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BRITISH PACIFIC PROPERTIES

west coast

MODERN
WEEK

FINAL REPORT

2022

WEST VANCOUVER
ART
MUSEUM

westvancouver



A message from Francesca Patterson

Chair of the West Vancouver Art Museum Advisory Committee

I would like to thank you all so much for assisting in the launch of the first West Coast Modern Week, presented by British Pacific Properties Limited. Since the first West Coast Modern Home Tour in 2006, we have celebrated more than 60 unique architectural gems, both original mid-century and contemporary architect-designed homes, here in West Vancouver. In 2022, we built on the continued success of the Home Tour by presenting it as part of West Coast Modern Week, where we offered a full program of events including talks, exhibitions, parties, and our annual West Coast Modern Home Tour.

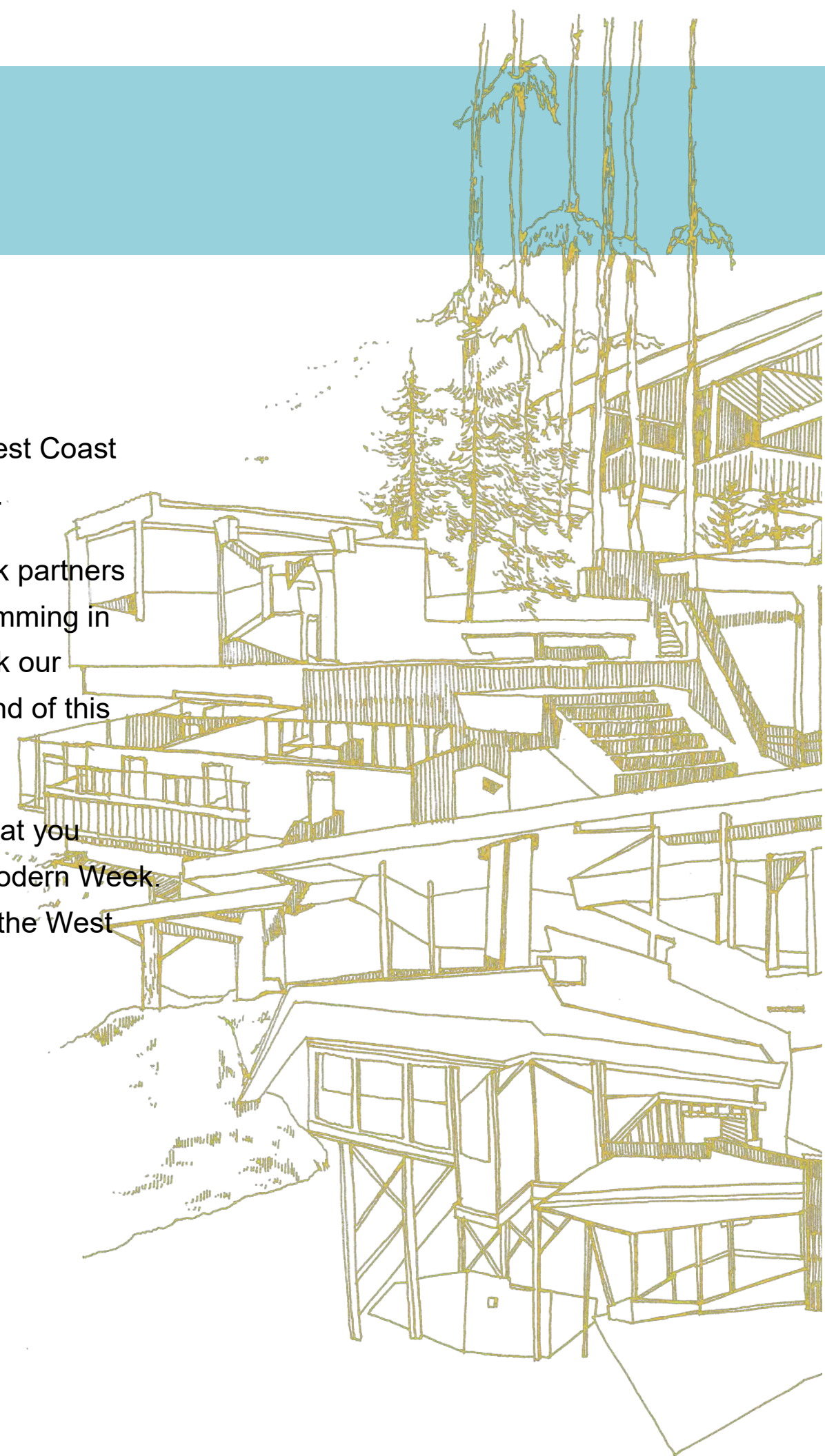
From July 5 to 10, we were able to celebrate and explore the history of West Coast Modernism, a distinct architectural style with deep roots in West Vancouver. Surrounded by mountains, the sparkling sea, and a lush rainforest, this natural setting presents unique challenges and opportunities, which are reflected in the local architecture.

I would like to thank all those who made West Coast Modern Week and all of its events possible.

This includes our West Coast Modern Week partners who have allowed us to expand our programming in exciting new ways. I would also like to thank our generous sponsors, who are listed at the end of this report.

Lastly, thank you for your support. I hope that you enjoyed your participation in West Coast Modern Week. We look forward to welcoming you soon to the West Vancouver Art Museum.

Sincerely,
Francesca Patterson





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OVERVIEW



PANEL DISCUSSION | July 5

- 200 attendees
- 5 panelists and a moderator
- Open bar and catered



FILM SCREENING | July 6

- 190 attendees (for in-person and virtual screening)
- Q&A with the producers (Black Rhino Creative) of the 2nd film, *Outside In*
- Concession and bar provided by Kay Meek Arts Centre



COCKTAIL PARTY | July 7

- 120 attendees
- Bartended by Jakub Rihu, catered by Louis Gervais Fine Foods & Catering
- DJ on-site



LECTURE | July 8

- 100 attendees (for in-person and virtual screening)
- Featured guest lecturer Dr. Michael Prokopow
- Concession and bar provided by Kay Meek Arts Centre



HOME TOUR | July 9

- 195 attendees
- 5 architecturally-significant homes featured
- After Party at the Eagle Harbour Yacht Club



JAZZ CONCERT | July 10

- 160 attendees
- Cory Weeds Sextet
- Open rooftop concert with seating available



EXHIBITIONS | June 2—July 10

- 1,500+ viewers
- On display at the West Vancouver Art Museum: *A Twist of the Rules: The Architecture of Paul Merrick*
- On display at the West Vancouver Memorial Library: *John Fulker: North Shore Modern*

6

events

2

exhibitions

2,500+

attendees

34

sponsors +
partners

15

presenters +
collaborators

60

volunteers

450+

volunteer hours contributed



PANEL DISCUSSION WITH THE WEST COAST MODERN LEAGUE

Tuesday, July 5, 2022

The **West Coast Modern League**, in partnership with the West Vancouver Art Museum and The Polygon Gallery, presented a conversation with eminent designers **David Battersby** (Principal, BattersbyHowat Architects), **Lisa Bovell** (Principal, McLeod Bovell Modern Houses), **Joseph Fry** (Principal, Hapa Collaborative), **Paul Merrick** (Design Consultant, Merrick Architecture), and **Peeroj Thakre** (Principal, PH5Architecture), moderated by **Chelsea Grant** (Principal, euoi studio), critically contextualizing the fundamental relationships between midcentury West Coast Modernism and contemporary architecture and design practice. This event was presented as the kickoff to the inaugural West Coast Modern Week.

For the better part of a century, West Coast Modernism has played a seminal role in shaping the culture of modern architecture and design on the south coast of British Columbia. The 1941 B.C. Binning House, recognized as the first modern house in Vancouver, was designed at a time when the ideas of international modernism were being embraced on the west coast, while local designers experimented with evolving these ideals to be more reflective of our region's unique conditions. The circumstances under which we design and build today are vastly different from those faced by the pioneering vanguard of West Coast Modernism, with seismic shifts in technological, social, and climatic conditions, among others. So, The West Coast Modern League asked, is West Coast Modernism indicative of a period that has come and gone or is it a design ethos whose values continue to endure in contemporary design and lifestyles today?

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WEST COAST
MODERN LEAGUE

T H E P O
L Y G O N

WEST COAST MODERN WEEK FILM SCREENING

Wednesday, July 6, 2022

Film 1: Preview to the West Coast Modern Home Tour, 2022

(25 minutes)

A sneak peak at the five homes featured on the 16th Annual West Coast Modern Home Tour, including footage of the interiors and exteriors of the houses and interviews with homeowners and architects.

Film 2: Outside In: Explore the Forgotten Connections Between Nature and Home

(40 minutes) / A Telus Original, directed by Danny Berish

What is happening to us as we retreat from nature and place ourselves in high-rises of steel and glass? What are the physiological tolls this displacement takes? Outside In examines the hard science behind a movement of home design called “biophilia,” which suggests that building healthier homes can affect positive changes to our blood pressure, heart rate and stress hormones. The film features interviews with renowned architects about the future of biophilic design, introduces viewers to homeowners experimenting with biophilic principles, and showcases Jennell Stanley, interior designer and mother, and her process in building a biophilic home from the ground up, focusing on the health of her young family.

The in-person screening featured a Q&A with the producers of *Outside In*, Danny Berish and Amanda Palmer from Black Rhino Creative, moderated by Hilary Letwin, Administrator/Curator of the West Vancouver Art Museum.





COCKTAIL PARTY AT THE BONETTI HOUSE II

Thursday, July 7, 2022

A unique celebration of West Coast Modern Week; the West Vancouver Art Museum was delighted to welcome guests to this exclusive event, where guests enjoyed cocktails, food, and a spectacular panoramic view of West Vancouver from the Bonetti House II, a contemporary private home in West Vancouver designed by acclaimed architectural studio, BattersbyHowat Architects.

The party featured a fabulous menu by Louis Gervais Fine Foods & Catering, which included the West Coast's finest flavours such as Fresh Purple Stuffed Figs, Truffle Deviled Eggs, Seared Ocean Scallops wrapped in Prosciutto Crisps, Provencale Lavender Lamb, Dungeness Crab Cake, and Steak Frites. To top off the fabulous event, carefully curated selections of local and imported cheeses were presented with charcuterie platters by the award-winning Vancouver cheese shop, Les Amis du Fromage.

The evening boasted a number of uniquely mixed cocktails, created and served by distinguished bartender Jakub Riha. With premium gin from Long Table Distillery and refreshing, quality tonic provided by Fever-Tree (also included in party favours from the event sponsor, Westerleigh Parc), the evening left everyone with a smile.

ANNUAL BARRY DOWNS ARCHITECTURAL LECTURE SERIES:

“The B.C. Idiom” Revisited:
Contemporary Domestic Architecture
in The Age of Upheaval

Dr. Michael Prokopow

Friday, July 8, 2022

As part of West Coast Modern Week, the Inaugural Barry Downs Architectural Lecture featured Dr. Michael Prokopow as this 2022’s guest lecturer.

A cultural historian and curator, Dr. Prokopow has written widely about material life, aesthetics, and the work of decolonizing the study of modernism, and he is currently working on a project on middle-class taste in North America between 1940 and 1975. Past curatorial projects have included multiple exhibitions and installations, such as True Nordic: How Scandinavia Influenced Design in Canada, and the Design Exchange, Canada’s only museum of 20th-century industrial design. In 2022, Dr. Prokopow will be releasing his new book, Responses: Recent and Contemporary Domestic Architecture in British Columbia.

Supported by the Nancy Farran Compelling Opportunities Fund, West Vancouver Foundation.



Lecture with Michael Prokopow

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THE 16TH ANNUAL WEST COAST MODERN HOME TOUR WITH AFTER PARTY

Saturday, July 9, 2022

Since the first West Coast Modern Home Tour in 2006, we have celebrated more than 60 unique architectural gems, both original mid-century and contemporary architect-designed homes, here in West Vancouver. Surrounded by mountains, the sparkling sea, and a lush rainforest, this natural setting presents unique challenges and opportunities, which are reflected in the local architecture.

2022's roster of featured homes included the **Bonetti House II** (BattersbyHowat Architects, 2021), the **Case House** (Ron Thom, 1964), the **Merrick House** (Paul Merrick, 1972), the **Smith House II** (Erickson & Massey, 1964), and the **Sorrentino House** (Fulvio Sorrentino, 1972). These selected houses drew in almost 200 participants, over half of whom attended the catered After Party at the Eagle Harbour Yacht Club. The three ticket types (Guided bus tour with After Party, Self-guided tour with After Party, and self-guided tour with no After Party) allowed guests to choose the way they wanted to experience the Tour.

With 55 volunteers, 5 tour buses, and 5 amazing featured homes, the 16th Annual West Coast Modern Home Tour was a resounding success.



WEST COAST JAZZ CONCERT WITH THE CORY WEEDS SEXTET

Sunday, July 10, 2022

Tenor saxophonist and jazz impresario Cory Weeds put together an all-star multi-generational sextet to celebrate West Coast jazz! Weeds was joined by pianist Sharon Minemoto and award-winning trumpeter Brad Turner, seasoned veterans of the Vancouver jazz scene. Rounding out the sextet was a trio of phenomenally talented youngsters: bassist John Lee has just released his debut album as a leader called *The Artist*; vibraphonist Atley King, a product of Capilano University, is one of the country's most promising up-and-coming musicians; and drummer Graham Villette from Vancouver Island is making more and more appearances here in Vancouver and it's not surprising why.

The concert was co-presented by the West Vancouver Memorial Library and made possible thanks to a generous bequest in support of music at the library from the estate of Robert Leslie Welsh, through the West Vancouver Memorial Library Foundation.

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CONCURRENT
EXHIBITIONS

WEST VANCOUVER
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Ongoing Off-site Exhibition:

JOHN FULKER

North Shore Modern

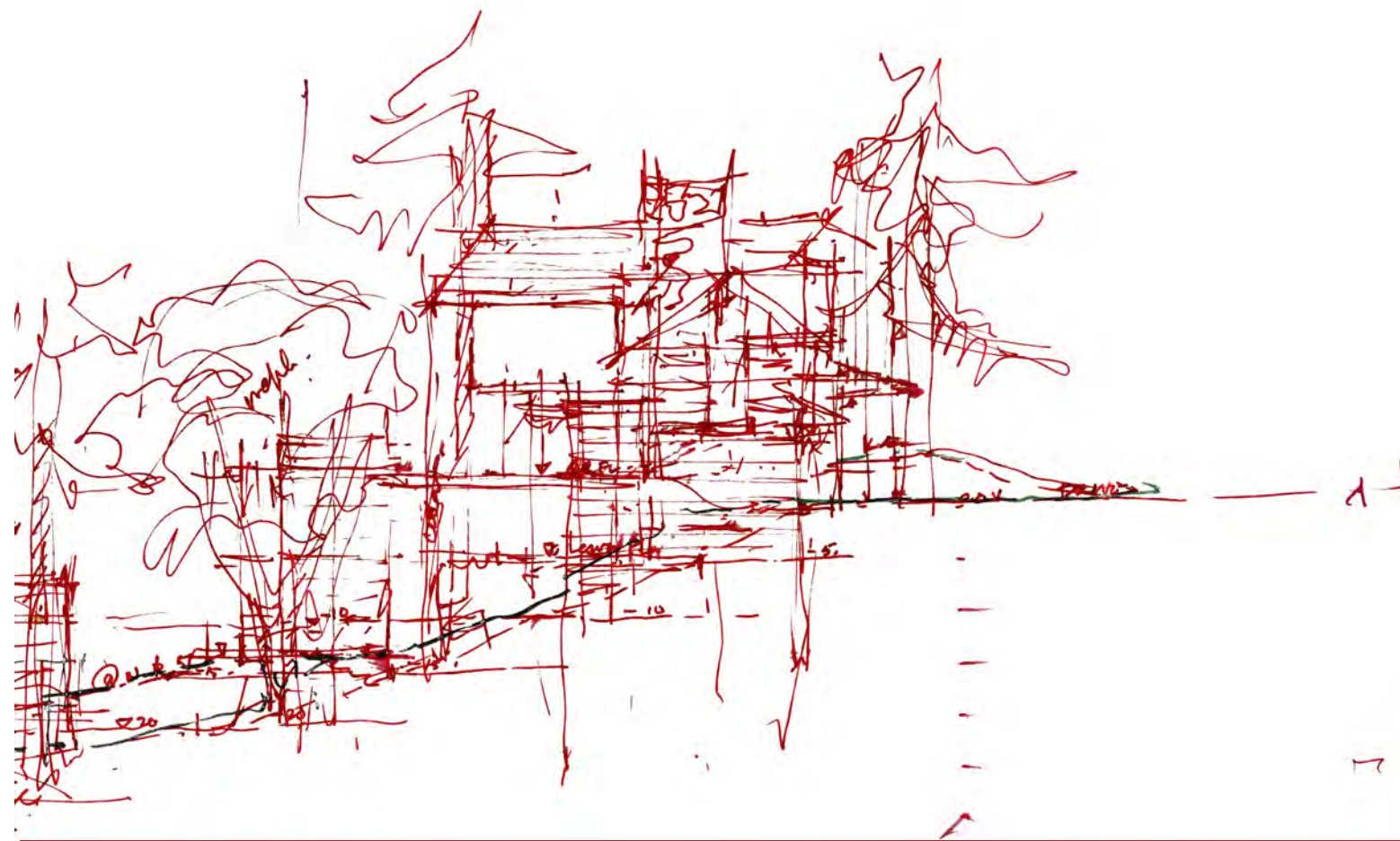
JUNE 2 – JULY 27



In celebration of West Coast Modern Week 2022, the West Vancouver Memorial Library partnered with the West Vancouver Art Museum to exhibit the architectural photography of John Fulker. Fulker lived and worked in West Vancouver, and so his photographs offer a rich opportunity to celebrate local architectural history. The five homes in this exhibit reflect a time when architects overcame challenging topography with innovative construction techniques to create newly imagined spaces.

Ongoing Main Exhibition:

A Twist of the Rules The Architecture of Paul Merrick



A resident of West Vancouver for six decades, architect Paul Merrick has had a significant hand in shaping the skylines of West Vancouver, Vancouver, Victoria, and far beyond. He studied architecture at UBC and worked initially with Ron Thom at Thompson, Berwick and Pratt. Becoming Practice Chair there, he designed significant residential and commercial projects, such as Cathedral Place, in Vancouver. He went on to co-found his own practice, Paul Merrick Architects—now known as Merrick Architecture—Borowski Sakumoto McIntyre and Webb—in 1984. Over the course of his career, he contributed to the early plans for the development of False Creek, as well as overseeing the design of City Square, the renovations of the Orpheum Theatre and the West Vancouver Memorial Library, and the retro-fitting of the Marine and the BC Hydro Electra Buildings. His residential projects include the notable Killey residence in Vancouver and his own residence in the Eagle Harbour neighborhood of West Vancouver. Built in 1973, this latter house is an extraordinary feat of wood and glass, nestled in the forest, and frequently classified as “carpenter Gothic.” This exhibition showcases 12 of Merrick’s most important projects spanning his career of 60-plus years, exploring his design hallmarks and granting insight into his process.

Volunteers

56 volunteers, from 16-80 years old, from across greater Vancouver. Some are previous volunteers for the event and have been volunteering for 10+ annual Home Tours, and some were new volunteers. Each volunteer participated in one of several 1 hour volunteer training sessions prior to the event.

Food & Beverage

Panel Discussion—open bar with hired bartender and serving staff

Film Screening—Kay Meek Arts Centre provided concession for beverages/ refreshments

Cocktail Party—catered menu by Louis Gervais Fine Foods & Catering, charcuterie platters provided by Les Amis du Fromage, bartended by Jakub Riha with premium gin from Long table Distillery and tonic provided by Fever-Tree

Lecture—Kay Meek Arts Centre provided concession for beverages/refreshments

Home Tour with After Party—open bar with hired bartender and catered food, from Louis Gervais Fine Foods & Catering

Architectural Institute of British Columbia (AIBC)

Four of the West Coast Modern Week Events were approved to be registered as AIBC Learning Units (LU).

Panel Discussion—1.5 core LU

Film Screening—1.5 con-core LU

Architectural Lecture—1.5 core LU

Home Tour— 4 non-core LU

Title Sponsor

British Pacific Properties

Community Partners

Kay Meek Arts Centre

The Polygon

West Vancouver Memorial Library

West Coast Modern League

Sponsors

Abode, Acuitas Therapeutics, Ambleside Dundarave Business Improvement Association, Ambient, ANDlight, Bur-Han Garden and Lawn Care, DEKORA, International Wine Cellars, Livingspace, LOCI Landscape Architecture and Urban Design, Louis Jadot, Maple Leaf Garden Centre, Mezzacorona, Midland Appliance, Nancy Farran Compelling Opportunities Fund (West Vancouver Foundation), Penny Mitchell Group, Pere Ventura Cava, Proterra Investment Group Inc, Tommasi Family Estates, Valor, West Coast Modern Homes, and Westerleigh PARC.

Media Sponsors

CityNews1130

North Shore News

NUVO Magazine

Stir

West Coast Modern Week is organized by the West Vancouver Art Museum, with assistance from the Province of British Columbia through the BC Arts Council.

This project has been made possible in part by the Government of Canada.



MEDIA COVERAGE & PROMOTION

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<https://www.azuremagazine.com/events/west-coast-modernism-in-context/>

<https://www.cbc.ca/listen/live-radio/1-91-the-early-edition> (July 5, 2022, West Coast Modernism in Context)

<https://www.createastir.ca/articles/west-coast-modern-week>

<https://www.createastir.ca/articles/west-coast-modernism>

<https://merrickarch.com/2022/07/05/west-coast-modernism-context/>

<https://metropolismag.com/projects/paul-merrick-west-coast-modern/>

<https://www.nsnews.com/living/what-is-west-coast-modern-architecture-and-how-is-the-iconic-style-relevant-today-5567954>

https://www.nsnews.com/local-events?_evDiscoveryPath=/event%2F1169840-west-coast-modern-week

<https://www.nsnews.com/local-news/letter-kudos-to-organizers-of-west-vans-west-coast-modern-week-5639694>

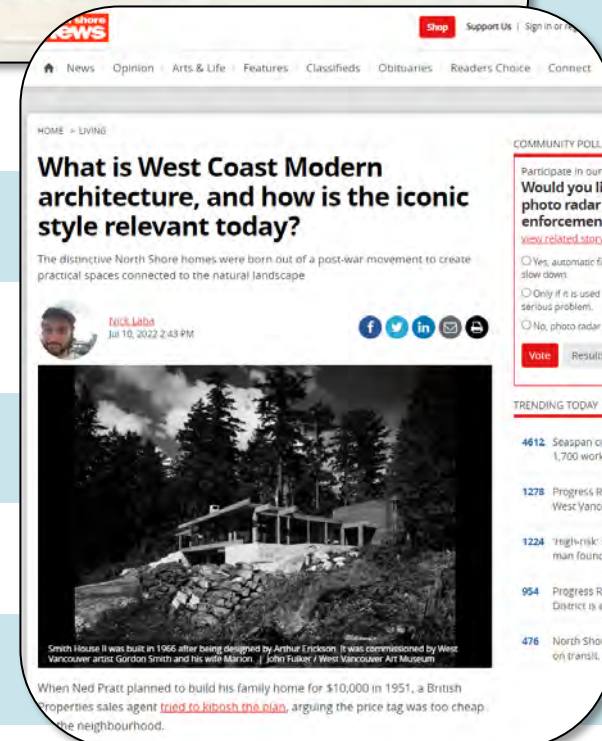
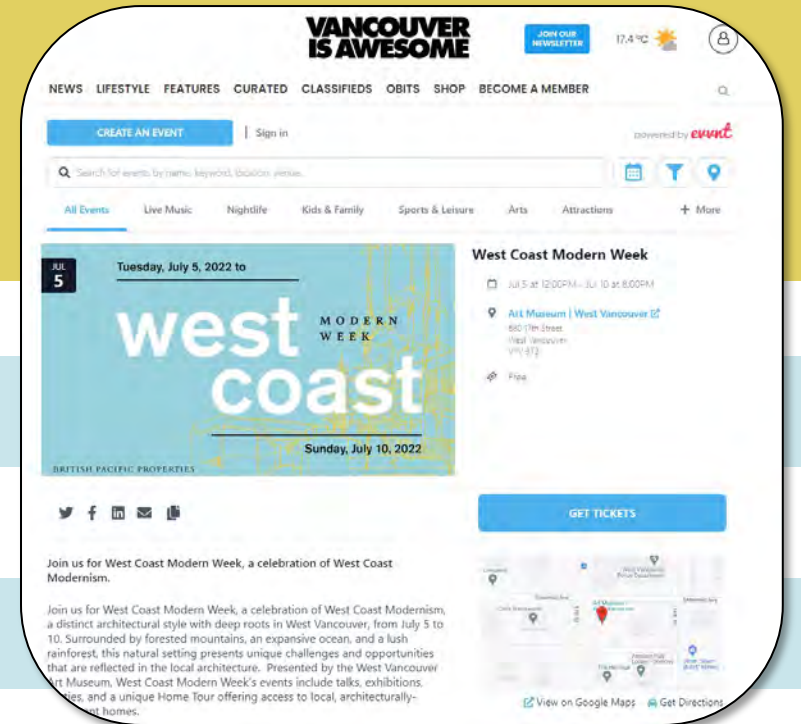
<https://nuvomagazine.com/affairs/west-coast-modern-week-returns>

<http://spacing.ca/vancouver/2022/06/13/event-west-coast-modernism-in-context-july-5/>

<https://vancouver.citynews.ca/event/west-coast-modern-week-presented-by-british-pacific-properties/>

http://www.vancouverisawesome.com/local-events?_evDiscoveryPath=/event%2F1203211-west-coast-modern-week

<https://westvancouver.com/west-coast-modern-week/539836/>





MEDIA

- press releases
- event listings
- news articles

SOCIAL MEDIA | DIGITAL ENGAGEMENT | PROMOTION



PRINT | SIGNS

- newspaper ads
- live radio ads
- posters
- on-site signage
- West Coast Modern Week events program guide
- West Coast Modern Home Tour booklet



DIGITAL

- social media
- online articles
- e-newsletters
- westvancouverartmuseum.ca
- createastir.ca/west-vancouver-art-museum

#westcoastarchitecture

#westvancouverhomes

#architectureexhibit

#canadianarchitecture

#modernism

#landscapearchitecture

#westcoastmodernweek

#northshore

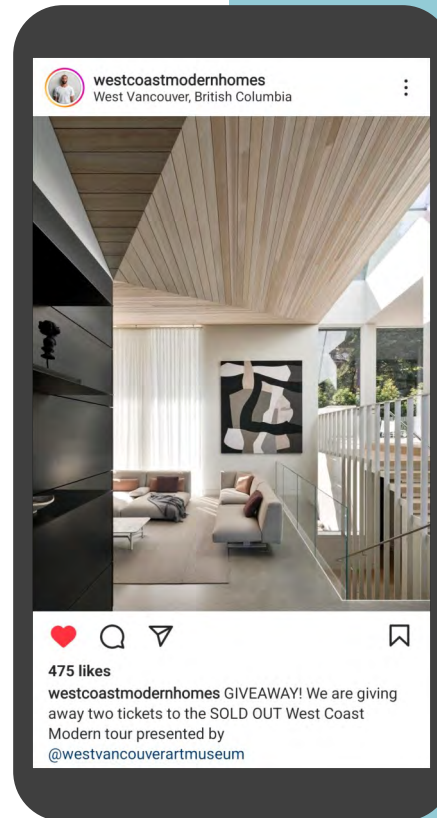
#bcarchitecture

#design

#midcenturymodern

#westvancouver

#aibc



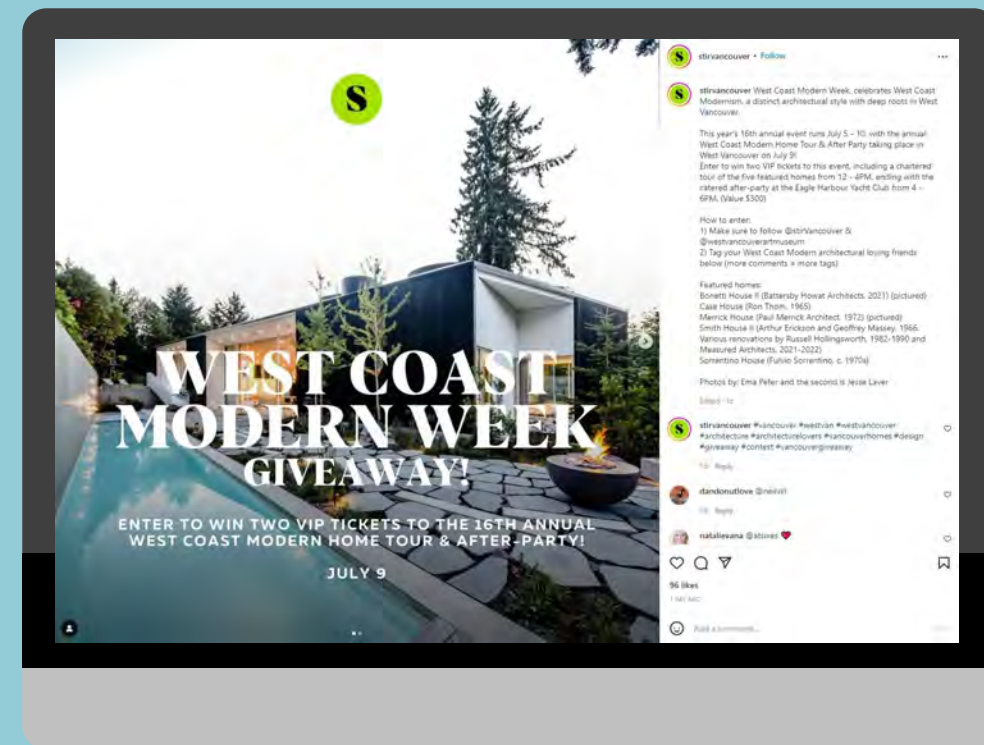
Instagram

18K Accounts Reached
(+387%)

400+ New Followers
(+16.4%)

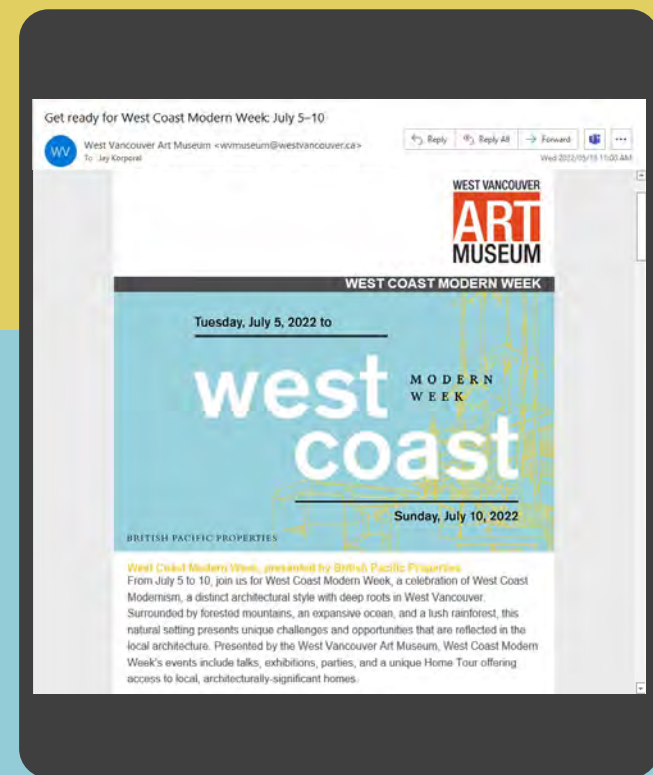
2,551 Content Interactions
(+20.1%)

71,996 Impressions
(+111%)



+250% Click-Through Rate
on West Vancouver Art Museum e-newsletters

>24,000 Digital Impressions
on partner websites with media sponsors



2 Social Media Giveaways

for West Coast Modern Week event tickets with our WCMW partners

1 West Coast Modern Cocktail Contest + Competition

With the Ambleside & Dundarave Business Improvement Association

BRANDING & DESIGN



HIGHLIGHTS

Panel Discussion & Film Screening





HIGHLIGHTS | Cocktail Party



HIGHLIGHTS

West Coast Modern Home Tour



WE CAN'T WAIT TO SEE YOU IN 2023.

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WEEK



West Coast Modern Week 2022 was made possible due to the commitment and contributions of our sponsors. Volunteers, community members, and visitors came together to celebrate and explore the significance and history of art, architecture, and design on the West Coast.

We are looking forward to 2023 as we continue to work to grow and expand the programming and reach of West Coast Modern Week.

Thank you for your commitment to West Coast Modern Week!

“Every event was terrific and I enjoyed meeting all the bright and talented young thinkers, architects, landscape designers, and architecture fans that were brought together over those size days... I’m very proud to live in a community that can present such fine, fine programming. I look forward to next year!”

- West Coast Modern Week participant

PRESENTING SPONSOR

BRITISH PACIFIC PROPERTIES

EVENT SPONSORS

Film Screening



Cocktail Party



Lecture

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Compelling Opportunities Fund,
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