



MEDIA ADVISORY/PHOTO OP

Instagram and Museum of Vancouver host #Empty event Wednesday, February 17

VANCOUVER, BC - From Canada's centennial and leading up to its sesquicentennial, the Museum of Vancouver continues to play a vital role in preserving history, and inspiring dialogue about our future. As part of Canada's Road to 2017, MOV is partnering with Instagram to host #EmptyMuseumofVan on February 17, an exclusive event for Vancouver Instagrammers to experience and capture the wonder of their city museum, and the new *Your Future Home* exhibition, before its doors open to the public.

The Museum of Vancouver joins other major institutions around the world that have hosted similar events, including #EmptyLouvre in Paris and #EmptyGuggenheim in New York. Instagram is working with landmark institutions across Canada like the Museum of Vancouver, a centennial building, to host #empty events in the lead up to Canada's 150th in 2017. The goal is to bring people together around photography and celebrate the beauty of Canada through the lens of the arts, culture and digital media. The result: a special exhibit that will feature photographs showcasing leading Canadian cultural institutions through the eyes of Canadians (and their Instagram filters).

What: Instagram photography event #EmptyMuseumofVan #Roadto2017

Who: Heather Deal, Deputy Mayor, City of Vancouver
Lilly Wyden, Manager of Public Policy, Instagram
Kevin Chan, Head of Public Policy, Facebook Canada
Nancy Noble, CEO, Museum of Vancouver
Vancouver-based Instagrammers

When: Wednesday, February 17, 2016
8:30 a.m. Registration
8:40 a.m. Remarks
8:50 a.m. Self-guided tour and opportunities for photographs

Where: Museum of Vancouver, 1100 Chestnut Street, Vancouver (in Vanier Park)

About Museum of Vancouver (museumofvancouver.ca)

The Museum of Vancouver connects Vancouverites to each other and connects Vancouver to the world. The museum's programs, exhibitions, and collections bring people together and inspire conversation about the future. The museum, an enthusiastic civic advocate, is an independent non-profit organization dedicated to inspiring a socially connected, civically engaged city.

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