

NATIONAL HISTORIC SITE

BRITANNIA MINE MUSEUM

For immediate release

Britannia Mine Museum is Recipient of Prestigious International TEA Thea Award for BOOM! Mill Show

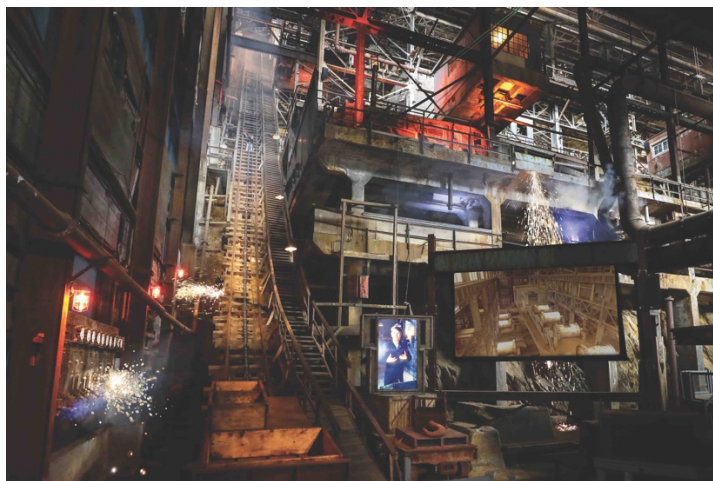


Photo: Britannia Mine Museum's BOOM! Mill show is the recipient of the prestigious TEA Thea Award for Outstanding Achievement (Museum Experience, Limited Budget category).

Britannia Beach, BC, Canada (November 17, 2021) – The **Britannia Mine Museum** is pleased to announce that its **BOOM! Mill Show** has won a prestigious TEA Thea Award for Outstanding Achievement (Museum Experience, Limited Budget category) announced at the International Association of Amusement Parks and Attractions (IAAPA) Expo 2021 in Orlando, Florida.

Other award honorees include Universal Studios Japan's Super Nintendo World, and Universal Studios Hollywood's The Secret Life of Pets: Off the Leash!. Last year in 2020, the National Geographic Museum in Washington, DC received this award in the same category for their "Becoming Jane: The Evolution of Dr. Jane Goodall" exhibition.

"We are most honoured to receive this award for our BOOM! Mill show, especially amongst such renowned international attractions like Universal Studios and Disneyland Resorts," says **Cheryl Hendrickson, Executive Director of the Britannia Mine Museum**.

BOOM! is the Britannia Mine Museum's live-action, multi-sensory special effects story-telling experience that brings the historic 98-year-old Mill No. 3 building, a National Historic Site, back to life. The theatrical spectacle transports visitors back in time to the 1920s when the Mine was booming as the largest copper producer in the British Commonwealth. The show shares the magical story of the awe-inspiring 20-storey architectural marvel as one of North America's last gravity-fed concentrator mills, as it processed precious minerals from the ore extracted from the mine.

"Our BOOM! Mill show is the culmination of a multi-year journey from inspiration to completion between the Museum's staff and our Board of Directors," says **Leonie Tomlinson, Chair of the Britannia Mine Museum Board of Directors**. "This wouldn't have been possible without the support and contribution of our Mining Industry, the Government of Canada, the Province of BC, as well as community partners who have all helped enable us to share the stories, history and significance of Britannia with the world."

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Interesting facts about **BOOM!**:

- The Museum preserved the original “skip”, a 3-tonne rail car that transported equipment up and down the 20-storey Mill.
- A new mock-skip was built out of raw steel to mimic the weight and movement of the original rail car, which was then set decorated and transformed to an authentic, vintage-looking Museum piece.
- The Museum’s own archive collection of images, blueprints and documents was used to research the show for accuracy about equipment and processes.
- More than 30 point-sourced speakers are used to create an atmospheric soundscape
- Sound levels are mixed to the same decibel levels as an IMAX theatre, taking advantage of the Mill’s natural acoustics that have been compared to Carnegie Hall.
- More than 130 artists, designers, trades, technicians, and engineers were involved in creating this unique one-of-a-kind immersive storytelling experience.

BOOM! includes collaborations with show designer and producer [Vista Collaborative Arts](#) as well as [Dynamic Attractions](#) from Port Coquitlam, BC.

[Dynamic Attractions](#), whose international projects include rides at theme parks such as Universal Studios and Disney, engineered and fabricated the Museum’s movable skip for the Mill show which demonstrates how mining equipment was hauled up and down the 20-storey Mill building. The skip set was decorated by [Bold Creative](#) and [3DS](#) and transformed to an authentic, vintage-looking Museum piece that fit with the atmosphere of the historic Mill building and engineered to thrill audiences.

[Vista Collaborative Arts](#), BOOM!’s show designer and producer has produced themed attractions around the world including creating the immersive production *The Sleeping Giant* for the Museo del Acero in Monterrey, Mexico. Vista Collaborative Arts brought a team of talented film producers, lighting, sound and special effect experts from across Canada, many of whom work with IMAX and Cirque du Soleil.

“We are a small but mighty Museum located along the scenic Howe Sound waters of British Columbia between Whistler and Vancouver,” **continues Hendrickson**. “We not only entertain visitors as a tourist attraction with our underground mine train, exhibits, and gold panning, but we also educate them about Britannia’s 70-year mining history, its environmental remediation of Howe Sound, and stories of the more than 60,000 people who came to work and live at Britannia from all over the world.”

The Thea Awards were founded in 1994 by the Themed Entertainment Association (TEA), a global non-profit serving the visitor attractions industry, rewarding excellence for the creation of compelling educational, historical and entertainment projects, and bringing recognition to achievement, talent and personal excellence within the themed entertainment industry. The themed entertainment industry touches all genres of visitor attractions, internationally - including destination theme parks and waterparks, regional theme parks, museums, visitor centers, resorts, parades, immersive experiences and spectaculars.

The 28th Annual Thea Awards Gala will be held April 23, 2022 at the Disneyland Hotel in Anaheim California.

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About TEA:

The TEA (Themed Entertainment Association) is an international nonprofit membership association for the creators of compelling places and experiences. TEA was founded in 1991 and is based in Burbank, California. TEA presents the annual Thea Awards and the TEA Summit and hosts the annual SATE Conference series. TEA also produces a variety of print and electronic publications, including the highly respected international industry resource, the TEA/AECOM Theme Index. [Click here for more about TEA.](#)

About the Thea Awards:

The [Thea Awards](#) were created by the Themed Entertainment Association (TEA) to help realize a key mission of the association: bringing recognition to achievement, talent and personal excellence within the themed entertainment industry. From a modest beginning in 1994, the Thea Awards have become internationally recognized as a symbol of excellence. Tickets will go on sale in late 2021 to attend the black-tie 28th Annual Thea Awards Gala, which will be held April 23, 2022 at the Disneyland Hotel, Disneyland Resort, Anaheim California USA. (The Gala is preceded by the TEA Summit conference, April 21-22, which includes Thea Case Studies.)

About Britannia Mine Museum:

The Britannia Mine Museum is a mining legacy site and a vibrant, internationally recognized education and tourist destination located between Vancouver and Whistler on the Sea-to-Sky highway. It is a National Historic Site and a non-profit organization encouraging mining awareness through entertaining, experiential education programs and exhibits, important historic collection preservation and insightful public engagement that allows guests to leave with a better understanding of mining in BC; past, present and future. www.britanniainemuseum.ca

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