

**FOR IMMEDIATE RELEASE:** Toronto, Ontario

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## CULTURAL CHANGE IN TORONTO

Toronto's globe-trotting museum experts Gail and Barry Lord launch their new book **Artists, Patrons and the Public: Why Culture Changes**, and talk about why you will play a role in Toronto's cultural future.

Rita Davies, Toronto's head of Culture will host the conversation.

**Where:** Museum of Contemporary Canadian Art: MOCCA  
952 Queens St. West, Toronto  
**When:** 7:00 pm. May 27th.

Toronto-based Gail Dexter Lord and Barry Lord, co-Presidents of the world's largest cultural planning firm, **challenge our traditional ideas about who creates art and culture in our changing world. Their new book, Artists, Patrons and the Public: Why Culture Changes, is equal parts manifesto and theory, and proves cultural change is much more dynamic and complicated than most people think.**

In the book, the Lords, co-heads of Lord Cultural Resources, a Toronto-based company with offices in New York, Paris, Madrid, and Beijing, identify 7 principles of cultural change, and examine the role of artists, patrons and the public in bringing it about.

"It's not just about the artist" says Barry Lord. "We show how patrons, be it governments or philanthropists, play a crucial role in cultural change, as do audiences."

"In writing this book" says Gail Lord, "we realized that all our museum work has actually been about cultural change -- whether it was for the Museum of the American Latino in the United States, the Sawai Man Singh Town Hall in Jaipur, India, or the Toronto Museum Project here at home." Barry puts it this way: "Our clients are always trying to anticipate changes in their communities, and then reflect them."

The Lords will share the insights they have gleaned from personal involvement in over 1700 cultural projects ranging across 45 countries. They include world-famous mega-

projects such as: The West Kowloon Cultural District with 15 new cultural buildings in Hong Kong; Abu Dhabi, where the Louvre and Guggenheim are building impressive new institutions on Saadiyat Island; the Canadian Museum for Human Rights – Canada’s new national museum taking shape in Winnipeg; the Guggenheim in Bilbao; and the Tate in England.

Rita Davies, Executive Director for Culture, City of Toronto, who will guide the conversation with Gail and Barry, says “this book is relevant to Toronto because as the world’s most multi-cultural city, we live cultural change every day. I look forward to exploring our real life urban cultural challenges with Gail and Barry on May 27<sup>th</sup>.”

The charismatic husband-and-wife team have been featured and quoted in numerous articles and publications, and are the subjects of the documentary *Museum Maestros*, directed by John Bessai which airs on **Bravo May 22 at 7:00 pm, May 23 at 6:00 pm and May 28 at 8:00 am.**

The Lords are widely credited with “inventing” museum planning. They are co-authors of *The Manual of Museum Management*, the leading text in the field that has been translated into Chinese, Georgian, Russian and Spanish. They are also co-editors of *The Manual of Museum Planning* and *The Manual of Museum Exhibitions* (2003), both of which are favourites of architects and designers.

**To set up an interview or for additional information, contact:**

Ngairé Blankenberg  
Mobile: 647-801-5883  
[nblankenberg@lord.ca](mailto:nblankenberg@lord.ca)  
[www.lord.ca](http://www.lord.ca)

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