



FOR IMMEDIATE RELEASE
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June 2022 is last month to view city's largest collection of vintage neon signs at the Museum of Vancouver

MOV reveals plans for where signs in the Neon Vancouver Ugly Vancouver exhibition will go in 2023

VANCOUVER, BC (May 18, 2022) – Today, on International Museum Day, the Museum of Vancouver (MOV) announced that one of its most popular exhibitions will close to the public on June 29, 2022. Neon Vancouver Ugly Vancouver, which opened in the fall of 2011, tells the story of the city's unique love-hate relationship with neon signs. The 22 signs displayed, most of which were rescued from the Neon Products scrapyard, have been restored to their former glory and harken back to a time when Vancouver was the neon capital of North America. At its height, in the 1950's, the city boasted over 19,000 neon signs – more than Las Vegas at the time.

The exhibition has been a favourite for tourists and locals alike. In the past years the museum has seen an uptake in admissions amongst younger audiences, who are discovering the city's neon past for the first time and eager to learn more from the signs and stories surrounding them. The gallery saw this resurgence of interest after a viral video was posted to Tik Tok in early 2021 by local influencer Laura Reid.

Although the exhibition will be closing at the end of June, the public will again be able to view and experience these iconic signs alongside new signs from MOV's collection in the fall of 2023, when the highly anticipated redevelopment at 349 West Georgia Street—The Post—is completed. The Museum is proud to partner with The Post's developer, QuadReal Property Group, in bringing these pieces of Vancouver history back into the downtown core where they will be on display in the publicly accessible areas of the building.

To celebrate the iconic signs' time at MOV, the Museum is planning to host a "Neon Night" event in late June to close the gallery out. The event will invite guests to enjoy the lights with a local DJ set, neon-inspired drinks, and more. More details will be released on June 1, 2022.

Starting tomorrow, May 19, 2022, the museum will also be extending its hours of operation and will be open to the public on select evenings. The new opening hours are:

Sunday – Wednesday: **10am to 5pm**

Thursday – Saturday: **10am to 8pm**

The last day to view Neon Vancouver Ugly Vancouver at MOV is Wednesday, June 29, 2022

Quotes:

Mauro Vescera, CEO, Museum of Vancouver –

"The Museum of Vancouver is excited to be partnering with QuadReal on this new exhibition that will showcase Vancouver's historical Neons at the newly renovated The Post. The exhibition is part

of our “MOV in the City” initiative which utilizes city spaces, when and where appropriate, as gallery and exhibition opportunities for the Museum’s collection.”

Graeme Scott, Vice President, Development, Investment Management, QuadReal

“QuadReal is proud to partner with the Museum of Vancouver in preserving and hosting these classic icons of Vancouver’s mid-century history in a building that we have repurposed from the same era. The Post originally served as Vancouver’s communications hub in the days of letter writing. In this digital age, it will be transformed into a home for the innovation economy as well as a community hub where neighbours and visitors can gather, shop and dine—all in a restored and sustainable landmark that will be home to 22 pieces of this special art form.”

About Museum of Vancouver

The Museum of Vancouver connects Vancouverites to each other and connects Vancouver to the world. The museum’s programs, exhibitions, and collections bring people together and inspire conversation about the future. The museum, an enthusiastic civic advocate, is an independent non-profit organization dedicated to inspiring a socially connected, civically engaged city.

About QuadReal Property Group

QuadReal Property Group is a global real estate investment, operating and development company headquartered in Vancouver, British Columbia. Its assets under management total \$67.1 billion. From its foundation in Canada as a full-service real estate operating company, QuadReal has expanded its capabilities to invest in equity and debt in both the public and private markets. QuadReal invests directly, via programmatic partnerships and through operating companies in which it holds an ownership interest. QuadReal seeks to deliver strong investment returns while creating sustainable environments that bring value to the people and communities it serves. Now and for generations to come.

Institutional Partners: City of Vancouver, BC Arts Council, and the Province of British Columbia

Partners in Redress and Decolonization: xʷməθkʷəy̓əm (Musqueam), Sḵwx̱wú7mesh (Squamish), and səliilwətaʔ (Tsleil-Waututh) Nations

Listing Information

Neon Vancouver Ugly Vancouver

Dates: Closes June 30, 2022
Location: Museum of Vancouver: 1100 Chestnut Street, Vancouver, BC
MOV Website: <https://museumofvancouver.ca/neon-vancouver>
The POST Website: <https://www.thepostnews.ca>

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For further information, interviews, or media inquiries please contact Lorenzo Schober at lschober@museumofvancouver.ca or 604-730-5309.