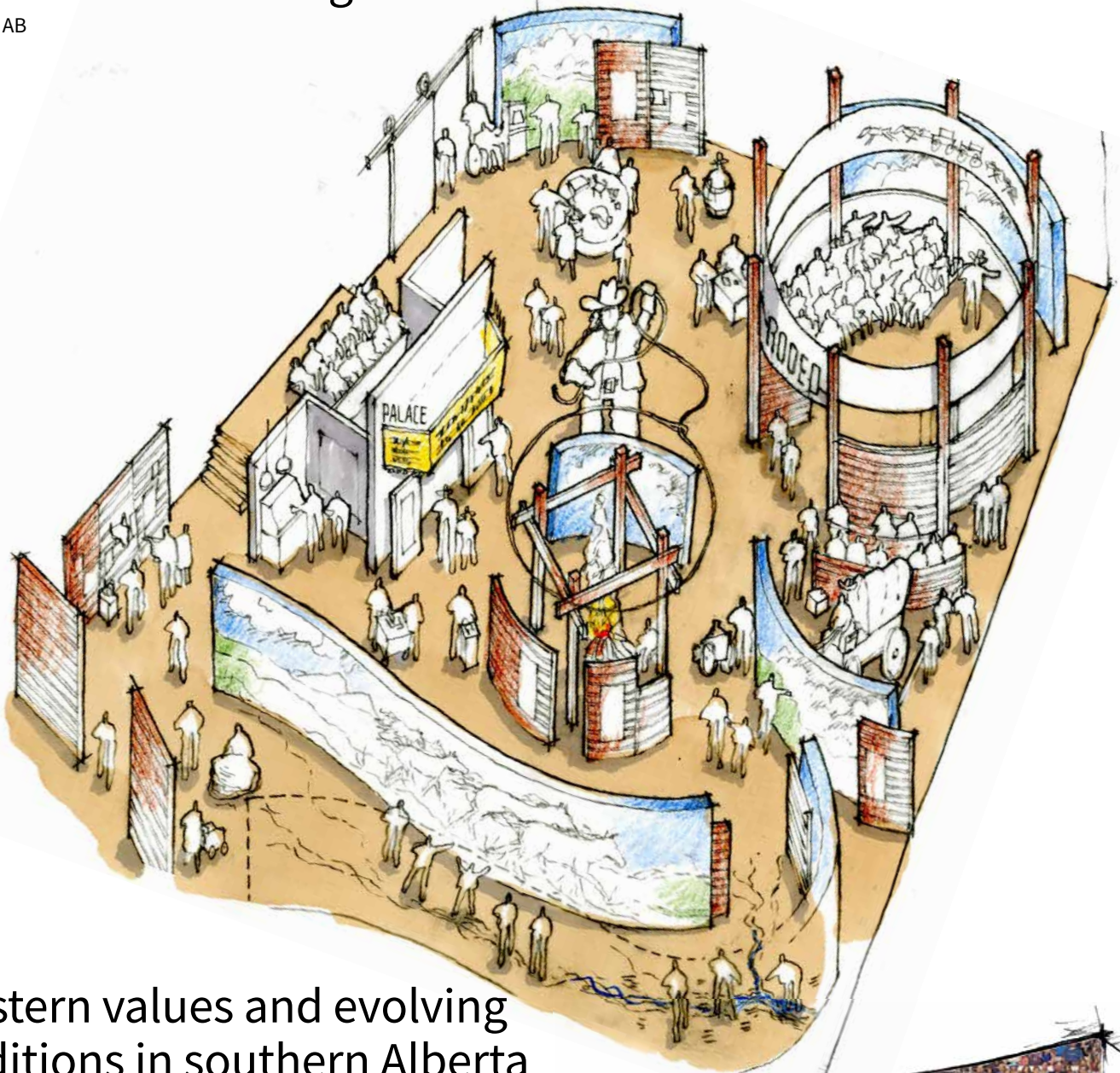


# SAM Western Heritage Centre

Calgary, AB



## Western values and evolving traditions in southern Alberta

The Calgary Stampede has been preserving and celebrating southern Alberta's western values and heritage for over 100 years through educational offerings, youth programs and one of the largest competitive rodeos in the world. The new SAM Western Heritage Centre will be a flagship project for the Calgary Stampede, acting as a year-round gathering place for visitors of all ages.

Working with Calgary Stampede staff from concept development through construction supervision, AldrichPears is designing the interpretive experience for the centre. Exhibits will help visitors understand the origin and evolution of the Stampede's most cherished traditions, and the enduring influence of ranching and agriculture on contemporary Calgary. The design approach weaves together dynamic interactive experiences with key artifacts, capturing both the exuberant energy and historical legacy of the Calgary Stampede.

