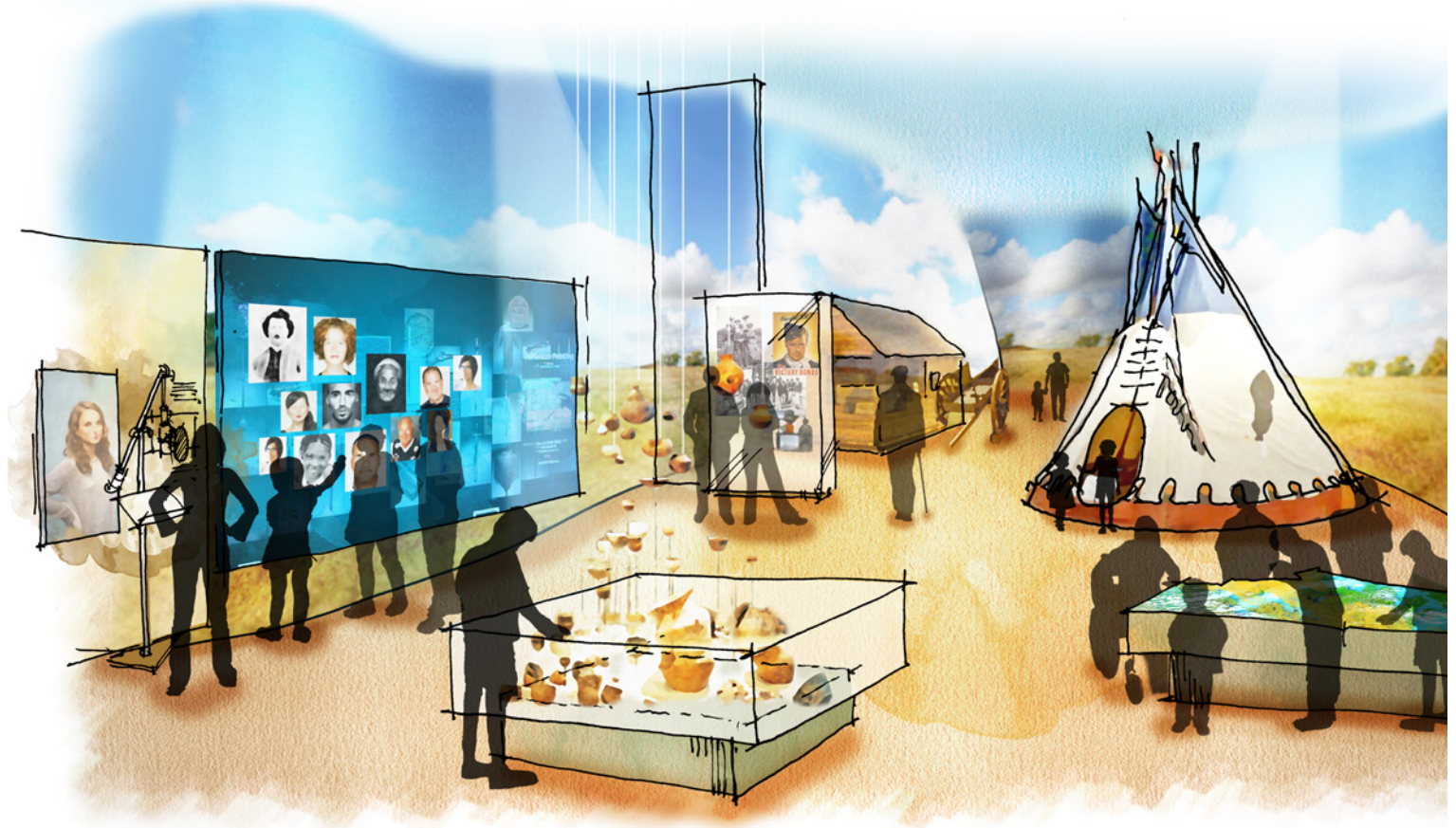


Capital Renewal Plan & *Bringing Our Stories Forward* Project for the Manitoba Museum

Winnipeg, MB



Keep the best, renew the rest

Manitoba's best-loved museum has some memorable icons, an impressive collection and a passionate staff. The Manitoba Museum (TMM) hopes to show all these in a new light to celebrate several anniversaries: its 50th, Manitoba's 150th and the Hudson's Bay Company's 350th. (TMM houses HBC's artifact collection.)

APA worked with TMM to envision a renewal plan that not only highlights the collection in new ways, but also incorporates contemporary stories, uses new technologies and modifies circulation patterns to address changing visitor needs. Above all, the plan revitalizes those anchor pieces that define the museum for so many generations of visitors.

The plan was a success, the project has the capital to move forward. Currently, APA is using the vision outlined in the plan to refresh the exhibits in almost half of TMM's gallery spaces for the *Bringing Our Stories Forward* project. In close collaboration with TMM curators and content developers, APA is working to increase the museum's relevance to all Manitobans through rich visitor experiences and inclusive stories that highlight Indigenous and immigrant perspectives.

