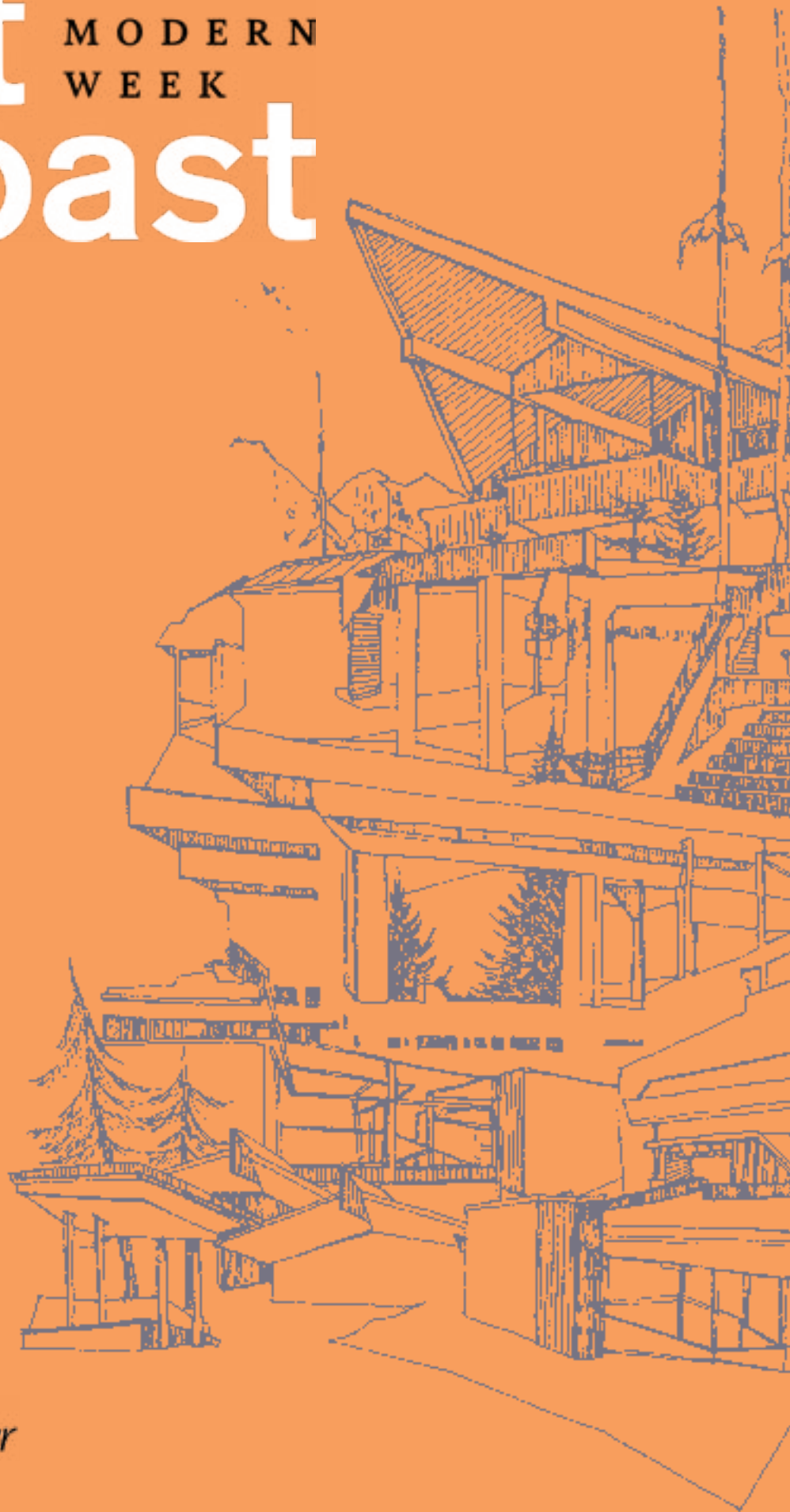


west coast

MODERN
WEEK

FINAL REPORT 2024



A message from Francesca Patterson and Kirsten Hall

Co-Chairs of the West Vancouver Art Museum Advisory Committee

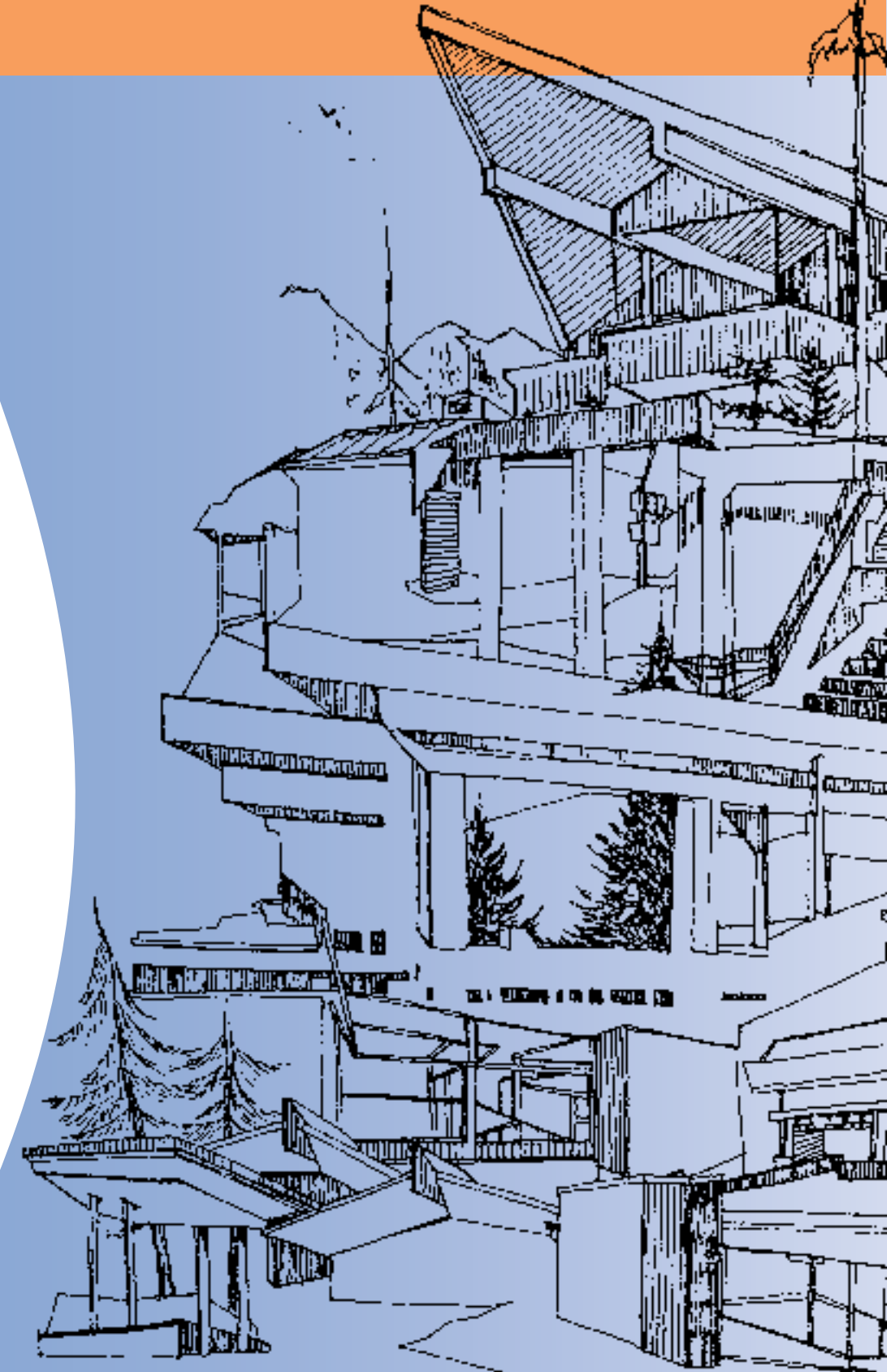
We would like to thank you all so much for assisting in the second annual West Coast Modern Week, presented by British Pacific Properties Limited and LivingSpace. Since the first West Coast Modern Home Tour in 2006, we have celebrated more than 60 unique architectural gems, both original mid-century and contemporary architect-designed homes, here in West Vancouver. In 2024, 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 9 to 14, 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.

We 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. We would also like to thank our generous sponsors, who are listed at the end of this report.

Lastly, thank you for your support. We 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 and Kirsten Hall
Art Museum Advisory Panel Co-Chairs





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OVERVIEW

Launch Party | July 9

- 95 attendees
- Fundraising event with architects, designers, artists, and friends
- at the Isetta Cafe Bistro

Walking Tour | July 9—11

- 104 attendees
- 2 tour guides and 6 “wing” guides
- Six two-hour guided tour around the Dundarave waterfront

Panel Discussion | July 10

- 100 attendees
- Panalists: Daina Augaitis, Clinton Cuddington, Geoffrey Erickson, and Nick Milkovich
- Moderated by West Coast Modern League at The Polygon Gallery

Lecture | July 11

- 200 attendees
- Guest lecturer Alan Hess
- Concession and bar provided by Kay Meek Arts Centre

Film Screening | July 12

- 200 attendees
- Q&A with Max Amerongen Trevor Boddy, and Dr. Lee Foote
- at the Kay Meek Arts Centre

Home Tour | July 13

- 233 attendees and 70 volunteers
- 5 architecturally-significant properties featured
- The Modern Tea Party at the West Vancouver Art Museum

Jazz Concert | July 14

- 200 attendees
- Sharon Minemoto and James Danderfer Trio
- at the West Vancouver Memorial Library's Main Hall with non-alcoholic beverages provided

Concurrent Exhibitions

- 21,611 visitors
- A Refuge: Arthur Erickson (May 15—Jul 20) at the West Vancouver Art Museum
- Arthur Erickson: Inward/Outward (Jun 5-Aug 15) at the West Vancouver Memorial Library

12 events

2 exhibitions

22,743 attendees

24 sponsors + partners

14 presenters + collaborators

70 volunteers

400+ volunteer hours

LAUNCH PARTY & WVAM 30TH ANNIVERSARY

Date: Tuesday, July 9, 6-8 p.m.

Location: Isetta Cafe Bistro

We celebrated the launch of West Coast Modern Week at Isetta Cafe Bistro. This fundraising event also marks the West Vancouver Art Museum's 30th anniversary! Architects, designers, artists, and friends of the West Vancouver Art Museum enjoyed drinks and canapes while grooving to live DJ set of 1960s vibes.

Originally built to house a diner, gas station, and car garage, this iconic West Vancouver building was designed by Scott and Furnadjeff Architects in 1961 and renovated in 2022 by Design Architecture Everyday Inc. and Campos Studio. Over the years, the three structures on the site have cycled through many tenants. The original gas station is no longer in use and instead, along with the west building, houses some of the property owner's extensive vintage car collection.





WALKING TOUR: THE JEWELS OF DUNDARAVE

Date: Tuesday, July 9-11

Location : Dundarave waterfront

This was the second year of West Coast Modern Week's series of Walking Tours. The tour, titled The Jewels of Dundarave, was a two-hour tour (approximately two kilometers) around the Dundarave waterfront. Led by our experienced volunteer guides, Linda Holden Clode and Susan Walker, the tour explored several fascinating mid-century buildings. 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 was at the West Vancouver Community Centre. From there, the tour explored the surrounding area and the Dundarave waterfront.

Tour dates/times:

Tuesday, July 9

Tour 1: 11 a.m.–1 p.m.

Tour 2: 11:30 a.m.–1:30 p.m.

Wednesday, July 10

Tour 3: 11 a.m.–1 p.m.

Tour 4: 11:30 a.m.–1:30 p.m.

Thursday, July 11

Tour 5: 11 a.m.–1 p.m.

Tour 6: 11:30 a.m.–1:30 p.m.

PANEL DISCUSSION

SITE | LIGHT | CADENCE | SPACE

ARTHUR ERICKSON REVISITED

Date: Wednesday, July 10, 7-9 p.m.

Location: The Polygon Gallery

Presented by the West Coast Modern League in partnership with the West Vancouver Art Museum and The Polygon Gallery. This year marks the centenary of Canada's pre-eminent architect Arthur Erickson. Erickson defined site, light, cadence, and space as his four first principles of architecture, elements that are each critical to the understanding of his design explorations. From these, he created some of our region's most cherished modern buildings, from single-family residences to significant cultural and civic spaces. The panelists shared their work on Smith House II, Filberg House, and the Museum of Anthropology, respectively.

Panelists:

Daina Augaitis | Chief Curator Emerita at the Vancouver Art Gallery

Clinton Cuddington | Founder and co-Principal of Measured Architecture

Geoffrey Erickson | Partner at Studio Erickson, Director on the board of the Arthur Erickson Foundation

Nick Milkovich | Founder of Nick Milkovich Architects



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MODERN
WEEK

T H E P O
L Y G O N



WEST COAST
MODERN LEAGUE

ANNUAL BARRY DOWNS LECTURE SERIES

FROM CITY TO CITY UP THE COAST FEATURING ALAN HESS

Date: Thursday, July 11, 7-9 p.m.

Location: Kay Meek Arts Centre

As part of West Coast Modern Week, the Barry Downs Architecture Lecture featured Alan Hess as the 2024 guest lecturer. North America's West Coast created its own unique modern architecture in the 20th century. From San Diego to Vancouver, the region's distinctive natural conditions, industries, and cultures inspired a spirit of experiment that attracted freethinking architects eager to try new ideas far from the influence of the Eastern establishment. The results varied from city to city, but together they became a laboratory for innovation that shaped Modernism globally.

About the speaker:

Architect and historian Alan Hess is the author of 21 books on modern architecture and urbanism in the 20th century. He is a Commissioner on the California State Historical Resources Commission and serves on the boards of Preserve Orange County and Palm Springs Modernism Week. He has been the architecture critic of the San Jose Mercury News, a contributor to The Architects Newspaper. He has helped to restore landmark buildings from the modern era, including CBS Television City and Bullock's Pasadena.

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



“Most of the messages sent west to east get jumbled at the Rockies.” *Esther McCoy*



FILM SCREENING

ARTHUR ERICKSON'S DYDE HOUSE

Date: Friday, July 12, 7-9 p.m.

Location: Kay Meek Arts Centre

Arthur Erickson's Dyde House is a new documentary about an early Arthur Erickson house located just outside of Edmonton. Built shortly after the Filberg House, but before Smith Ilor Graham, the Dyde House was one of Erickson's first masonry buildings and his first project outside of BC. It shows an early example of the "flying beams" that characterize his work, and it demonstrates that his awareness of landscape was already in place at this early stage in his career. Just after the Dyde House was completed, the Simon Fraser University commission changed the course of Erickson's career.

Due to the private nature of the clients, this project was not publicized and has not been given the same coverage as his other work. The film tells the story of the house, its architect, and the broader context in which it was built.

This screening featured a **Q&A** with:

Max Amerongen | Producer, Sticks & Stones

Trevor Boddy | Architecture critic

Dr. Lee Foote | Ecologist, former Director, U of A Botanic Gardens



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THE 18TH ANNUAL WEST COAST MODERN HOME TOUR WITH MODERN TEA PARTY

Date: Saturday, July 13, 12-6 p.m.

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. Participants enjoyed private access to this year's featured homes:

Eppich House I (Arthur Erickson, 1972)

Eppich House II (Arthur Erickson, 1988)

Massey House (Renovations by Living Radius, 2023)

Symons House (Hamish McIntyre, 1962)

Waterford House (Romeses Quan and Associates, 1985)

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. Participants received an "Afternoon Tea Box" catered by The Modern Pantry.

With 70 volunteers, 6 tour buses, 220+ attendees, and 5 amazing featured properties.

JAZZ CONCERT

SHARON MINEMOTO AND JAMES DANDERFER TRIO

Date: Sunday, July 14, 1-2:15 p.m.

Location: West Vancouver Memorial Library

This trio explored jazz classics of the '50s and '60s with a few original compositions thrown in.

Pianist Sharon Minemoto is one of Vancouver's most in-demand artists. Her latest album, *Dark Night, Bright Stars* (Cellar Music), features 12 of her own compositions. Sharon is an active educator, composer, and occasional radio host at CBC.

Composer, clarinetist, and saxophonist James Danderfer has made an impressive mark as a bandleader working with some of North America's finest musicians, including Steve Nelson, Quincy Davis, Don Thompson, and Oliver Gannon. James' melodic approach to the rarely heard bass clarinet is uniquely personal and rooted in the jazz tradition.

Award-winning bassist Paul Rushka has engaged audiences throughout North America, Europe, and Asia with his sonorous tone, assured, confident pulse, and eloquent soloing since 1997.



CONCURRENT EXHIBITIONS

On-site Exhibition

A Refuge: Arthur Erickson

MAY 15—JULY 20



Presented in collaboration with the Arthur Erickson Foundation, this exhibition explores Arthur Erickson in the context of his own home in Point Grey, Vancouver, where he lived from 1957 to 2009. Central to this exhibition are photographs from the collection of the West Vancouver Art Museum by Selwyn Pullan of Erickson in his home and garden. Capturing the objects that surrounded and inspired him, collected during his extensive travels, these photos provide insights into the life of this well-known figure.

Co-curated by Clinton Cuddington and Hilary Letwin.

Off-site Exhibition

Arthur Erickson: Inward / Outward

JUNE 5—AUGUST 15



In celebration of West Coast Modern Week 2024, the West Vancouver Memorial Library has partnered with the West Vancouver Art Museum to showcase architectural photography by John Fulker and Selwyn Pullan of modern homes designed by Arthur Erickson. These photographs of six residences encapsulate the architect's remarkable design vision and illustrate mid-century modernism aesthetics.

COMMUNITY INVOLVEMENT

VOLUNTEERS

70 volunteers, 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.



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The Polygon Gallery
West Coast Modern League
West Vancouver Foundation
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BRANDING & DESIGN



MEDIA COVERAGE

DIGITAL NEWS ARTICLES

- <https://www.createastir.ca/articles/west-coast-modern-week-2024>
- <https://www.createastir.ca/articles/cheat-sheet-5-things-west-coast-modern-week-2024>
- <https://theyee.ca/Presents/2024/07/02/Explore-West-Coast-Modernism/>
- <https://www.wallpaper.com/architecture/west-coast-modern-week-home-tour-2024-canada>

PRINT NEWS ARTICLES

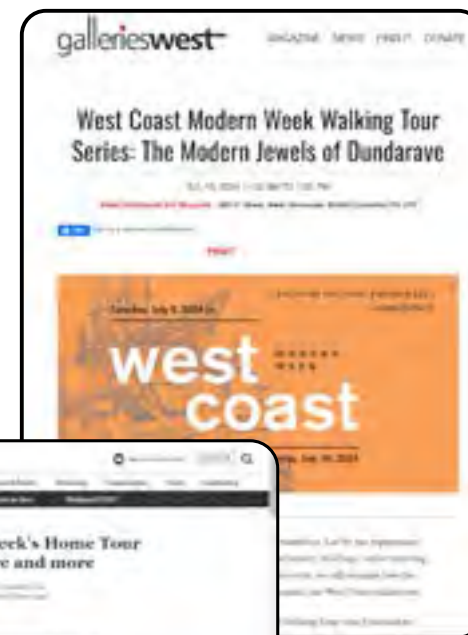
- North Shore News

EVENT LISTINGS

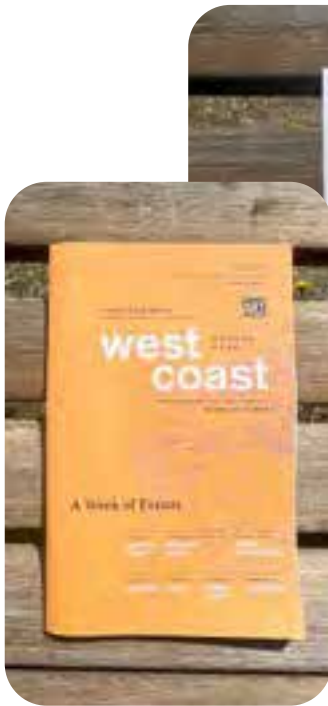
- <https://www.gallerieswest.ca/events/west-coast-modern-week-walking-tour-series-modern-jewels-dundarave/>
- <https://globalnews.ca/event/10569277/west-coast-modern-week-launch-party-and-wvam-30th-anniversary/>
- <https://globalnews.ca/event/10569286/west-coast-modern-week-film-screening-arthur-ericksons-dyde-house-qa-with-max-amerongen-trevor-body-and-dr-lee-foote/>

BLOGS

- <https://burrardbulletin.ca/west-coast-modern-week-celebrates-architectural-legacy-july-9-14/>
- <https://modtraveler.net/west-coast-modern-week-2024-preview/>
- <https://modernvancouverhouses.com/2024/05/10/upcoming-tour-west-vancouver-modern-house-tour-2024/>
- <https://www.robertmatthews.ca/Blog.php/west-van-modern-week>



COMMUNICATIONS



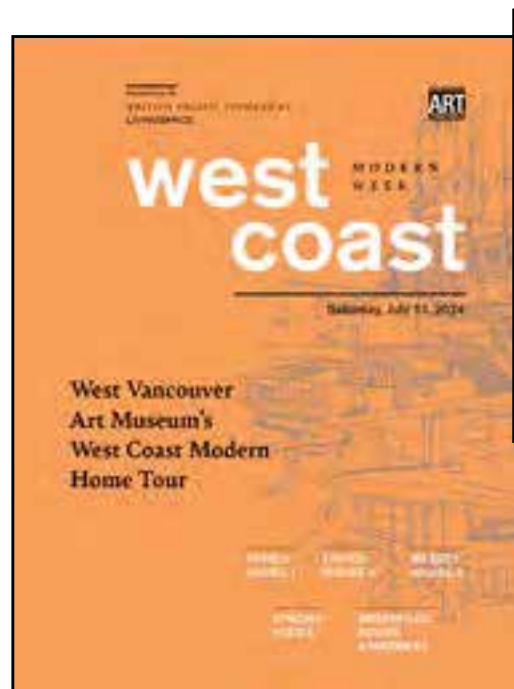
PRINT

- on-site signage
- print ad
- posters
- Home Tour booklet
- event guide



DIGITAL

- digital signage
- digital ad
- social media
- website
- e-newsletters



INSTAGRAM

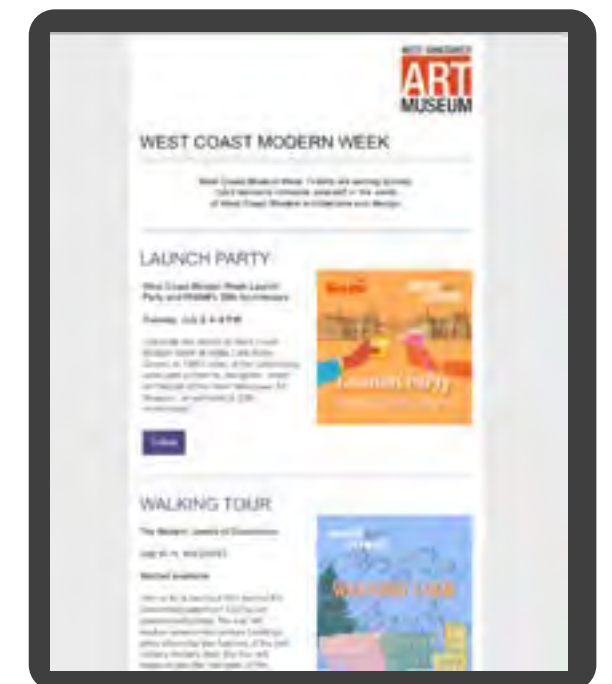
- 31k Accounts Reached (+17.4%)
- 439 New Followers (+5%)
- 2.3k Content Interactions
- 69k Impressions
- 2.4k Views On Home Tour teaser trailer

E-NEWSLETTERS

- +67% Click-Through Rate on West Vancouver Art Museum e-newsletters

WEBSITE

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





HIGHLIGHTS | LAUNCH PARTY





HIGHLIGHTS | WALKING TOURS





HIGHLIGHTS | PANEL DISCUSSION & JAZZ CONCERT





HIGHLIGHTS | LECTURE & FILM SCREENING





HIGHLIGHTS | HOME TOUR & TEA PARTY





SEE YOU IN 2025!

West Coast Modern Week 2024 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 2025 as we continue to work to grow and expand the programming and reach of West Coast Modern Week.

I wanted to reiterate what a wonderful event you, and your team, put on last week. Every year I think you've reached perfection and every year I see a new level of architectural nirvana!

West Coast Modern Week truly is the highlight of Greater Vancouver's architectural season. Please count me in as a volunteer for 2025!

What a great week of events. I got so much out of the Site Light Cadence Space panel, and really enjoyed the conversations at the screening. Also, very impressed with the exhibit, the discussions with Brian afterwards might lead to a documentary about that house. I might have to come back out there for next year's event!

I've been both a guest and a volunteer at the tours, and from both points of view it's been a great experience.

The event is so well organized, both in volunteer preparation and on the day, that it's a pleasure to be at the venue. The guests are interested in the homes, respectful of the guidelines, and show an awareness of their hosts. It's a bit tiring, but very stimulating to talk with the guests and the owners. I had the same experience last year.

Congratulations on an incredible home tour this year. Most organized and ambitious tour to date. All of my attendees made it home without any major injuries, so another successful tour!

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Limelight

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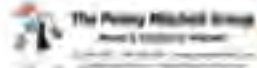
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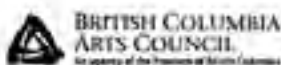
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