

# SAM Western Heritage Centre

Calgary, AB



## Western Values, Evolving Traditions

The Calgary Stampede has been celebrating Alberta's western 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 provides a year-round place to connect visitors with the region's unique trailblazing spirit.

APA worked closely with Calgary Stampede staff to develop an initial concept for the new center. Dynamic interactive exhibits—woven together with key artifacts—let visitors explore Alberta's living traditions, from the origin and evolution of the Stampede's most cherished practices to the enduring influence of ranching and agriculture in Calgary.

