LEADING CULTURE DESTINATIONS

TRAVEL YOURSELF SMART
LET'S GO...
I AM A CULTURAL NOMAD

Toyo Ito Architecture Museum, Japan
LCD CONNECTS THE NEXT GENERATION OF CULTURAL NOMADS TO THE BEST CULTURAL DESTINATIONS WORLDWIDE.

Tippet Rise Sculpture Park, Montana, USA
WE GET OUR INSIGHTS FROM OUR NETWORK OF AMBASSADORS
ART SAFARIS WITH OPINION FORMERS

Richard Serra @ Gagosian, London
THE OSCARS FOR CULTURAL DESTINATIONS
WE TRANSFORM PLACES INTO CULTURAL DESTINATIONS
CREATING A UNIQUE STORY & UPSKILLING LOCAL DESTINATION PROFESSIONALS
OUR TEAM

FLORIAN WUPPERFELD
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...BUT WHY IS ARTS & CULTURE SO RELEVANT FOR NEXT GENERATION OF TRAVELLERS?
...AND WHAT’S THE IMPACT FOR DESTINATIONS?
INDUSTRY INSIGHT
“Four out of five visitors already tell us that ‘culture, art and heritage’ are their main reasons for coming to London. Indeed, cultural tourism generates £3.2 billion a year for the local economy and supports around 80,000 jobs through 17mio visitors.”

Boris Johnson, Mayor of London (2015)
“ArtBasel Miami is the peak of the tourism season here. It’s not just the volume of people but how much they spend. This audience is sophisticated, cash rich and they are influencers for a much wider audience.”

Oliver Malik, Editions Hotel Manager, Miami
“People are driven by a desire for unique experiences.”

Mona Lisa, Louvre, Paris
“Culture is the new pop and contemporary nomads want to connect with local culture after being globalised by brands in the past 50 years.”
Andrew Grahame, co-founder MrandMrsSmith.com

Beyonce & Jay Z at the Louvre
“I am from London. I love the sun though. Thinking of places I want to go to it’s always towards the sun – just once I felt the sun during winter in London - at Tate Modern.”

Olafur Eliasson, ‘Weather Project’ at Tate Modern

(The last day of the exhibition there were more visitors at Tate Modern than at Bluewater, Europe’s biggest shopping mall)
“Last year I saw 4 big shows: Pharell, Lady Gaga, Banksy and Jeff Koons.”

Alexandra Mayfield (24), London
“Museums are transforming from destinations of cultural pilgrimage into social hubs for cultural lifestyle.”

Simon Cronshaw, Co-founder CultureLabel.com
MUSEUMS AS STORYTELLING HOOKS

Museums are transforming from destinations of cultural pilgrimage into social hubs for cultural lifestyle.

• 2000 museums open in China alone until architecture 2020
• Art has become the key driver for urban development globally
• Museums are syndicating their brands globally and Guggenheim & Louvre are just the beginning

Marc Jacobs quote: “Culture is the new currency of cool.”

“China alone will open more than 2,000 museums within the next 5 years.”
Economist 2014
“Museums are syndicating their brands globally and Guggenheim & Louvre are just the beginning transforming destinations.”

Gail Lord, urban strategist and cultural advisor
WHAT IS CULTURE

CULTURE = SM

ART

TRAVEL LIFESTYLE

EXPERIENTIAL, NOT ACADEMIC

VISUAL, NOT CONCEPTUAL

DISCOVERY, NOT OBVIOUSLY
MUSEUMS ARE THE GATEWAY FOR TRAVELLERS
MUSEUMS ARE THE GATEWAY FOR TRAVELLERS

USUALLY GREAT LOCATION
ABLE TO HANDLE TRAFFIC
THEY ARE BRANDS THEMSELVES
THEY GOT FOLLOWING ALREADY
MEANINGFUL
AND THEY USUALLY STAND FOR THE DESTINATION ITSELF
...SO THIS IS WHAT MADE ME THINK...
WHAT MADE ME THINK

“Culture is the new pop.”
Klaus Biesenbach, curator Moma

“Creativity and art is the new currency of cool.”
Marc Jacobs, former head designer LV

“Consumers want to re-localize through culture after being globalized through brands over the past 50 years.”
Andrew Grahame, Co founder MrandMrsSmith

“Consumers want products with a story and art and culture offers exactly that.”
Peter Tullin, CultureLabel.com

“Today one doesn’t even have to go to museums anymore to see great art. There is so much great art today in hotels and in retail destinations.
Francois Pinault, CEO Kering
MY DEFINITION OF CULTURE....
“CULTURE MAKES PLACES SMART DESTINATIONS.”

Today, we are witnessing a new trend in culture. Governments, tourism ministries and those companies involved in customised tourism offerings have identified ‘culture’ as one of the key drivers for tourism. Culture not only offers a unique experience in terms of highlighting a city or country’s touristic assets, it is also a way for emerging economies to position themselves in the service sector. Culture works for him, her, the kids, and it offers people the opportunity to discover the unique DNA of a place. It’s a sustainable form of tourism since the travellers learn—and not just consume.
“CULTURE IS THE CURRENCY OF COOL.”

The recent music video by Beyoncé and Jay-Z at The Louvre (viewed by more than 130m YouTubers) is just the peak of an iceberg that illustrates how culture has become the currency of cool. Many celebrities have discovered that their selfies in cultural destinations have great impact on their followers and fans, for example, Victoria Beckham’s post in front of a portrait by an artist in the “circle of Leonardo da Vinci” had 192,000 likes within two days. Increasingly, brands and celebrities realise that museums are great places to showcase their history or cultural DNA – something visitors seem to have adapted too wherever in the world you go.
“CULTURE IS SOFT POWER.”

Destinations who not only deliver a great time but transform people’s views, and therefore the world we live in, are my personal heroes. This year, the Vatican, for example, commissioned 12 contemporary architects to create chapels ‘for believers and nonbelievers’ at the Venice Architectural Biennale 2018–something one could almost consider a revolutionary act.

Similarly, French president Emanuel Macron broke the mould at the 2017 Bastille Day parade, with the army marching band playing a medley from French electronic icons Daft Punk–bridging generational gaps and showing to the world that France is a modern, open society.

Soft Power Destinations winner 2018, the Museum of Tomorrow in Rio de Janeiro, Brazil educates visitors about the world’s urgent challenges in the areas of sustainability, coexistence, climate change, gender equality, water, energy and social justice among others. Technology and engaging narratives invite the audience to learn and experience at the same time.
“CULTURE IS THE PAST, AS WELL AS THE FUTURE.”

Cultural destinations are pushing hard to transform themselves from places of pure cultural pilgrimage into soft power destinations shifting the visitor experience from ‘learning about the past’ to ‘understanding the challenges of the future’. “We all are the culture, and we all need to nurture it.”
...SO WHAT’S THE CONCLUSION FOR SILK ROAD DESTINATIONS?
...I BELIEVE THE NEXT GENERATION OF TRAVELLERS WILL INVEST MORE OF THEIR MONEY INTO EXPERIENCES—NOT PRODUCTS.
LOCAL CULTURE IS THE ULTIMATE EXPERIENCE FOR CONTEMPORARY NOMADS WHO ARE SATURATED WITH GLOBAL BRANDS...
...CO-CREATION AND SHARING EXPERIENCES IS COOL & FUN...
...CO-CREATION AND SHARING EXPERIENCES IS COOL & FUN...
“SWALLOWING” MORE FERRARIS IS JUST NOT CHIC ANYMORE
CULTURE =
ACTIVE =
FUN / SMART
CULTURE = ACTIVE = FUN / SMART

CONSUMPTION = REACTIVE = STUPID / BORING
CULTURE IS THE GLUE FOR OUR TRAVEL LIFESTYLE
BECAUSE
OTHERWISE
IT’S SO DAMN BORING IN PARADISE

LAURA RICHARDSON, MODEL, 2017