

Glenbow Museum

WHERE THE WORLD MEETS THE WEST

GLENBOW MUSEUM'S NEW MULTI-MILLION DOLLAR GALLERY: *Mavericks: An Incurable History of Alberta*

Calgary, AB – Glenbow Museum's new, permanent, \$12 million gallery, **Mavericks: An Incurable History of Alberta** is now open (March 24, 2007). **Mavericks** is the largest and most extensive exhibit Glenbow Museum has unveiled since opening in 1976. This new gallery tells the story of Alberta through the lives of 48 mavericks – colorful characters whose tenacious spirits and enterprising mindsets shaped who we are today – unique and proud people.

The gallery concept was inspired by Aritha van Herk's award-winning book of the same title. Her historical narrative provides the backbone to the story of what it means to be an Albertan. **Mavericks** is a new and exciting approach for a museum exhibition. Glenbow has learned visitors are no longer content to look at artifacts in silent cases. They want to learn by doing as well as seeing, they want history to come alive and they want to be engaged in a dynamic, hands-on experience. In **Mavericks**, they can achieve this. **Mavericks** delivers a multi-sensory experience that engages visitors of all ages and cultures.

"This is an exciting, immersive experience. Our visitors will feel, hear, touch and even smell what it was like to live in those times," explains Michale Lang, **Mavericks** project manager.

Mavericks goes beyond the traditional museum approach. Take one look at the objects and artifacts included in the gallery, like the 25-foot illuminated Telstar Drug sign, a landmark from Calgary's Kensington community, and you'll realize this is not your ordinary history exhibit.

The **Mavericks** gallery is relevant for everyone, Calgarians, Albertans, Canadians – and for people around the world. It uncovers the story of where we came from and how we grew into a community, helping visitors build an understanding of where we're going.

"The maverick story of Canadian expansion into the west is a metaphor for what's happening today as the west assumes its new role as an ideologic and political leader in the country," notes Michael Robinson, Glenbow Museum's president and chief executive officer.

Come to Glenbow Museum and experience our province's story... **Mavericks: An Incurable History of Alberta**.

Audacious and Adamant: The Story of Maverick Alberta, a publication written by Alberta author Aritha van Herk, will accompany the exhibition and includes in its pages the stories of the 48 mavericks featured in the gallery, as well as over 80 images courtesy of Glenbow Museum.

This gallery was made possible by the following lead supporters:



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Glenbow Museum is one of Canada's largest and most entrepreneurial museums. Through a variety of dynamic exhibitions and programs and a broad collection of artifacts, art, and historical documents, Glenbow Museum builds on a commitment to preserve western heritage while simultaneously providing visitors with a glimpse of the world beyond.

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