

Family: Bonds & Belonging at Royal British Columbia Museum

Victoria, BC



Step into a family photo album

What is a family? Can you choose your family? Or is it determined by blood? Visitors explore these questions and more at the Royal British Columbia Museum's (RBCM) Family: Bonds and Belonging exhibit. Using personal stories from First Nations, early settlers, immigrants and many others, the temporary exhibit explores our deep and often complicated relationships to each other.

APA worked with RBCM exhibit designers to create this intimate portrait of family life in BC. As visitors engage with personal artifacts and large-scale family photos they learn about the forces that bring families together—from deep-rooted traditions, to weddings and funerals. Playful illustrations and personally-relevant questions invite visitors to think about their own families and their places within them.

APA provided graphic design service for the exhibit from initial concept to final digital artwork.

