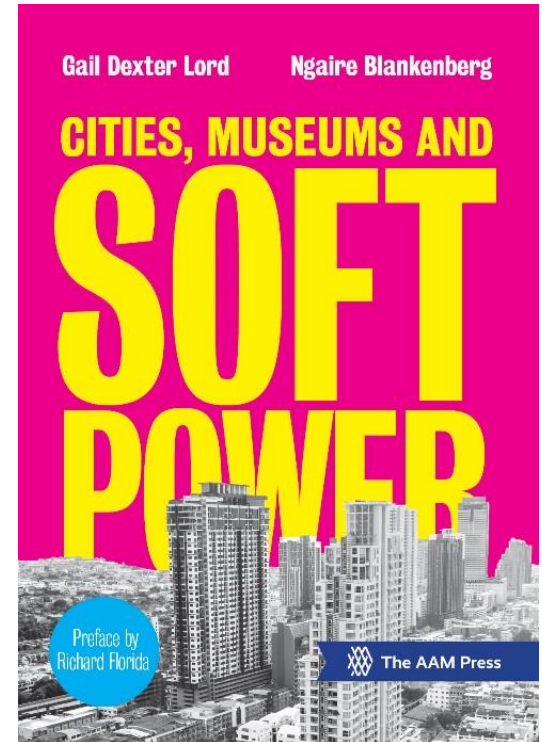
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