

Nonsuch Gallery at the Manitoba Museum

Winnipeg, MB



New Life for a Storied Ship

The Nonsuch, a replica of the 17th-Century ship that launched the Hudson's Bay Company, has long been a beloved icon of the Manitoba Museum. APA helped the Museum's curators reimagine the Gallery, making the ship—and its story—more engaging to modern Manitobans.

The updated gallery transports visitors to England in 1669, immersing them in the excitement of a burgeoning company and worldview. Through seafarers' stories and dramatic theatrical effects, visitors gain an appreciation of the perilous—but rewarding—transatlantic expedition. Indigenous oral histories contextualize the arrival of Europeans and the role of the Hudson's Bay Company in North America.



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