

Gold Rush! El Dorado at Royal British Columbia Museum

Victoria, BC



Global perspectives on a dazzling history

Gold Rush! El Dorado is a traveling exhibit organized by the Royal British Columbia Museum (RBCM) in partnership with the Canadian History Museum and AldrichPears. This remarkable showcase explores British Columbia's gold rush era from multiple cultural perspectives. Tracing connections between Colombia, the United States, Australia and Canada, the exhibit sheds light on the shifting cultural landscapes shaped by the discovery of gold. Gold Rush! uses priceless artifacts, including some never seen outside their native countries, to tell the story of gold's allure.

APA worked with RBCM exhibit designers to develop a graphic design approach that provides distinct experiences while maintaining a consistent visual style throughout the exhibit. APA provided graphic design services for the project from initial concept to final digital artwork. Panels include text in English, French and Chinese.

Gold Rush! premiered in Victoria and traveled to the Canadian Museum of History in Ottawa and to China.



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