

MEDIA ADVISORY

January 29, 2015

Improvements to the Royal BC Museum lobby and outside grounds to begin in February

In the first week of February, the Royal BC Museum will begin transforming its lobby and grounds with improvements to strengthen wayfinding and the overall visitor experience.

During the 2014 exhibition, *Vikings*, the museum experienced some of its highest visitor volumes since *Titanic* in 2007. We are projecting similar numbers for our 2015 feature exhibition *Gold Rush! El Dorado in British Columbia*. The improvements are geared to provide large numbers of visitors with a more welcoming introduction to exhibition spaces and galleries, by telegraphing the best approach to the Museum and Archives from the Inner Harbour and creating a more elegant, cohesive space within the lobby.

Outside, signs, furniture and planters will be moved and/or replaced to improve the overall appearance of our grounds. Inside, the focus is on renovating the glass lobby. Underpinning the renovation are practical changes to help better serve our visitors, including new kiosks for cashiers and new locations for the information desk and coat check station. The redesigned space will be more efficient, allowing us to welcome more visitors in a centralized hub.

Bright new graphics, informative electronic screens and fresh painting will also improve the lobby, creating a more vibrant welcoming space and directing visitor foot-traffic more intelligently and intuitively.

These changes are expected to be complete by the end of March 2015. Much of the work will take place after hours, and we expect there will be minimal impact on visitors' **experience as they enjoy** the Museum and Archives. The totems and welcome figures currently in the lobby will not be moved during the renovation, and will be protected by strict conservation practices.

These improvements pave the way for more extensive and exciting renovations to the Royal BC Museum, which we expect to begin this year. An announcement about the next stage of work to be tackled, including timelines and budget, will be made this spring.

The budget for the lobby and exterior improvements is less than \$200,000, an amount that is achievable through an excellent revenue return from the *Vikings* exhibition in 2014.



About the Royal BC Museum

The Royal BC Museum explores the province's human history and natural history, advances new knowledge and understanding of BC, and provides a dynamic forum for discussion and a place for reflection. The museum and archives celebrate culture and history, telling the stories of BC in ways that enlighten, stimulate and inspire. Looking to the future, by 2017 the Royal BC Museum will be a refreshed, modern museum, extending its reach far beyond Victoria as a world-class cultural venue and repository of digital treasures.

- 30 -

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