



## 7th Floor Media

TIME Centre | Simon Fraser University | 7472 – 515 West Hastings St. | Vancouver, B.C. | V6B 5K3  
info@7thfloormedia.com | www.7thfloormedia.com | telephone 604 291 5272 | fax 604 291 5173

# MEDIA RELEASE

## 7th Floor Media recognized for Excellence in Culture, Lifestyle Arts at Canadian New Media Awards

**VANCOUVER (May 3, 2005)** – Vancouver-based multimedia research and development centre, 7th Floor Media at SFU has been selected as a finalist for the 2005 Canadian New Media Awards in the category of Excellence in Culture, Lifestyle Arts for its educational web site **Journeys & Transformations: British Columbia Landscapes**, created for the Royal British Columbia Museum in Victoria.

Journeys & Transformations: British Columbia Landscapes presents an integrated view of British Columbia's human and natural history, highlighting BC's unique landscapes: mountains, forests, waters, grasslands, and cities. Each section includes topics relating to the geography, natural history, and historical development of British Columbia, focusing on transformations that have affected its people, land, flora and fauna. The site also includes accounts provided by First Nations. The on-line exhibition is part of the ongoing Virtual Museum of Canada (VMC) project.

"We're very proud to have been recognized by our industry peers for this project," said Julie Zilber, co-director of 7th Floor Media. "It was a great opportunity to work with a rich collection of images and resources from the Royal British Columbia Museum."

Pauline Rafferty, CEO of the Royal BC Museum is also pleased about the award. "We're happy to see the site recognized both for its design and its content," said Rafferty. "These stories have been entrusted to the museum and we're very happy to be able to share them with the world in such a beautiful format."

"I am thrilled that our 5th year anniversary can profile such an incredible display of talent," said Adam Froman, Executive Producer of CNMA and President and CEO of Delvinia.

The Royal BC Museum's Virtual Museum of Canada project, Journeys & Transformations: British Columbia Landscapes can be visited at: [www.royalbcmuseum.bc.ca/exhibits/journeys/english/index.html](http://www.royalbcmuseum.bc.ca/exhibits/journeys/english/index.html).

Winners of the 2005 Canadian New Media Awards will be announced on May 30th at The Carlu in Toronto. For more information about the awards, visit [www.cnma.ca](http://www.cnma.ca).

### About 7th Floor Media

A non-profit multimedia research and development centre in the Faculty of Education at Simon Fraser University, 7th Floor Media has an eighteen-year record of creating outstanding educational and cultural new media experiences. Visit [www.7thfloormedia.com](http://www.7thfloormedia.com).

### About the Royal British Columbia Museum

The Royal BC Museum is the only organization in the world dedicated specifically to the preservation of, and education about, the human and natural history of British Columbia.

### Media contacts:

Megan Frazer, External Liaison  
7th Floor Media  
Tel: 604-291-5285  
Fax: 604-291-5173  
Email: [megan@7thfloormedia.com](mailto:megan@7thfloormedia.com)

Chris Higgins  
Media Relations Coordinator  
Marketing and Communications  
Royal BC Museum  
Phone: 250-387-2101  
Email: [cahiggins@royalbcmuseum.bc.ca](mailto:cahiggins@royalbcmuseum.bc.ca)

Tannis Wengel, Co-Producer,  
Canadian New Media Awards  
Direct line: 905-598-2544  
Email: [info@cnma.ca](mailto:info@cnma.ca)