



**News Release**  
**FINAL**

**CLASSIC VANCOUVER NEON LIGHTS UP LUMIÈRE**

Iconic signs will be unveiled at Lumière before brightening public spaces at The Post

**Vancouver, B.C. (November 1, 2019):** QuadReal Property Group today announced its partnership with the Museum of Vancouver to bring back to life some of the classic neon signs that lit up Vancouver in the middle of the last century. Three of these signs will be unveiled at the Lumière festival before permanently lighting up public spaces at The Post, one of the most ambitious heritage redevelopment projects in Canada's history taking shape at the site of the former Canada Post building in downtown Vancouver.

"We take great pride in partnering with the Museum of Vancouver to conserve these examples of Vancouver's mid-century culture and history. And we are excited to provide a home for these and other classic neon signs at The Post, a building born of the same era," said Chrystal Burns, QuadReal's Senior Vice President for Retail in Western Canada. "The Post will be a community hub—a place for neighbours and friends to shop or gather over coffee or dinner. The neon installation from the Museum of Vancouver's collection provides one more reason for locals and visitors to make The Post a destination."

Vancouver was once home to an estimated 19,000 neon signs, second only to Las Vegas at the time. Vancouverites saw the glowing signs as glamorous and exciting while at the same time tawdry and garish, putting them at the centre of intense debates. City leaders clamoured to have them restricted or removed, which resulted in many of the legendary signs being left to rust in scrap heaps. Some of these signs have since been rescued and found their way into the collection at the Museum of Vancouver.

"Vancouver has long been a centre for neon and as stewards of the city's extensive neon collection, we are enthused about displaying these signs in public spaces to foster more meaningful engagement with the artifacts," said Mauro Vescera, CEO of the Museum of Vancouver. "Today, as we unveil these three classic Vancouver signs at Lumière, we look forward to their enduring placement at The Post where the community can view and enjoy them."

The restored neon signs will be on display from November 1 – 3 at ʔxʷl̓ənəq Xwtl'e7énk Square, formerly the North Plaza of the Vancouver Art Gallery, during Lumière. Signs will move to The Post for final installation as the project nears completion in late 2022.

The Post will feature 1.13 million square feet of office space, as well as over 185,000 square feet of retail space catering to the needs of the growing and diverse neighbourhood of Crosstown. Retail amenities will include everything from a food hall to fine dining options, farm-to-table to globally inspired cuisine, as well as a gym, grocery store and more for the surrounding community.

**About QuadReal**



Headquartered in Vancouver, Canada, QuadReal Property Group is a global real estate investment, operating and development company. QuadReal manages the real estate and mortgage programs of British Columbia Investment Management Corporation (BCI), one of Canada's largest asset managers with a \$153.4 billion portfolio.

QuadReal manages a \$37.6 billion portfolio spanning 23 Global Cities across 17 countries. The company seeks to deliver strong investment returns while creating sustainable environments that bring value to the people and communities it serves. Now and for generations to come.

QuadReal: Excellence lives here.

[www.quadreal.com](http://www.quadreal.com)

### **About Museum of Vancouver**

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.

[www.museumofvancouver.ca](http://www.museumofvancouver.ca)

### **About Lumière Vancouver**

Now in its sixth year, Lumière Vancouver returns to set the city's downtown and West End neighbourhoods aglow in spectacular fashion.

An annual, family-friendly event inspired by light and artistic expression, Lumière Vancouver includes more than 25 interactive art installations that add dazzle and wonder to four beloved sites: English Bay, Jim Deva Plaza, Lot 19, and ʔxwʔłənəq Xwtl'e7énk Square (formerly known as the North Plaza of the Vancouver Art Gallery).

Free Vancouver Trolley shuttles will be available to transport viewers between sites.

[www.lumiereyvr.com](http://www.lumiereyvr.com)

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