

# Gasoline Alley Museum at Heritage Park Historical Village

Calgary, AB



## Where the rubber hits the road

Gasoline Alley Museum transports visitors back to a revolutionary era in western Canada's history. AldrichPears worked with the Heritage Park Historical Village and project architects to create a showcase for a collection of vintage vehicles, gas pumps and service station memorabilia. The goal was to create a multiuse space with the capacity to host banquets with 400 guests.

To this end, APA designed moveable exhibits, allowing for dramatic repurposing of the space. APA's approach focused on the automobile's role in shaping the cultural history of Alberta and Western Canada. Exhibits present cars as art, status symbols and catalysts of social change. Experiences include an immersive 1930s Alberta street scene, antique car showroom, period service station, small drive-in theater and a children's pedal car area.

APA delivered concept and detailed design documentation. Our firm also managed the fabrication and installation of the museum exhibits.

