

# zero one design

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## NEWS RELEASE

### ZERO ONE DESIGN SELECTS THE “ECLECTIC” VANCOUVER POLICE MUSEUM FOR THEIR POPULAR “SPONSOR A MUSEUM” PROGRAM

*After evaluating 31 applications from museums across Canada, Zero One Design of Victoria BC congratulates the Vancouver Police Museum on being selected in the Sponsor a Museum program which will upgrade their online presence, collection management system, and website.*

<<June 9, 2009. VICTORIA & VANCOUVER BC, CANADA.>> Zero One Design of Victoria, British Columbia, is pleased to announce the Vancouver Police Museum has been selected in their *Sponsor a Museum* program for 2009. The museum, dedicated to portraying the history of lawlessness and law enforcement in Vancouver will work with Zero One to expand and renew their online presence and collection management system.

The Vancouver Police Museum is already considered a cutting-edge user of technology with an up-to-date [blog](http://www.vancouverpolicemuseum.ca/weblog/) ([www.vancouverpolicemuseum.ca/weblog/](http://www.vancouverpolicemuseum.ca/weblog/)), an informative [website](http://www.vancouverpolicemuseum.ca) ([www.vancouverpolicemuseum.ca](http://www.vancouverpolicemuseum.ca)), and the active use of social marketing tools such as Twitter, Facebook and Flickr. “We’re thrilled to be selected this year,” said Chris Mathieson, Executive Director of the museum. “This sponsorship will let us continue to find new ways to use technology and take advantage of opportunities we could not afford on our own.”

The *Sponsor a Museum* program offers one Canadian museum the chance to take their museum—whether it be via their website, online gallery, or collection management tools—to the next level with the assistance, skills and grunt work from the self-confessed museum tech “geeks” at Zero One Design. “We have been working exclusively with museums, galleries and cultural institutions for twelve years, and we enjoy sharing what we’ve learned,” explains David Alexander, CEO of Zero One Design. “The Vancouver Police Museum has an incredibly diverse and eclectic collection. We’re keen to find new ways to share it with the public online.”

Thirty-one applications were received from museums across Canada, wanting to take part in *Sponsor a Museum*. Each application was reviewed by an independent panel of museum advisors. “Our advisors had a hard time deciding. It seems as if most museums have a website now, but everyone wants to spotlight their collections more effectively online,” notes Alexander. (To support this desire, Zero One is launching an online collection management system for museums, galleries and private collections this fall. For details visit [www.arbutuspro.com](http://www.arbutuspro.com))

Watch for the final results of the *Sponsor a Museum* program to be unveiled on both [www.vancouverpolicemuseum.ca](http://www.vancouverpolicemuseum.ca) and [www.zeroonedesign.ca](http://www.zeroonedesign.ca) in 2010.

#### About Zero One Design

Founded in 1997, Zero One Design has made a name for itself guiding cultural institutions into the world

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of new media. Composed of three partners, the company has carved out a niche creating experience-rich websites for the culture and educational sectors that focus on telling the compelling stories that these institutions have to offer. Watch for their launch of a new open source online collection management system for museums this fall. For details visit: [www.zeroonedesign.com](http://www.zeroonedesign.com) and [www.arbutuspro.com](http://www.arbutuspro.com).

## **About the Vancouver Police Museum**

The Vancouver Police Museum is a small non-profit museum dedicated to portraying the history of the Vancouver Police Department. Established in 1983 and operated by the Vancouver Police Historical Society, the museum collects, preserves and interprets the history of the Vancouver Police Department and its context within policing in Vancouver, provides a resource for those examining the role of the Vancouver Police Department across time and across cultures, and provides educational opportunities to explore the science of police work. It is located in the former [Coroner's Courtroom](#) at 240 E. Cordova Street in Vancouver (a designated heritage building) and is open to the public. Visit: [www.vancouverpolicemuseum.ca](http://www.vancouverpolicemuseum.ca)

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