



MEDIA RELEASE
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Will the Museum of Vancouver be moving?

Vancouver, BC — The Museum of Vancouver (MOV) has been taking deliberate steps towards securing its position as a thriving part of Vancouver’s cultural landscape for generations to come. Today the museum announced its commitment to find an optimal location that will complement its provocative, award-winning programs and exhibitions.

The MOV has occupied its current location in Vanier Park since 1967. While the location is picturesque it is not without its challenges. A study is being conducted by AldrichPears Associates (APA) to define a functional program for the Museum in an optimal scenario.

“We are constantly asked about our location,” said Nancy Noble, Museum of Vancouver’s CEO. “With this study we will finally have a definitive answer to the question ‘should we stay or should we go?’”

Through the study, the Museum is examining many options for its location, the current Vancouver Art Gallery space being only one. The functional program is informed by current operations, industry best-practices, the vision for the visitor experience at the Museum and the anticipated visitation levels at the current location as well as other locations throughout Vancouver.

Isaac Marshall, Principal at APA, said, “There are so many opportunities in Vancouver right now. It is the perfect time for the MOV to prove it is ready to lead the world in redefining the role of a city museum.”

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About the Museum of Vancouver

The Museum of Vancouver is an independent non-profit organization with the mandate to hold a mirror up to the city and lead provocative conversations about its past, present, and future.

<http://www.museumofvancouver.ca>

Media Contact:

Amanda McCuaig

604-730-5309

amccuaig@museumofvancouver.ca

About AldrichPears Associates

AldrichPears Associates is a planning and design firm based in Vancouver, BC that provides interpretive planning and exhibit design services for cultural attractions around the world.

<http://www.aldrichpears.com>

Media Contact:

Elaine Edge

604-669-7044

marketing@aldrichpears.com