

Gold Rush! at the Royal British Columbia Museum

Victoria, BC



Local Gold, Global Perspectives

Gold Rush! is a traveling exhibit organized by the Royal British Columbia Museum (RBCM) in partnership with the Canadian History Museum. The exhibit showcases British Columbia's gold-rush era, tracing its many connections through the world.

APA worked with RBCM to develop a design approach that sheds light on gold's allure and the dramatic shift in BC's cultural landscape caused by the gold rush. The exhibit features priceless artifacts—including many never seen outside their native countries—to tell this transformative, fortune-seeking story from many cultural perspectives. The exhibit traveled across Canada and China.

