



THE ROYAL BC MUSEUM AND ARCHIVES

TREASURES FOR GENERATIONS

YOU CAN BE A PART OF BRITISH COLUMBIA'S STORY



WE HAVE A BOLD AND TRANSFORMATIONAL VISION FOR YOUR ROYAL BC MUSEUM AND ARCHIVES.

"We can't imagine what life would have been like without the Royal BC Museum. We look forward to how much more it can offer over the coming centuries to British Columbians, Canadians and the world by further showcasing its incredible art treasures and archives. These may be difficult times, but we believe our province's history and culture is a high priority."

Neil J. Sterritt
First Nations Historian

We will be the hub of community connections in British Columbia, sharing our vast collections, extensive expertise and massive archives in ways never before experienced in our province. On-site, off-site and online, fresh insight into and deeper understanding of our stories, taking pride in our collective histories and joyfully anticipating our future.

BRITISH COLUMBIA'S STORY CAN'T BE TOLD WITHOUT THE ROYAL BRITISH COLUMBIA MUSEUM AND ARCHIVES. HELP US TO TELL OUR SHARED STORIES.



“Every day, I’m inspired by what we do. And we can do so much more:

- more to honour First Nations heritage;
- more to share with and educate learners of all ages, in all regions; and
- more to celebrate our place in the world, on the rugged Pacific coast.

We’re creating a new model and redefining what a provincial museum is in the 21st century. Imagine a hub, a nerve centre with tentacles into the whole of BC. It’s very exciting!”

Professor Jack Lohman CBE
Chief Executive Officer

IMAGINE A GOLDEN BOX CONTAINING BRITISH COLUMBIA'S MOST PRECIOUS *TREASURES*.

You have told us the Royal BC Museum is a special place. We hold the histories of who we are in British Columbia and what we know about ourselves. You can help us connect to our future as we restore our role as an exciting and energetic hub for dialogue and learning across British Columbia.

Today your museum holds some seven million artifacts, the single most important repository of BC history. In a province that has experienced rapid change and growth, the Royal BC Museum hasn't kept pace.

This is a pivotal time, as the Royal British Columbia Museum celebrates a milestone—130 years as collector, conservator and interpreter of our shared history. For a moment, imagine the British Columbia of the late 1800s: a region rich in trees, fish and coal but scant in population. So remote was this region on the rugged Pacific coast that mail from the rest of the Dominion of Canada first had to travel to San Francisco before eventually coming north.

It's hard to fathom today, in an age of text messages and instant communication.

But that was the time when citizens of this new colony gathered together with a shared vision—a vision to preserve British Columbia's history and tell the story of its people. While the museum's humble first building on the legislative property is gone, that founding vision lives on.



IMAGINE THE VAULT—BROKEN OPEN TO REVEAL THE TREASURES INSIDE.

WHY YOU NEED THE ROYAL BC MUSEUM AND ARCHIVES

The museum and archives is the keeper of our shared and distinctive heritage.

With seven million objects spanning 500 million years, we are the keepers Canada's largest museum collection and the untold story of British Columbia. We also hold the largest archives west of Toronto, with documents, photos, recordings, birth and death records and so much more.

The museum also holds a large collection of objects associated with Indigenous peoples.

We have the world's largest and most comprehensive Emily Carr collection, including more than 1,200 works of art, 3.6 linear metres of her writing and several

hundred letters written to her by others. This British Columbian-born icon is a source of pride and a national treasure.

We produce great exhibitions and are bursting with talks, discussions, lectures, films and study courses.

The museum and archives is an influential economic driver.

With more than 800,000 visitors a year we generate more than \$48 million in economic impact annually. We contribute significantly to tourism, business prosperity and economic success.

We generate \$8.4 million in tax revenues from summer visitation and \$2.25 million from operations.

The museum and archives is an important educational resource for all of British Columbia.

More than 35,000 schoolchildren—your children and grandchildren—learn about their heritage through our on-site exhibits and programs every year.

Schoolchildren from across BC engage with use through our online Learning Portal.

More than 3,800 academics and students conduct research in our archives annually.

Our 25 academic partnerships foster learning and understanding through research and collaboration with the Royal BC Museum team.

Our website, Learning Portal and online resources offer a wealth of learning opportunities for people across the province and around the world.

The museum and archives is uniquely positioned to benefit every citizen in British Columbia through outreach and expertise.

What does British Columbia mean to you? We ask the big questions and foster dialogue.

We have vast collections that will be shared with museums, schools and cultural centres across the province and the nation.

Through technology we will do more to bring our knowledge, expertise and collections to children with the creation of virtual classrooms.

We are a storehouse of unrivalled expertise, advising governments, NGOs and other organizations here and around the world.

"The museum is something special. We think it is a real gem. It is an important asset for Victoria and BC."

Robert and Devi Jawl
Jawl Properties Ltd.

JOIN US IN CREATING A SPACE THAT BELONGS TO EVERYONE.

THE PROBLEM: YOUR TREASURES WILL NEVER BE REVEALED AS LONG AS THE VAULT IS LOCKED.

Only 0.01 per cent of our collection is on display. Typically museums show 2 per cent of their collection.

Space limitations restrict us from sharing collections, like our vast Emily Carr collection, with the people of British Columbia. You, the owners, are demanding exposure to the work of this cultural icon and national treasure.

Only 35,000 schoolchildren can physically access the museum each year. Geography should not be a barrier to accessing our learning opportunities.

Our buildings started as a series of three projects in 1967, designed for different needs at a different time. After 45 years of service our buildings are in dire need of upgrades.

The main exhibition hall is disconnected from the bright and modern entrance. Our ground-floor public spaces do not currently allow for the vibrant community engagement we want to support.

Our galleries lack modern technologies to interpret the important objects within. Your visitor experience is not all it should be.

The outside precinct needs upgrades, including urgent conservation work in Thunderbird Park. You are missing an important opportunity to connect with the community in evocative natural spaces.

THE SOLUTION: BE A PART OF THE BC STORY AND HELP US REACH OUR POTENTIAL.

TREASURES FOR GENERATIONS.

This Royal BC Museum and Archives project is our bold vision for a 25-year, \$150 million plan. Phased in over time, it will be a complete transformation of the museum and archives precinct and will include important upgrades, comprehensive gallery redevelopment, reinvigorated exhibition space on the ground floor, a collections and archives centre and conference and event space.

Why? Because you deserve to access and experience British Columbia's history—your heritage—like never before.

REVITALIZE YOUR SPACES.

At its heart, this is the story of people. The story of families. It's about fulfilling our promise to the province. We will remove barriers, invite light in and connect to the Inner Harbour. Then this community hub will bring together local audiences and those across British Columbia and around the world through digital connectivity, to reflect on the big ideas and issues relevant to British Columbia and our place in the world.

Elements include:

ENHANCING OUR COMMITMENT TO EDUCATION.

See the Royal BC Museum as an educational hub, a place where learners of all ages can access our shared history. We will create more educational spaces within the museum and more digital platforms to allow others to access the collection. Learners shouldn't see geography as a barrier to accessing their history.

A PROJECT SO IMPORTANT,
WE CAN'T DO IT WITHOUT YOU.

CELEBRATING OUR LINK TO THE PACIFIC OCEAN.

The fabric of British Columbia is linked to the sea—we plan to bring it into the museum through the *Pacific Worlds* gallery, paying homage to our provincial identity.

A revitalized Clifford Carl Hall will become a bright and energetic community hub and education space for reflection and dialogue, with a visual connection to Thunderbird Park and digital connection to the entire province for learning and sharing.

FIRST PEOPLES GALLERY

The *First Peoples* gallery is now 50 years old. The dark atmosphere and out-of-date information urgently needs to express the contemporaneity and vitality of First Nations.

GROUND FLOOR RENEWAL

We will repurpose public spaces on the ground floor: to create the *Learning Centre*, *Emily Carr* gallery, *Pacific Worlds* gallery, and Clifford Carl Hall revitalization. These projects will create a central hub of activity, art, education and digital community engagement—a connector for province-wide sharing, learning and dialogue.

A DEDICATED LEARNING CENTRE

Learning is at the heart of our mission. Life-long learning is fundamentally important to the province-wide community we serve. Creating a state-of-the-art Learning Centre will help realize the full potential of the Royal BC Museum as an inclusive and accessible source of informal learning for every citizen of British Columbia regardless of age, background or physical location.



YOU WILL BE EMPOWERING THE NEXT GENERATION OF LEARNERS AND LEADERS.

PACIFIC WORLDS GALLERY

The Pacific Ocean drives life in our province, as an economic engine, a shaper of lands and people and a connector of past and present.

The *Pacific Worlds* gallery will surround the *Emily Carr* gallery, bringing her interpretations to life through the monumental totems interspersed with our natural history, First Nations and marine life collections. Here you will experience the centrepiece of our evolving understanding of our relationship to First Nations peoples, the ocean and the world around us; connecting to the waterfront and to the traditional lands of Esquimalt and Songhees peoples.

CLIFFORD CARL HALL

Opening up and breathing new light into Clifford Carl Hall means you will experience a bright and engaging space where technology facilitates connections for dialogue and debate across the province. You will enjoy a community hub of flexible space open to groups and individuals, lectures and presentations, where the big ideas will be shared and discussed. Digital links will draw in the curious from all corners of the province.

Refreshing Clifford Carl Hall will also allow us to modernize and relocate the café into a full-service venue and relocate and integrate the retail shop into the fully immersive experience.



WE'VE IMAGINED WHAT'S POSSIBLE.
WITH YOUR HELP WE CAN ACHIEVE IT.

"The Royal BC Museum collection of seven million items exemplifies the history, beauty and diversity of our province and our people. It is essential that these precious pieces are safe and accessible for generations to come. To assure our collective history is not lost it is necessary that it not only be appropriately preserved but also celebrated and shared with others."

The Honourable Judith Guichon
Lieutenant Governor of British Columbia

EMILY CARR

Victoria-born artist and author Emily Carr is British Columbia's most famous daughter and one of Canada's greatest cultural treasures. Since her death in 1945 her work has become a foundational interpretation of the experience of being Canadian, from the landscapes of the west coast and forest interiors to the monumental art and villages of First Nations.

The *Emily Carr* gallery will be a permanent home for her work, capturing her strength of character, personality, determination and fortitude. You will also have access to her extensive writings, thereby enjoying an experience that is both intellectually and visually captivating.

A GLIMPSE INTO THE FUTURE, TREASURES FOR GENERATIONS.

Welcome to the new Royal BC Museum and Archives. We're so glad you could visit us here in 2040!

You have allowed us to become a hub of BC connections, helping British Columbians understand their place in the world.

Take a look...

On the ground floor, the magnificent *Pacific Worlds* gallery connects us all to our First Nations roots and to our wider region—earth, sky and water.

Clifford Carl Hall is constantly buzzing with activity. Right now there are students connecting online with kids in the Okanagan in our Learning Centre; tonight a corporate reception will happily fill the space. Every day is different as people from around the world learn and share through us.

The exquisite *Emily Carr* gallery draws devotees from around the world to experience her reverence for the natural world and to study her writings in our unique study centre.

Our wonderful café and unique shop welcome many visitors daily, including our downtown neighbours, who enjoy our inviting atmosphere over lunch. Visitors frequently tell us how much they enjoy the new connectedness to the revitalized Thunderbird Park and the vibrancy of the outside precinct.

The new temporary exhibition gallery on the main floor has become an enormous draw, attracting visitors like never before.

Beyond the main building, the state-of-the-art centre for collections, research, conservation and archives protects and makes accessible our records for generations to come. As the oldest archival organization west of the Great Lakes, our archives are a national research hub.

The repurposed Fannin Tower has come alive through the new event and conference facilities. Community groups and event attendees are drawn to the precinct, which now sits firmly at the heart of Victoria's thriving cultural landscape.

The entire precinct is now fully integrated with beautiful green spaces and landscaping. Every day we welcome visitors to enjoy their connection to British Columbia.

Back in 2017 we launched *Treasures for Generations*, the Royal BC Museum and Archives project, our grand vision for precinct redevelopment. We took incremental steps along the way, started small and effectively leveraged our resources to build momentum. We garnered support from around British Columbia and across Canada that enabled each step in the journey. Now our modern cultural precinct is the hub of the community, a major economic driver in our region and a celebration of the richness of our history and heritage in British Columbia.

THANK YOU FOR YOUR BELIEF IN THE BOLD VISION—YOU BROUGHT IT TO LIFE!

You can be a part of making the Royal BC Museum and Archives a treasured community hub for generations to come.



IT'S A BOLD VISION.
LET'S BE BOLD TOGETHER.

For more information, please call 250-387-7222



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