

Gasoline Alley Museum at Heritage Park

Calgary, AB



Where the Rubber Hits the Road

Gasoline Alley Museum transports visitors back to a revolutionary era in western Canada's history—when the automobile caused far-reaching social change in almost every aspect of life.

APA 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. Visitors experience a dramatic space where they can explore the automobile's role in shaping the cultural history of Alberta and Western Canada. A 1930s Alberta street scene, antique car showroom, service station, drive-in theater and a children's pedal car area provide an immersive setting where visitors discover how cars were art, status symbols and catalysts of social change.

