



Project Title

Vancouver Transformation Permanent Exhibition Project

Brief Project Description

The permanent exhibition *Vancouver Transformation* will celebrate the culture of a city and province that lives and builds with wood. This immersive experience, constructed of wood products, will engage a broad audience with stories about wood. *Vancouver Transformation* will position B.C. as a global leader in wood innovation and serve as a showpiece for the history and potential of wood.

Contemporary ideas and themes under the conversation of sustainability, will lie at the heart of the *Vancouver Transformation* project: the diversity of ways in which people think about and use natural resources--and the impacts of those viewpoints and uses.

Detailed Project Description

Vancouver Transformation will build on the First Nations perspective of the recently opened *časnaʔam: city before the city* Museum of Vancouver exhibition. It will explore relationships between people and their environments—and their interactions with each other—within local and international communities. Set between the 1850-1890s it will address themes relevant to understanding the nineteenth century, which are themes equally as relevant today. This will enable VT to have emotional impact with contemporary audiences and engage them in the exhibition and programs.

Vancouver Transformation environment will be constructed, literally, out of the resource that is the foundation of Vancouver and B.C. history: wood. With trees, raw lumber, and historic and contemporary wood products and tools, the MOV will create frameworks that embrace audiences and dramatize change.

Vancouver Transformation will be an 1800-square-foot multisensory experience that provides visitors with a basis for understanding and taking pleasure and pride in the region's heritage of wood technology. By integrating and telling stories within an astonishing wood-based environment, the exhibition will inspire visitors with the historic and contemporary examples of forestry, design, fabrication, and innovation in wood. People who thought they knew wood will be amazed by its complexity and its potential—and how it shapes their lives. *Vancouver Transformation* will be a showcase that positions B.C. as an international leader in innovative wood design, sustainability, production, and construction.

The Museum of Vancouver and the Centre for Advanced Wood Processing will work with history, forestry, engineering, design, and design experts to develop *Vancouver Transformation*. The beauty of wood and wooden structures, along with their social and sustainable significance, will make *Vancouver Transformation* an engaging, memorable experience for audiences ranging from tourists to influencers, from school groups to industry professionals to environmental groups.

Project Outcomes

Serve as a demonstration and showpiece for the past and future of wood innovation and sustainability.

- Position B.C. as a global leader in wood innovation by telling the B.C. wood story in a multidisciplinary, immersive wood environment that tells surprising stories and conveys meaning through a physical and spatial design that encourages close encounters with wood—and sparks understanding of its history and future.
- Grow the culture of living and building with wood in B.C. and beyond, through a powerful immersive experience with learning opportunities.
- Develop and heighten awareness of the significance of forestry and wood products within their sustainable, cultural, technological, scientific, and geographic contexts—within British Columbia and global networks.
- Through a collaborative effort led by UBC and the Museum of Vancouver, create a multidisciplinary collaborative team, including diverse sectors of the wood industry, focused on public engagement.