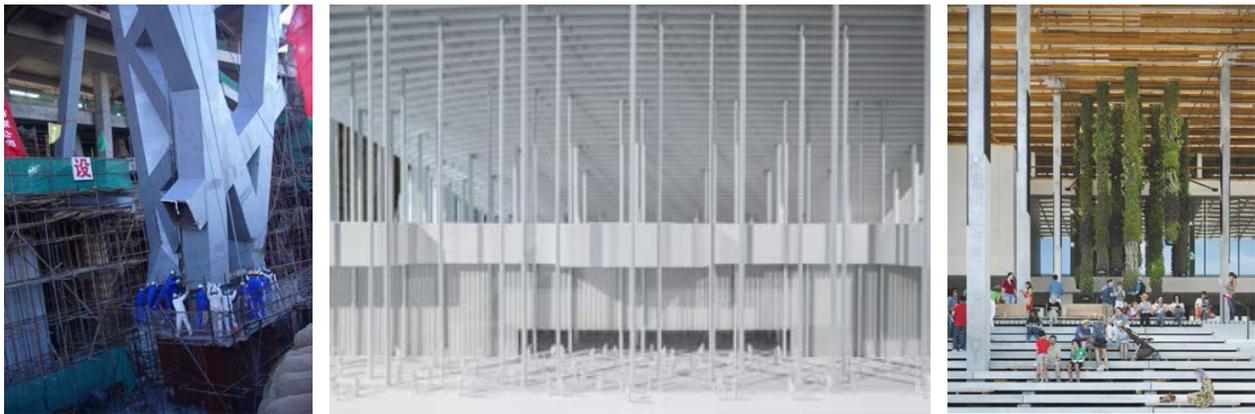


FOR IMMEDIATE RELEASE

***Material Future* showcases design philosophy of Herzog & de Meuron, the design architects of the new Vancouver Art Gallery**



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A media preview will take place at 9:00am, Thursday, March 26, at the Vancouver Art Gallery (750 Hornby St.). Media attending please RSVP to Debra Zhou (dzhou@vanartgallery.bc.ca).

March 17, 2015, Vancouver, BC – Vancouver Art Gallery presents an exhibition featuring the work of renowned Swiss architectural firm Herzog & de Meuron, the design architects of the new Vancouver Art Gallery building. Opening on March 27, 2015, ***Material Future, The Architecture of Herzog & de Meuron and the Vancouver Art Gallery*** will provide an in-depth look at this Pritzker Prize-winning firm’s design philosophy through a selection of their projects, including significant and inspirational museums and galleries from around the world. A portion of the exhibition will focus on the planning, design and building process for the future Vancouver Art Gallery, including the groundwork completed prior to Herzog & de Meuron being selected as the design architects. With much anticipation, the conceptual design of the new Vancouver Art Gallery building will be unveiled in late spring, and will become part of the exhibition after the unveiling.

“It has been a remarkable journey since last April when we started working closely with Herzog & de Meuron on the conceptual design of the new Vancouver Art Gallery building. This exhibition charts the history and the trajectory of the Gallery’s future growth, and it is an exciting prelude to the unveiling of the conceptual design of the new building.” said Kathleen S. Bartels, Director of the Gallery. “Every step of the way, Herzog & de Meuron have demonstrated their commitment to this landmark project that will act as a catalyst for the City of Vancouver and beyond. Their research on Vancouver and British Columbia has been impressive, including extensive travel throughout the province and significant time spent with Gallery stakeholders, including many artists.”

Herzog & de Meuron are internationally renowned for their contribution to the design of contemporary architecture. Their attention to materials, site and context has defined a practice that is astonishingly subtle and complex. *Material Future* provides an opportunity to look closely at the design of some of their key buildings realized during the past 25 years, including the Tate Modern and its new addition in London, the de Young Museum in San Francisco, the

Schaulager in Basel and the National Stadium in Beijing, as well as projects currently in progress, such as M+, a new museum for visual culture in Hong Kong.

Material Future will be presented through three key components: an introduction to the new Vancouver Art Gallery building project will include functional plan, new site, role of the design architects, their process, and next steps; a study space will focus on the architectural strategies and thinking process of Herzog & de Meuron with a display of archive materials and objects along with a selection of monographs; and a projection room will present views of key built projects of the firm with an emphasis on activities, space, materials, and people. In addition, an informative display will also be set up in the Gallery lobby to engage our visitors and to provide ongoing context, plans and status of the future Gallery.

In the 85th year since its inception, the Vancouver Art Gallery has grown and expanded at a considered pace. Responding to the needs of the citizens of this city, region and province as well as the Gallery's significant collection of more than 11,000 artworks, the Vancouver Art Gallery has engaged in a measured program of relocation. Through an extensive master planning process initiated in 2004, the need for a building of approximately 320,000 square feet was determined, and subsequently the city-owned site at West Georgia and Cambie Streets was identified as the optimal location. In April 2013, the Vancouver City Council unanimously approved this site to be dedicated for a new, purpose-built Gallery. In September 2013, the Gallery launched an international Request for Qualification (RFQ) that attracted 75 firms representing 16 countries, and five firms were shortlisted. In spring 2014, Herzog & de Meuron were selected based on the firm's proven ability to create innovative museum buildings that place prominence on artists and institutional mission, and the firm's vision for the new Gallery, which recognizes and responds to the context and needs of the Gallery now and in the future. Herzog & de Meuron were appointed to design the future Vancouver Art Gallery building in collaboration with the Vancouver firm Perkins+Will as the local executive architects.

Material Future is organized by the Vancouver Art Gallery. A media preview will take place at 9am, Thursday, March 26, at the Vancouver Art Gallery. Media attending please RSVP to Debra Zhou (dzhou@vanartgallery.bc.ca)

About Herzog & de Meuron

Established in 1978, Herzog & de Meuron is now a practice led by five Senior Partners – Jacques Herzog, Pierre de Meuron, Christine Binswanger, Ascan Mergenthaler and Stefan Marbach.

An international team of about 460 collaborators is working on projects across Europe, the Americas and Asia. The firm's main office is in Basel with additional offices in Hamburg, London, Madrid, New York City, and Hong Kong.

Herzog & de Meuron have designed a wide range of projects from the small scale of a private home to the large scale of urban design. Their most recognized buildings include the National Stadium for the 2008 Olympic Games in Beijing, China (also known as the Bird's Nest) and the conversion of the Bankside power plant into Tate Modern in London, UK (2000).

Herzog & de Meuron's built projects include a series of internationally acclaimed museum buildings such as Schaulager Basel, Laurenz Foundation, a warehouse for the open storage of contemporary art, in Basel/Münchenstein, Switzerland (2003), Walker Art Center Expansion in Minneapolis, USA (2005) and de Young Museum in San Francisco, USA (2005). The firm's latest completed museums are the Parrish Art Museum in Water Mill, NY, USA (2012) and the Pérez Art Museum Miami, which opened to the public during Art Basel Miami Beach in December 2013.

The practice has been awarded numerous prizes including The Pritzker Architecture Prize (USA) in 2001, the RIBA Royal Gold Medal (UK) and the Praemium Imperiale (Japan), both in 2007. In 2014, Herzog & de Meuron were awarded the Mies Crown Hall Americas Prize (MCHAP) for 1111 Lincoln Road, Miami Beach.

About the Vancouver Art Gallery

Founded in 1931, the Vancouver Art Gallery is recognized as one of the most respected and innovative visual arts institutions in Canada and is committed to strengthening ties between artists and diverse communities throughout the city, province and beyond. As the largest public art museum in Western Canada, the Gallery features the work of

ground-breaking contemporary artists from around the world and presents historical art of international significance, is committed to exploring the art of Asia, and provides a global platform for British Columbia's dynamic artistic community, including the work of First Nations artists. Its growing collection represents the most comprehensive resource for art in British Columbia and is the principal repository for visual art produced in the region, as well as related works by other notable Canadian and international artists. The Gallery also places an emphasis on advancing scholarship through major publications and presents a multitude of public programs that offer new ways to consider art for visitors who come from throughout the region and from around the world.

In response to the significant growth in collections, exhibitions and attendance over the past decade, the Gallery announced in 2014 the selection of Herzog & de Meuron for the design of a new and expanded home in downtown Vancouver. The future facility will double the Gallery's current size and will be a vital catalyst for Vancouver, enhancing the city's cultural community and serving as a centre for cross-cultural dialogue and exchange in the visual arts.

The Vancouver Art Gallery is a not-for-profit organization supported by its members, individual donors, corporate funders, foundations, the City of Vancouver, the Province of British Columbia through the BC Arts Council, and the Canada Council for the Arts.

Image credits: (left) National Stadium, The Main Stadium for the 2008 Olympic Games, Beijing, China, © Herzog & de Meuron; (middle) Nouveau Stade de Bordeaux, Bordeaux, France, © Rodolphe Escher for arc en rêve centre d'architecture; (right) Pérez Art Museum Miami, Miami, Florida, USA, © Roland Halbe

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Images and interviews are available upon request.

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