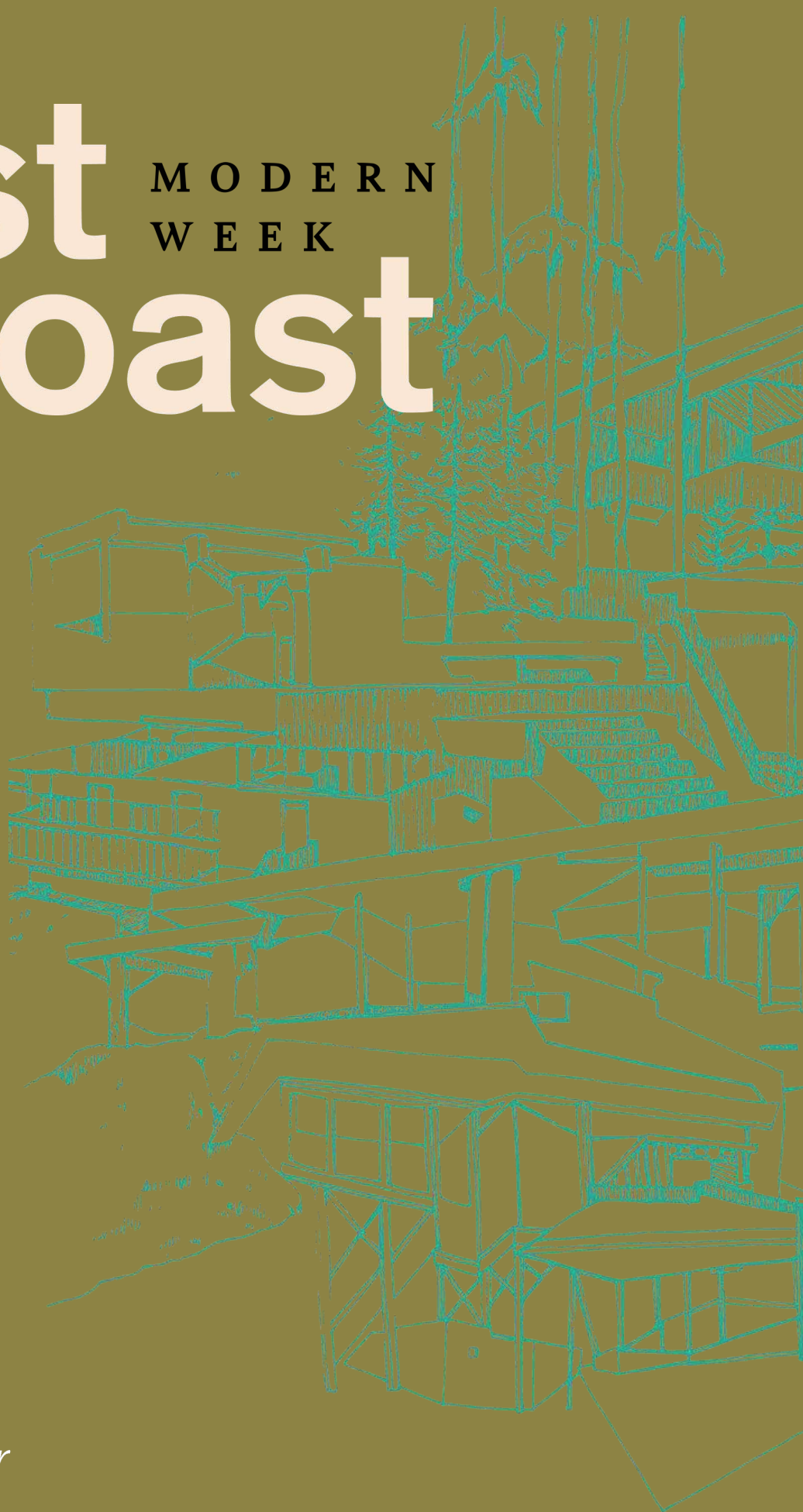


# west coast

MODERN  
WEEK

FINAL REPORT  
2023



## 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 second annual 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 2023, we were thrilled to continue the tradition by offering a rich and varied lineup of events, including talks, tours, exhibitions, and our ever-popular West Coast Modern Home Tour.

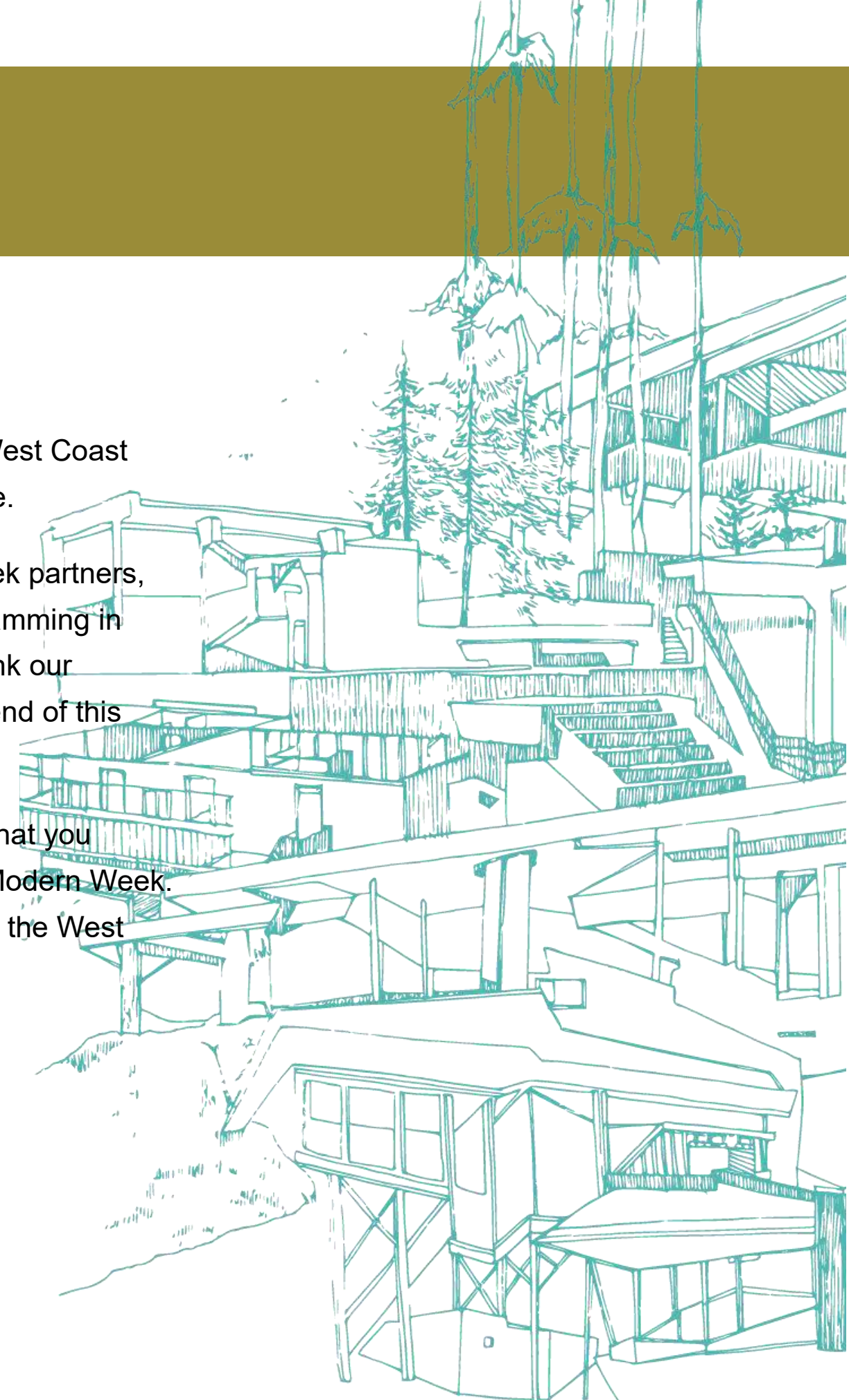
From July 4 to 9, we were able to celebrate and explore the history of West Coast Modernism, a distinct architectural style with deep roots in West Vancouver. Surrounded by mountains, the sparkling sea, and a lush rainforest, this natural setting presents unique challenges and opportunities, which are 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







# CONTENTS

Overview	6
Walking Tours   <i>July 4-6</i>	8
Lecture   <i>July 4</i>	10
Panel Discussion   <i>July 5</i>	12
Jazz Concert   <i>July 6</i>	14
Home Tour   <i>July 8</i>	16
Family Workshop   <i>July 9</i>	18
Concurrent Exhibitions	20
Community Involvement	22
Media Coverage & Promotion	24
Social Media & Digital Engagement	26
Branding & Design	28
Highlights	30
See you in 2024!	40



# OVERVIEW



## WALKING TOURS | July 4-6

- 100 attendees
- 2 volunteer tour guides and 6 volunteer “wing” guides
- Two-hour guided tour around Ambleside, provided six times



## LECTURE | July 4

- 250 attendees
- Featured guest lecturer Sidney Williams
- Concession and bar provided by Kay Meek Arts Centre



## PANEL DISCUSSION | July 5

- 200 attendees
- Panelists included Sophie Burke, Fook Wang Chen, and Mark Ritchie
- Moderated by West Coast Modern League



## JAZZ CONCERT | July 6

- 100 attendees
- Itamar Erez Quartet
- Open rooftop concert with non-alcoholic beverages provided



## HOME TOUR | July 8

- 225 attendees and 58 volunteers
- 5 architecturally-significant properties featured
- The Modern Tea Party catered at the West Vancouver Art Museum



## FAMILY WORKSHOP | July 9

- 30 attendees
- Family-friendly workshop lead by visual artist Sara Graham
- Supplies sponsored by OPUS Art Supplies



## CONCURRENT EXHIBITIONS

- On display at the West Vancouver Art Museum: *Order from Chaos: Jane Adams and B.C. Binning* (June 21—Sept. 23), est. 700 visitors
- On display at the West Vancouver Memorial Library: *The Bricktacular West Coast Modern Show: Paul Hetherington* (May 5—July 31), est. 10,000 visitors over the duration of WCMW

11  
events

2  
exhibitions

11,800+  
attendees

30  
sponsors +  
partners

18  
presenters +  
collaborators

66  
volunteers

500+  
volunteer hours  
contributed





# WALKING TOUR SERIES: MODERN GEMS OF AMBLESIDE

Tuesday, July 4—Thursday, July 6, 2023

This year was the inaugural launch for West Coast Modern Week's series of Walking Tours. The tour, titled the Modern Gems of Ambleside, was a two-hour tour (approximately three kilometers) around the Ambleside waterfront. Led by our experienced volunteer guides, the tour explored several fascinating mid-century apartment buildings along Bellevue Avenue and Argyle Avenue. While observing the elements and features of the mid-century modern style, the tour examined how the hallmarks of this iconic style were uniquely incorporated into West Coast architecture.

Registration and check-in were at the garden of the West Vancouver Art Museum. From there, the tour explored the surrounding area and concluded at the West Vancouver Memorial Library, where participants had the opportunity to reflect on the tour and view some of the tour's featured buildings in miniature form at the exhibition on display, *The Bricktacular West Coast Modern Show: Paul Hetherington*.

Several tour dates/times were available during the week:

- **Tuesday, July 4**
  - Tour 1: 1–3 p.m.
  - Tour 2: 1:30–3:30 p.m.
- **Wednesday, July 5**
  - Tour 3: 11 a.m.–1 p.m.
  - Tour 4: 11:30 a.m.–1:30 p.m.
- **Thursday, July 6**
  - Tour 5: 2:30–4:30 p.m.
  - Tour 6: 3–5 p.m.



# ANNUAL BARRY DOWNS ARCHITECTURAL LECTURE SERIES:

West Coast Modern and Desert  
Modern: Architects Attuned to Nature

Featuring Sidney Williams

Tuesday, July 4, 2023

As part of West Coast Modern Week, the Barry Downs Architecture Lecture featured Sidney Williams as the 2023 guest lecturer.

The West Coast and the California desert share spectacular scenery, but extremely diverse natural environments. How did the architects design in concert with the natural elements of climate in these regions? Looking at architects' own houses, where often they designed for challenging sites, with more modest budgets, Williams compared and contrasted their approaches.

## About the speaker:

Sidney Williams was director of education and public programs before becoming curator of architecture and design at the Palm Springs Art Museum from 2003 to 2016. She was the founding curator of the Architecture and Design Center after a historic rehabilitation of a 1961 bank building which opened in 2014. Currently, she is active in the Palm Springs Architectural Alliance that focuses on fostering the legacy of Palm Springs's architectural excellence into the future.

*This event is supported by the Nancy Farran Compelling Opportunities Fund, West Vancouver Foundation.*



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# PANEL DISCUSSION

## with the West Coast Modern League

Wednesday, July 5, 2023

**Presented by the West Coast Modern League in partnership with the West Vancouver Art Museum and The Polygon Gallery.**

*RESTOMOD – Originating from the classic car world, the term refers to the restoration of a classic car that seeks to maintain the original aesthetic character and design qualities of the vehicle, while improving performance by utilizing contemporary technology and systems that may not have originally been available.*

Join the West Coast Modern League for a conversation exploring the architectural interpretation of the RESTOMOD (restoration/modification) concept, originating from the classic car world. With leading local designers engaged in sensitive and innovative architectural restomods to significant modern houses in the region, this discussion will probe the varied and divergent approaches used in the act of restoring our modern architectural history while modifying to contemporary technologies and standards of living.

### The Panelists:

- **Sophie Burke** | Principal, Sophie Burke Design
- **Fook Weng Chan** | Principal, FWC Architecture & Urban Design
- **Mark Ritchie** | Principal, Architecture Building Culture
- **Moderated by Chelsea Louise Grant** | Board Member, West Coast Modern League + Founding Principal, euoi studio

*This event was sponsored by Acuitas Therapeutics.*



# WEST COAST MODERN WEEK CONCERT

## ITAMAR EREZ QUARTET

Thursday, July 6, 2023

Blending the delicacy of Middle Eastern music with the freedom found in jazz, the Itamar Erez Quartet presented a bossa nova inspired evening of summer music on the Library's rooftop stage. Playing guitar, Itamar was joined by Jeff Gammon (bass), Sam Davidson (clarinet), and Kevin Romain (drums).

Itamar grew up in Israel where he trained as a classical musician and composer. He has performed in the USA, Germany, Netherlands, Austria, Cyprus, Israel, India, Tunisia, Colombia, Surinam, and most recently made his Carnegie Hall debut (April 2018) performing with the Omar Faruk Tekbilek Ensemble.

*This concert is 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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# THE 17<sup>TH</sup> ANNUAL WEST COAST MODERN HOME TOUR with Modern Tea Party

Saturday, July 8, 2023

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. Enjoy private access to this year's featured homes:

- **Carmichael House** (Ron Thom, 1957)
- **Chun Residence** (Arthur Müdry, 1989)
- **Itzinger-Meuldyk House** (Wolfgang Gerson, 1972; renovations by Wexler Design, 2012)
- **McGee House** (Donald Manning, 1955; renovations by Georg Koslowski, 1978; interior renovations by Architecture Building Culture, 2022)
- **Penthouse Apartment and Sanctuary Boathouse at Sewell's Landing** (Merrick Architecture, 2022)

This year, the tour ended with a Modern Tea Party, which took place in the garden at the West Vancouver Art Museum from 4 to 6 p.m. Home Tour participants received an "Afternoon Tea Box of Sweet & Savoury," catered by The Modern Pantry.

With 58 volunteers, 5 tour buses, 220+ attendees, and 5 amazing featured properties.



# FAMILY WORKSHOP

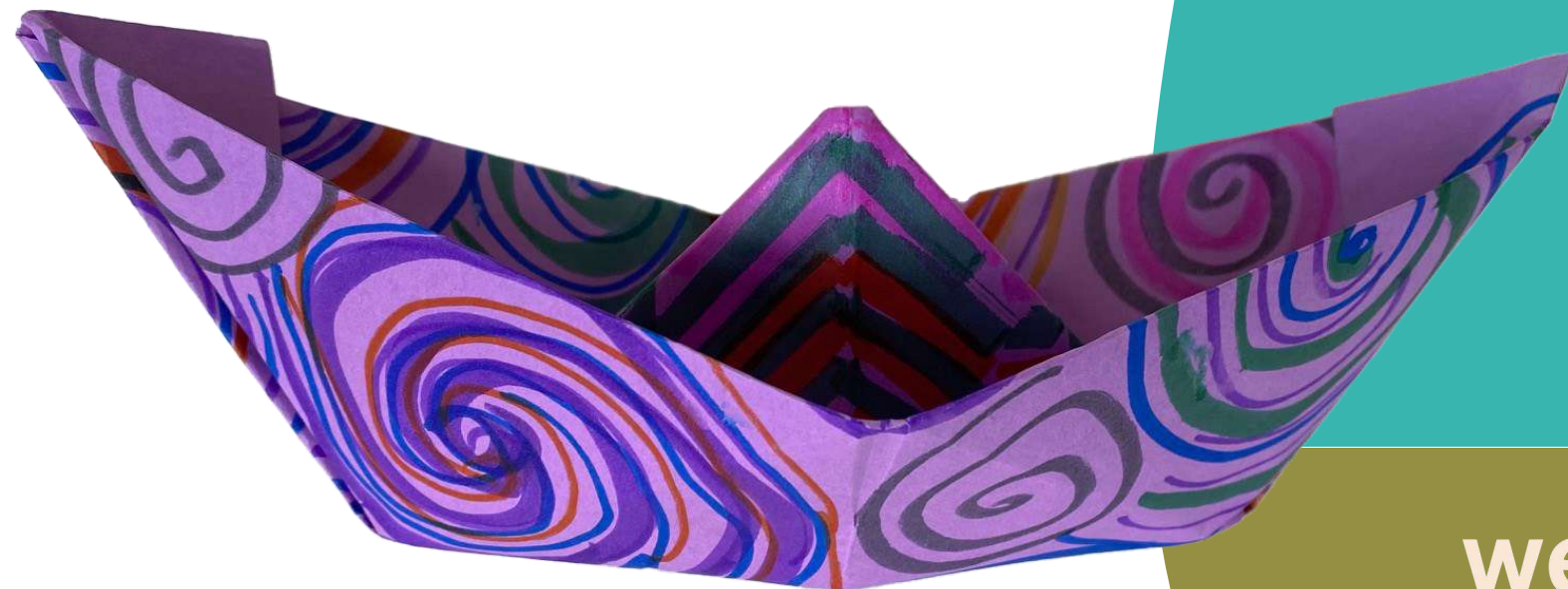
## Deconstructing a Boat with Sara Graham

Sunday, July 9, 2023

As part of West Coast Modern Week, Monova: Museum and Archives of North Vancouver invited visual artist Sara Graham to lead a family-friendly workshop at the Museum of North Vancouver. Deconstructing a Boat is a project inspired by Frank Gehry, who has used an origami technique in the past as an inspiration for his designs.

Participants created patterns on both side of a piece of paper, then folded an origami boat. Then, the boat was unfolded and using the folds as guides, 3 cuts along the fold were made. Then from that point participants constructed a three dimensional form. This activity deconstructed a familiar form—the boat and transformed it through imagination and play.

*This event was sponsored by Opus Art Supplies.*



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monova  
Museum of  
North Vancouver



Ongoing Off-site Exhibition:

## *The Bricktacular West Coast Modern Show: Paul Hetherington*

MAY 5 – JULY 31



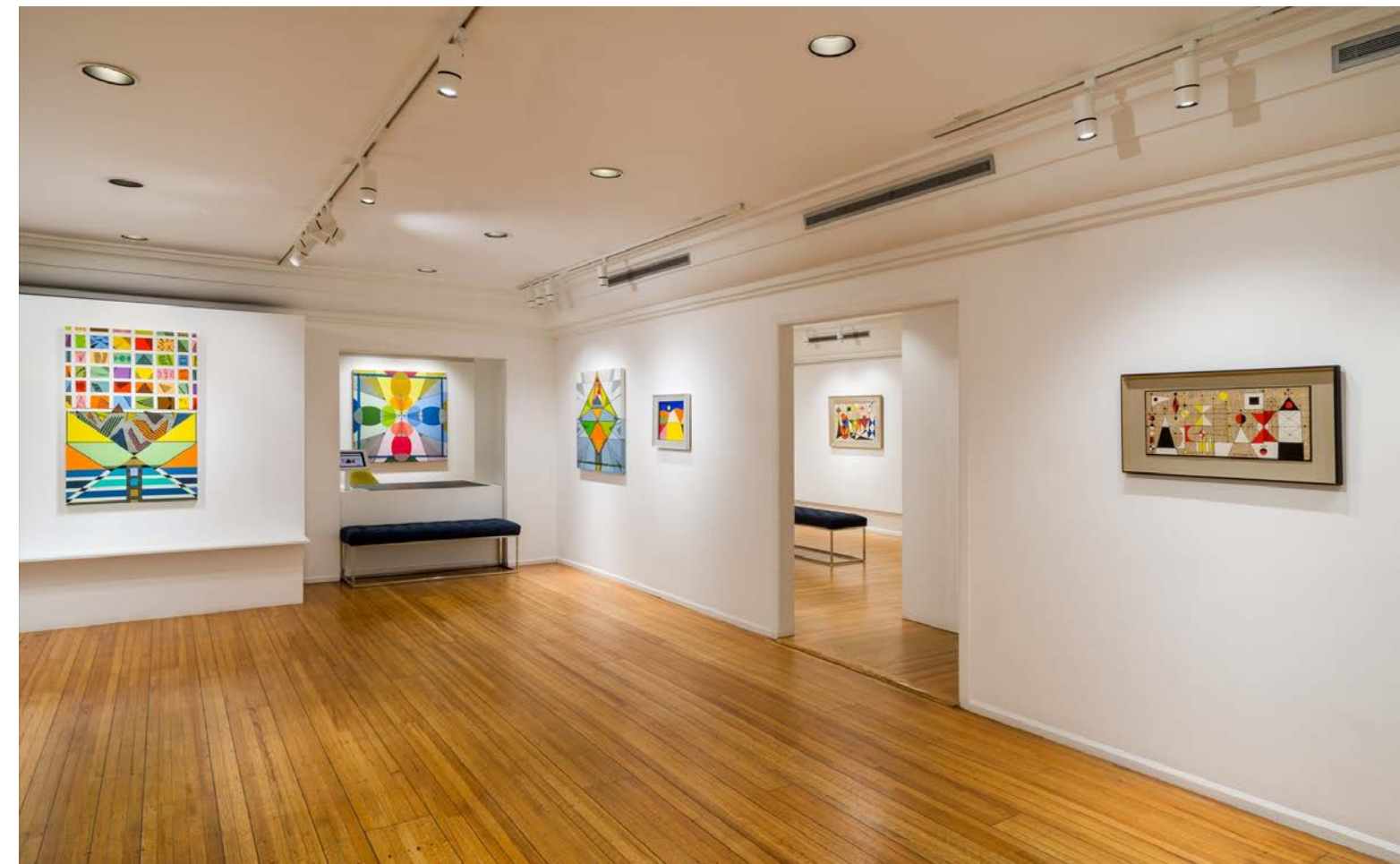
The models featured in this exhibition are made from a material that many of us will recognize. Building blocks that usually come in sets with complex instructions that culminate in all sorts of architectural wonders, imagined or real. Less familiar here will be the houses on which these particular models are based.

The artist, Paul Hetherington, has visited each of the buildings depicted in this exhibition, and using the standard building blocks available, recreated them, incorporating their surrounding landscapes, furniture, and even, art. Instead of step-by-step instructions, he has consulted original architectural plans and historical photographs in order to better incorporate all of their unique features. All but one of the original buildings are in West Vancouver and they each represent an important part of the history of design in the local community. With its steep terrain and ocean-fronted cliffs setting unusual challenges, architects have built extraordinary homes here. These homes are considered to have been created as a part of the design movement commonly called “West Coast Modern”. They were designed between 1941 and 1981, and despite their unusual qualities, also share common features, such as a desire to bring the outdoors in, to challenge the materials used in construction, and to situate the building appropriately on each site.

Ongoing On-site Exhibition:

## *Order from Chaos: Jane Adams and B.C. Binning*

JUNE 21 – SEPTEMBER 23



This exhibition explores the art of B.C. Binning and Jane Adams, and how the former influenced the work of the latter. Adams is the daughter of Jean Coulthard, the Canadian composer, and Don Adams, who ran a modern Scandinavian furniture store in Vancouver. The Adams’ were close friends with B.C. Binning and his wife, Jessie. As a child, Adams visited Binning’s studio and became familiar with his paintings and designs. As she developed her own artistic practice, she came to recognize the impact of this early influence. This exhibition includes works by Binning from the Collection of the West Vancouver Art Museum.



## VOLUNTEERS

58 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

### Lecture

Kay Meek Arts Centre provided concession for beverages/refreshments

### Panel Discussion

The Polygon Gallery provided a cash bar with a bartender and serving staff

### Jazz Concert

The West Vancouver Memorial Library provided non-alcoholic mocktails and other beverages

### Home Tour with Modern Tea Party

This year's reception, titled The Modern Tea Party, was catered by the Modern Pantry and took place in the Art Museum garden. Each participant received an "afternoon tea box of sweet and savoury" which included several tasty treats. A drinks bar, also run by the caterers, offered a rosé wine (Rose Aurore by Côté Mas) alongside iced teas.

## Architectural Institute of British Columbia (AIBC)

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

**Lecture**—2 core LU

**Panel Discussion**—2 core LU

**Walking Tours**—2 non-core LU

## TITLE SPONSOR

British Pacific Properties

## COMMUNITY PARTNERS

Kay Meek Arts Centre

The Polygon Gallery

West Vancouver Memorial Library

West Coast Modern League

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MONOVA: Museum of North Vancouver

## SPONSORS

Abode, Acuitas Therapeutics, Ambleside & Dundarave Business Improvement Association, ANDlight, Bur-Han Garden & Lawn Care, Limelight, Livingspace, LOCI Landscape Architecture + Urban Design, Maple Leaf Garden Centre, Martin Knowles Photo/Media, Meme Brooks, Nancy Farran Compelling Opportunities Fund (West Vancouver Foundation), The Modern Pantry, The Penny Mitchell Group, Percy John Flooring, Proterra Investment Group Inc, Westbank, West Coast Modern, and When They Find Us.

## MEDIA SPONSORS

*North Shore News*

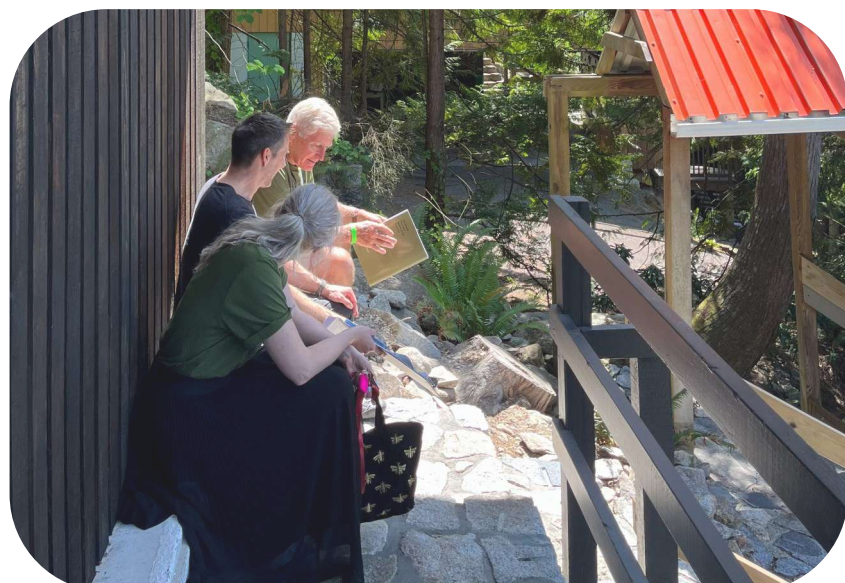
*NUVO Magazine*

*Stir*

*The Tyee*

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.architecturefoundationbc.ca/eventlistings/western-modern-week-restomodern>

<https://www.createastir.ca/articles/west-coast-modern-week-2023-2>

<https://globalnews.ca/event/9649223/the-bricktacular-west-coast-modern-show-paul-hetherington/>

<https://www.nsnews.com/highlights/home-and-walking-tours-to-celebrate-west-coast-modern-design-7220298>

<https://preview-art.com/event/west-coast-modern-week-2/>

<http://spacing.ca/vancouver/2023/07/10/west-coast-modernism-in-lego-recognizing-its-heritage-value/>

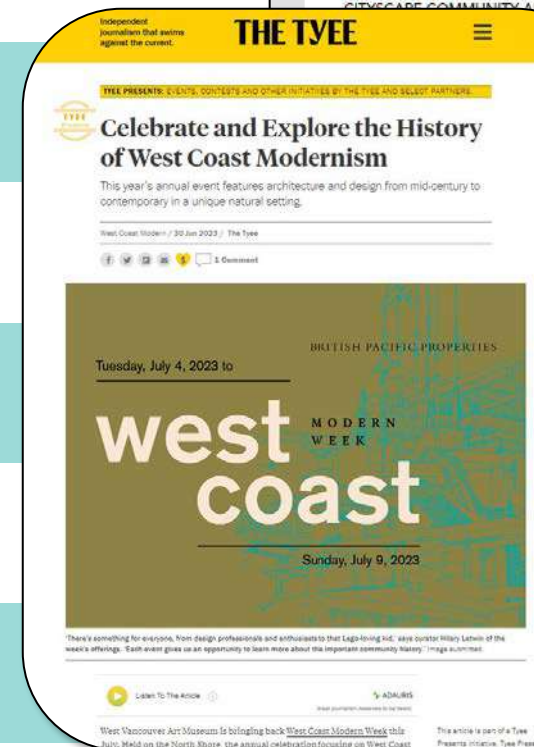
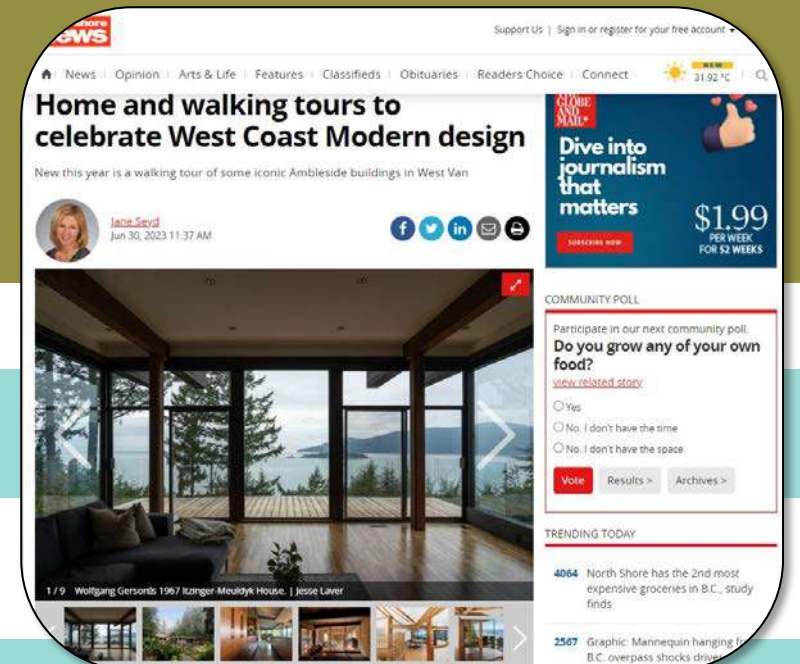
<https://www.straight.com/listings/events/1433089>

<https://theshipyardsdistrict.ca/event/west-coast-modern-week-deconstructing-a-boat-with-sara-graham>

<https://thetyee.ca/Presents/2023/06/30/Celebrate-West-Coast-Modernism/>

<https://www.wonderweek.ca/event/61611/west-vancouver-bricktacular-west-coast-modern-show-2023-july-24-10-00am>

**UPCOMING** article in September issue of Canadian Architect by Hadani Ditmars







## 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



## Instagram

**26.4K Accounts Reached**  
(+46.7% compared to 2023 WCMW)

**415+ New Followers**  
(+14.79%)

**2,921 Content Interactions**  
(+14.5%)

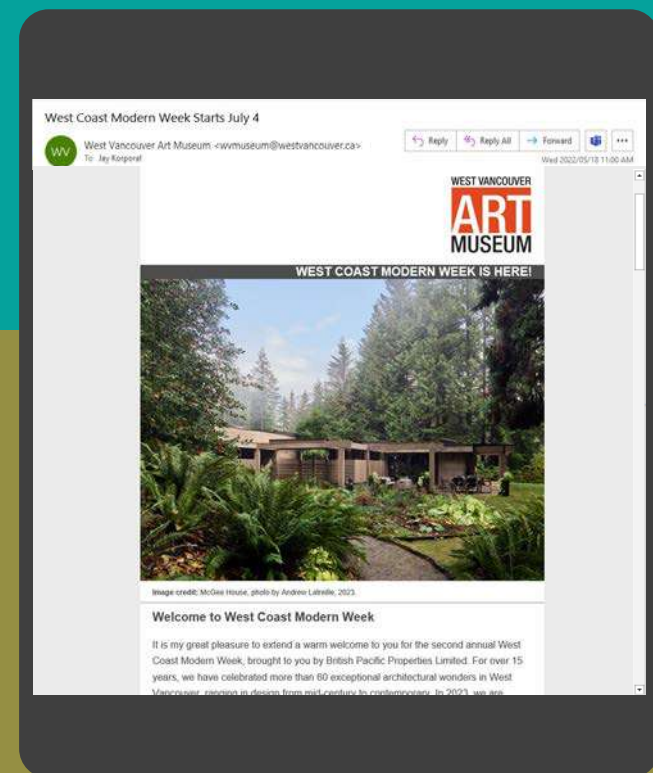
**71,996 Impressions**  
(+52.5%)

**18,061 Views**  
On Home Tour teaser trailer



**+260% Click-Through Rate**  
on West Vancouver Art Museum e-newsletters

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



#westcoastarchitecture

#westvancouverhomes

#architectureexhibit

#canadianarchitecture

#modernism

#northshore

#bcarchitecture

#aibc

#landscapearchitecture

#westcoastmodernweek

#design

#midcenturymodern

#westvancouver



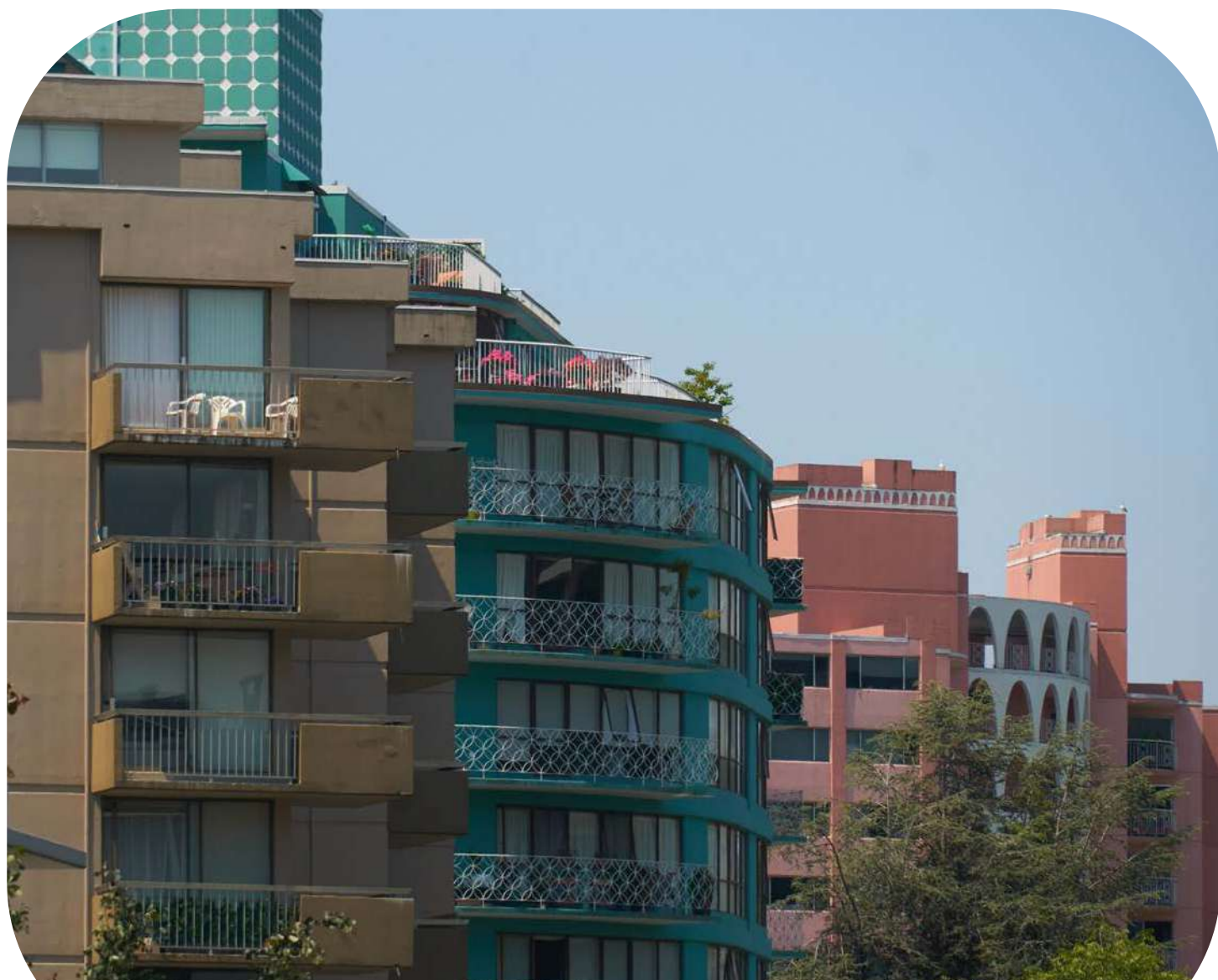
**3 Social Media Giveaways**  
for tickets to the West Coast Modern Home Tour with our WCMW partners



# BRANDING & DESIGN

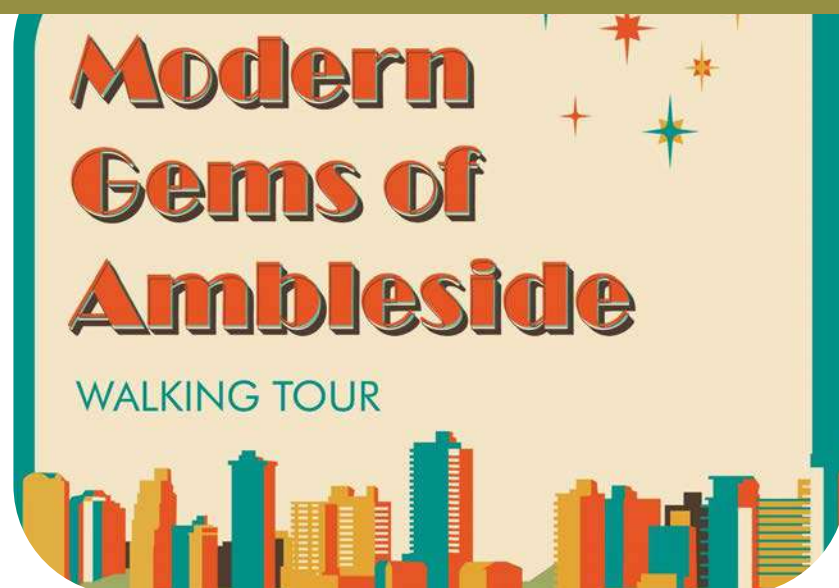






# HIGHLIGHTS | WALKING TOURS

PAGE 30







## HIGHLIGHTS | LECTURE

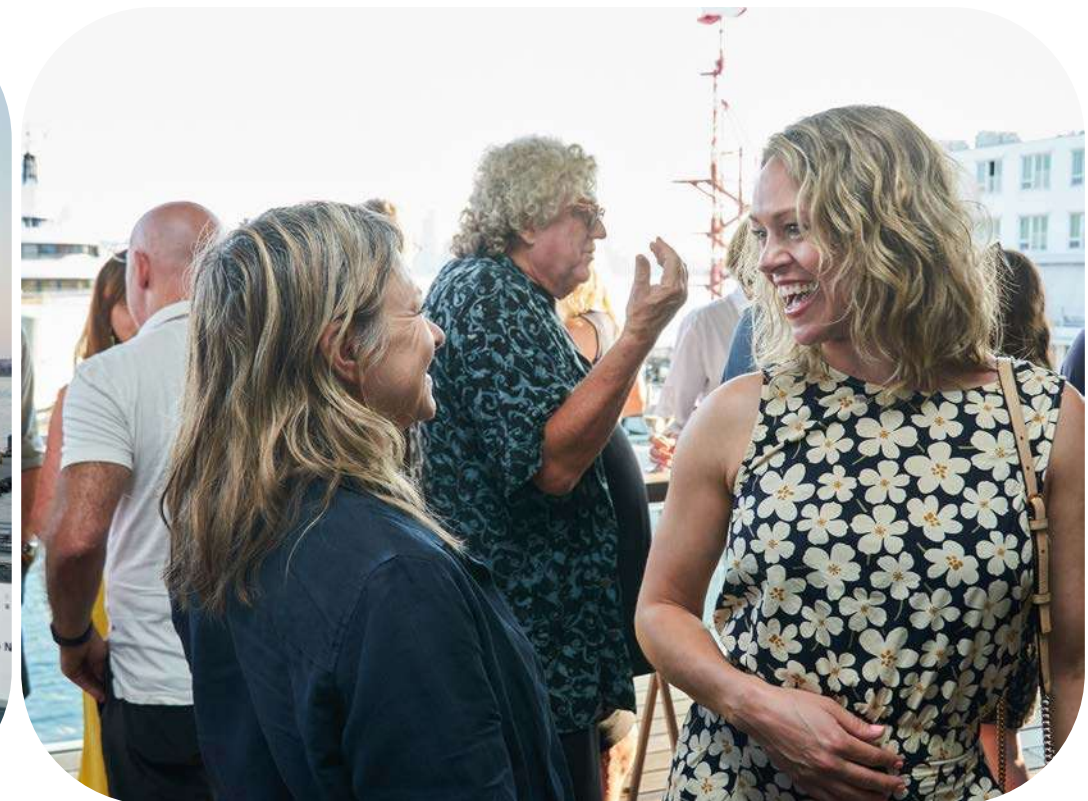
PAGE 32





# HIGHLIGHTS

## PANEL DISCUSSION







## HIGHLIGHTS | JAZZ CONCERT





# HIGHLIGHTS | HOME TOUR





# WE CAN'T WAIT TO SEE YOU IN 2024.

west MODERN  
WEEK  
coast



West Coast Modern Week 2023 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 2024 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



WEST COAST MODERN WEEK IS PRESENTED BY

# BRITISH PACIFIC PROPERTIES



## WCMW SPONSORS

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