

## The Vancouver Art Gallery Launches New Simplified Membership and Admissions Program

*New extended summer hours are also being rolled out by the Gallery*



*Uninvited: Canadian Women Artists in the Modern Moment, Member Hours, June 2022, Photo: Scott Little*

**June 29, 2022, Vancouver, BC** // *Traditional Coast Salish Lands, including the Musqueam (xwməθkwəyəm), Squamish (Sḵwxwú7mesh Úxwumixw) and Tsleil-Waututh (səllwətaʔ) Nations.*

Today, the [Vancouver Art Gallery](#) announces that on July 1, 2022, it will be launching a new and simplified membership and admissions program, which will offer the public **more access to more art, more often**. This new program will give audiences the flexibility to enjoy the benefits that are most important to them.

The Vancouver Art Gallery's streamlined membership program will have three levels to choose from:

- **Art Opens Access**, which offers unlimited visits to the Gallery for a full 12 months;
- **Art Opens Ideas**, which, in addition to unlimited visits to the Gallery for the next 12 months, provides a range of benefits designed to enhance your experience at the Gallery;
- **Art Opens Experiences**, which not only provides unlimited visits to the Gallery but allows you to enjoy a greater range of perks, including discounts on ticketed public programs and events, as well as access to a national museum reciprocal program, giving you access to museums across Canada.

Recently, the Gallery announced that all children and youth aged 18 and under will be able to visit for free over the next five years, thanks to a generous donation of \$1 million from the April 1 Foundation of Vancouver. Caregivers to persons with disabilities will also continue to receive free entry. As such, general admission to the Gallery will become the single price of \$29.

The Gallery continues to work with many community partners to make art accessible to all. Some examples include the Institute of Canadian Citizenship's Canoo pass, which offers complimentary admission to new Canadian Citizens, Permanent Residents and their immediate families; Access 2 cardholders, which provides complimentary admission to a support person for people of all ages and types of permanent disabilities; and discounted admission for post-secondary students through the Gallery's School Programs.

This summer, starting July 1, the Gallery will also be extending its hours on Thursday evenings, staying open late from 10 AM to 8 PM until September 5, 2022. These extended hours will come in addition to the Gallery's 12 to 8 PM hours on Tuesdays and Fridays.

Founded in 1931, the Vancouver Art Gallery is known for its innovative exhibitions, extensive public programs and emphasis on advancing research on historical and contemporary art from British Columbia and around the world. As the Gallery prepares to move to a new building, planned to open in 2027, it continues to strive to make art more accessible across the province. Since November 2021, the Gallery has raised more than \$20 million in private fundraising and over \$29 million in federal funding to support development of the new building.

For more information on the Gallery's new membership and admissions program, visit [vanartgallery.bc.ca](http://vanartgallery.bc.ca).

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### **About Vancouver Art Gallery**

Founded in 1931, the Vancouver Art Gallery is recognized as one of North America's most innovative visual arts institutions. The Gallery's adventurous exhibitions, extensive public programs, and emphasis on advancing research all focus on historical and contemporary art from British Columbia and around the world. Special attention is given to the accomplishments of Indigenous artists, as well as to those of the Asia Pacific region. The Gallery's exhibitions also explore the impact of images in the larger sphere of visual culture, design, and architecture.

The Vancouver Art Gallery is a charitable 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.

The Vancouver Art Gallery is situated on the ancestral and unceded territories of the x<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam), Skwxwú7mesh (Squamish), and səilwətał (Tsleil-Waututh) Nations, and is respectful of the Indigenous stewards of the land it occupies, whose rich cultures are fundamental to artistic life in Vancouver and the work of the Gallery. Learn more at [vanartgallery.bc.ca](http://vanartgallery.bc.ca).

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