

Museum wins seventh award

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The Philip J. Currie Dinosaur Museum has won another award since it officially opened last year and president and CEO George Jacob couldn't be prouder.

"It's a nationally-recognized museum. The jury was unanimous in recognizing this as an outstanding facility and what it means for our museum is that we're an institution, a destination, and a place for active research and cutting-edge displays. We've already made our mark in the first seven to eight months of opening by winning seven awards now," he said.

The museum won the Outstanding Achievement Award for Science and Exhibition during a ceremony in Halifax on Tuesday.

The honour is given by the Canadian Museums Association, a national organization for the advancement of the Canadian museum sector, representing Canadian museum professionals both within Canada and internationally.

The jury noted that the museum "far exceeded the current standard of practice by going beyond the conventional."

One of the unconventional attributes of the Wembley institution that impressed judges was the use of augmented reality platforms and

fractal screens that bring to life dinosaurs and their environments.

"The aesthetic treatments of our exhibits is so different from other museums," said Jacob.

"We've added some edge to the way we present things and that not only excites the younger generation which intuitively grab on to technology, but also the aesthetic element resonates with the way the building is faceted."

Jacob also received word last week that he'd been elected to the board of directors for the International Council of Museums Canada.

Jacob noted that the museum was the biggest attraction in Northern Alberta and that the international recognition of the facility plus the recent award will definitely increase visitors from not only across Canada but internationally as well.

Shelley Grollmus, vice-president of industry development for Travel Alberta, said the government body was ecstatic about the Philip J. Currie Dinosaur Museum winning the award and that the newness and interactivity of the cultural institution will benefit tourism in the area.

"This particular museum is very important to northern Alberta. It's a unique experience and I think it will certainly open up the doors for



Philip J Currie Dinosaur Museum President and CEO George Jacob with Board Chairman Tim Powell and Caitlin Powell.

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other tourism experience in the region like this," she said.

Tourism is an \$8 billion industry in the province, according to Tourism Alberta, and due to the economic downturn within the province more people are staying close to home which makes the museum even more attrac-

tive.

Grollmus said Travel Alberta and the museum have been working together to promote the institution internationally and to make sure it's ready to receive those visitors as well.

Jacob revealed that the museum has added seven more exhibits to its galleries

and is currently in the design phase of creating a travelling exhibit. Future of Energy, for domestic and international museums. Jacob estimates the exhibit will begin touring in 2018.

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