

media release

the
canmore
museum
reimagined

canmore museum announces a new direction for its future.

Canmore, AB | **On April 15 at 11:00 am, the Canmore Museum hosted a virtual event to announce the exciting new direction it is taking to connect more authentically with the local community.**

Following several months of research into museum trends and best practices, discussions with stakeholders and consultation with the local community, the Canmore Museum is set to launch the Canmore Museum Re-Imagined Strategy. In this announcement, Canmore residents will learn the new approach the museum will be taking along with announcements of several new programs by the museum and its partners.

“The 2021 to 2024 Canmore Museum Re-Imagined Strategy has re-built our community museum from inside out and establishes a new foundation on which future growth of the museum can occur”, states Andrew Nickerson, Chair of the Museum’s Board of Directors.

This ambitious new strategy centers on the museum adopting a new model called **The Social Museum**. In adopting this model, the Canmore Museum becomes a place that residents and visitors can create, share, and connect with each other around local arts, culture, history and landscapes. Such a museum turns ‘me’ into ‘we’ where individuals are not just consumers of content but engage with each other socially.

“The role of museums in the service of society continues to evolve. In addition to its traditional role as the collector and preserver of a community’s tangible and intangible cultural heritage, museums have become important cultural, educational and civic centers of their communities with growing power to empower and effect community change.” – Ron Ulrich, Executive Officer

The Canmore Museum’s work, as announced today, centers around a new vision and mission that builds off of the Social Museum model:

Our vision is to deliver compelling and remarkable experiences which celebrate community, place, and culture.

Our mission is to ignite shared experiences and unexpected connections. To do this, we find, spark, preserve, and trade stories, ideas, and elements of creativity drawn from people in Canmore and the Bow Valley. We bring people together around art, history, place and culture **to build a stronger, more connected community.**

As a community museum re-imagined for the 21st century, the work of the Canmore Museum centers around four areas: to build community, to build a shared understanding of place, to build community memory, and to build a lasting legacy of community, environmental and organizational sustainability.

Programs announced as part of today's event include:

canmore human library

Through scheduled 30 minute visits with volunteers, local residents and visitors will gain new perspectives and insights into community issues and stories. Feature knowledge holders will be scheduled once a month.

collections RE-ORG project

The Museum will inventory, assess/evaluation, and move what is accepted into the museum's Core Collection to our offsite storage facility organized using RE-ORG protocols with the guidance and input of a community advisory committee and guided by Canmore's heritage values.

community day

Once a month to start, the Canmore Museum will host a free day, where the community can access the museum barrier free, with light refreshments served. Local community organizations can host a table to showcase their work in addressing historic, current and emerging issues and needs.

digital membership card

The creation, rollout, and continual maintenance of a digital Canmore Museum Membership card for use in accessing membership services and discounts at the Museum and online through NeonCRM, Apple Pay or Google Pay.

museum@home on demand service

Exclusive members-only digital streaming programming with access to content around local and Canadian stories and culture, landscapes and exploration, and community, environmental and organizational sustainability.

museum@school program

The Museum@School Program creates a learning relationship between the museum, community knowledge keepers, and students and teachers spanning Grade 3 to Grade 7. Students will have the opportunity to explore Canmore's built and natural landscapes through classroom or independent learning activities.

novel ideas

Hosted by well-known CBC personality, professor and author Angie Abdou, Novel Ideas provides an opportunity to bring people together to explore ideas and perspectives of local history, place and identity with Canmore authors.

on the table

The Museum will host facilitated forums around community issues related to arts, culture, heritage and place and/or the needs of its communities of interest alongside partner non-profit organizations.

places that matter

Using a digital storytelling platform. Places That Matter provides self-guided exploration of the places - whether they be buildings, spaces/places, landmarks, natural features, events or people - that have helped shape the Canmore experience.

stories that matter

Using a digital storytelling platform, Stories That Matter explores the stories, traditions, culture and lifeways of local residents - past and present - that have helped shape the community we call home today.

stories of canmore book club

A monthly book club and a series of topic deep dives provide an opportunity for the community to come together to learn and share perspectives around themes relevant to local art, culture, history and landscapes.

stories of my life ... with Gerry Stephenson

A series of videos between 10 minutes and 1 hour, 30 minutes highlighting the life of Gerry Stephenson, a former chief engineer and assistant general manager for the coal mines in Canmore from 1968 to 1974.

media contacts

Ron Ulrich, Executive Officer | 403.778.9460 | ron.ulrich@canmoremuseum.com

Andrew Nickerson, Board Chair | 403.609.1285 | andrew@mysterytowns.com