

Businesswoman Awards 2017



BUSINESSWOMAN AWARDS 2017



RBC: Most Influential Female
in Procurement - Canada

Camuto Group: Best Global IT
Planning Business Leader 2017

Best Woman-Run Arts & Culture Initiative 2017 – Northeastern United States

The Urban Culture Institute works to promote excellence in the arts and culture. Christina Lanzl tells us about the Institute's overall mission and shares her insights on success.

The Urban Culture Institute is an innovative and multidisciplinary practice, working with and for diverse clients, communities and institutions, artists, design teams and professionals in the creative and service sectors. Expertise and projects range from advisory services and public art facilitation to cultural planning and community engagement. Christina outlines changes she has observed, both within the institute and in the field, particularly concerning the role of women.

"Within my career, I have been very fortunate to have had many mentors and kindred spirits who supported and guided me along the way, both women and men. Emancipation and the achievements of feminism have paved the way for women in western societies. If things go well, we women are raised to be self-confident. We are thoroughly educated and follow a career. Professionally, today's women

can pursue any passion or dream and achieve it, if they want to."

Outlining attributes she believes are vital to leading an urban art and placemaking practice, Christina notes the importance of an idea or a vision as well as a strategy to achieve it:

"Keeping the goal in mind is crucial to achieve a positive outcome, for the greater benefit of all. Be a self-starter, know how to persevere and overcome challenges. You need people skills, professionalism and considerable acumen."

In addition to having a concept and setting targets, Christina reveals some of her goals for the future and how she aspires to achieve them.

"Ultimately, I founded the Institute based on my conviction that our shared public experiences contribute to our personal well-being and to improving the quality of our lives. Moving forward, I hope to continue being a thought leader working at the intersection of the arts, culture

and the built environment. I want to work at the cutting edge of knowledge, innovation and technology, simultaneously pursuing the highest quality standards and best practices of the field."

"I also believe in 'walking the talk' to achieve objectives: I embrace the principles of inclusivity, diversity and sustainability with a deep commitment to placemaking. Like any successful businesswoman or professional, I am ready to seize opportunities, prepared to overcome challenges, and hope to lead by setting a good example."



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