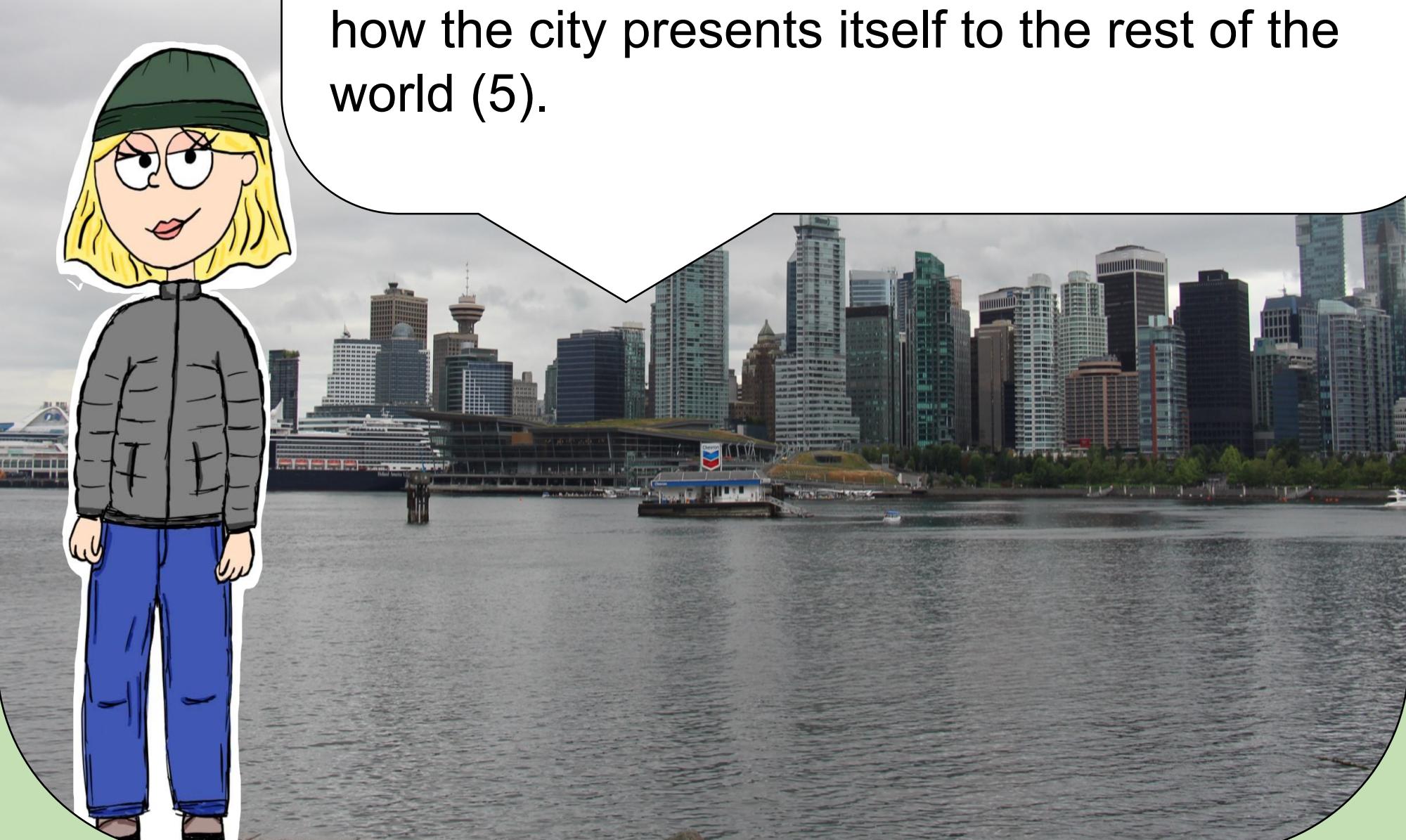


„Big- Better- Cascadia“

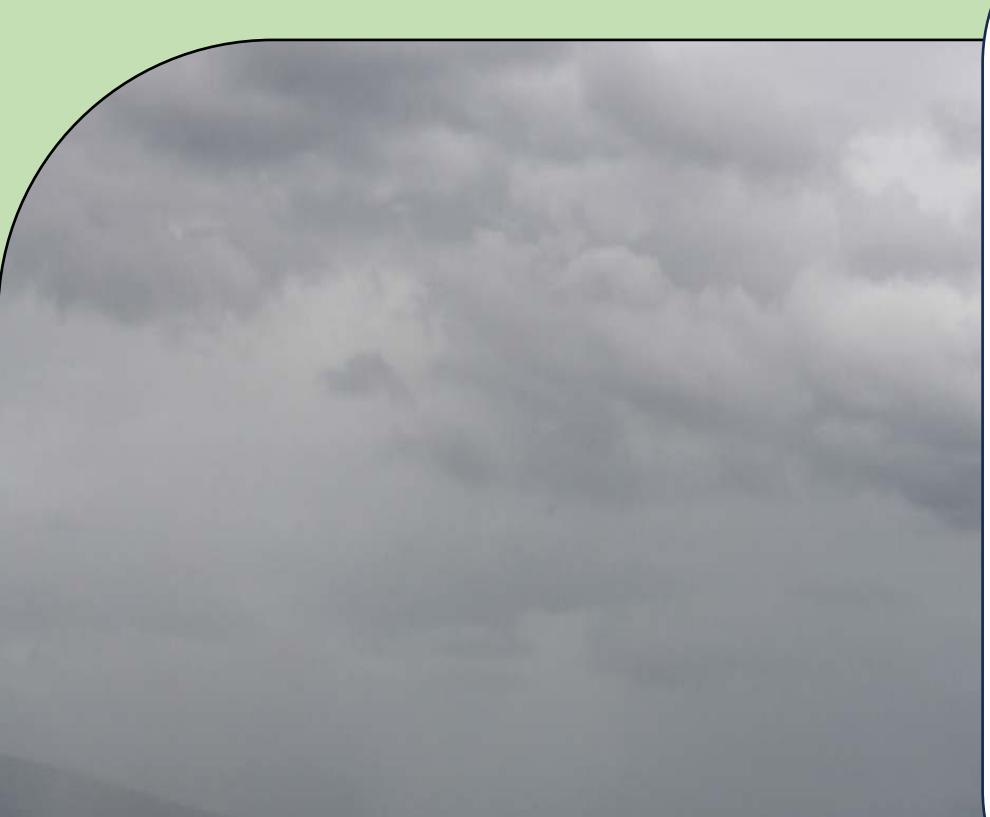
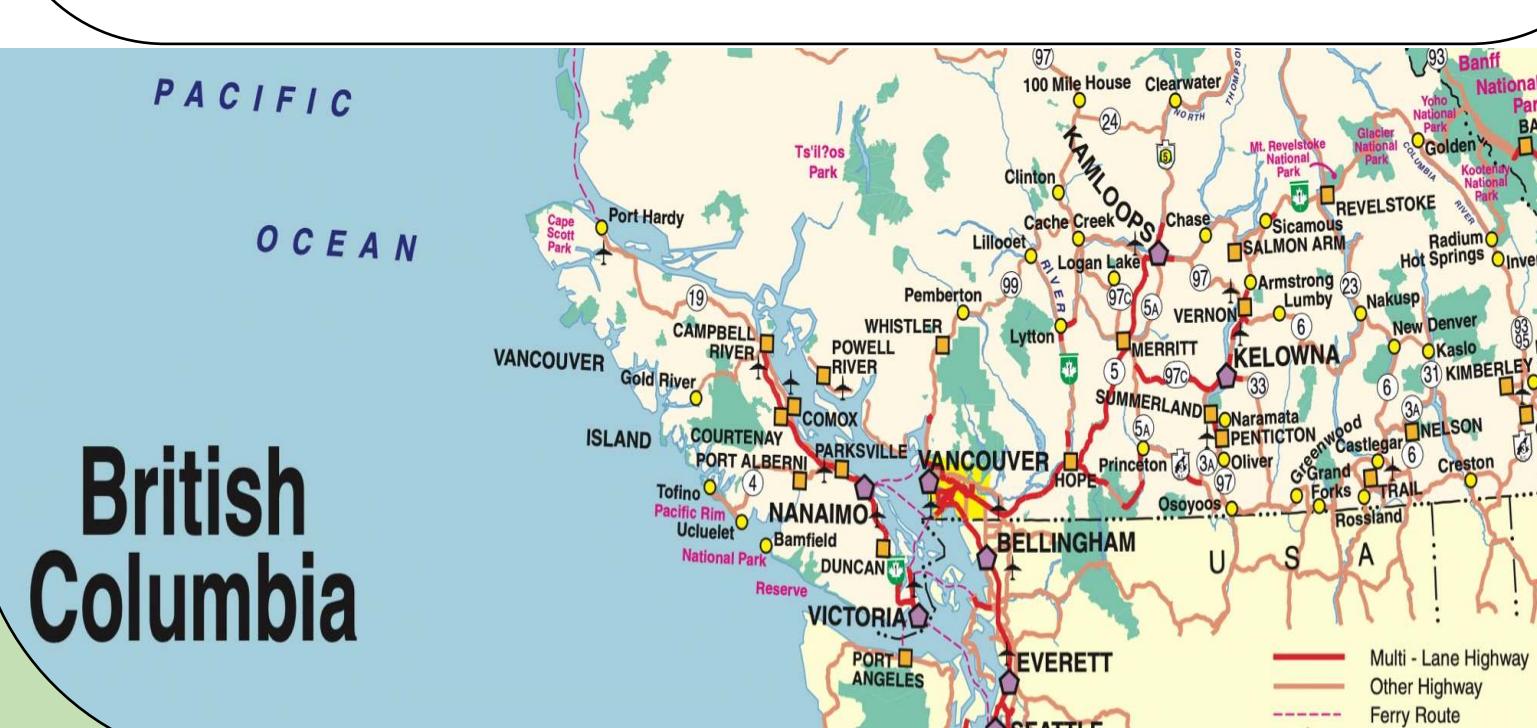
(5)

Lifestyle- and Outdoor-Trends in Vancouver

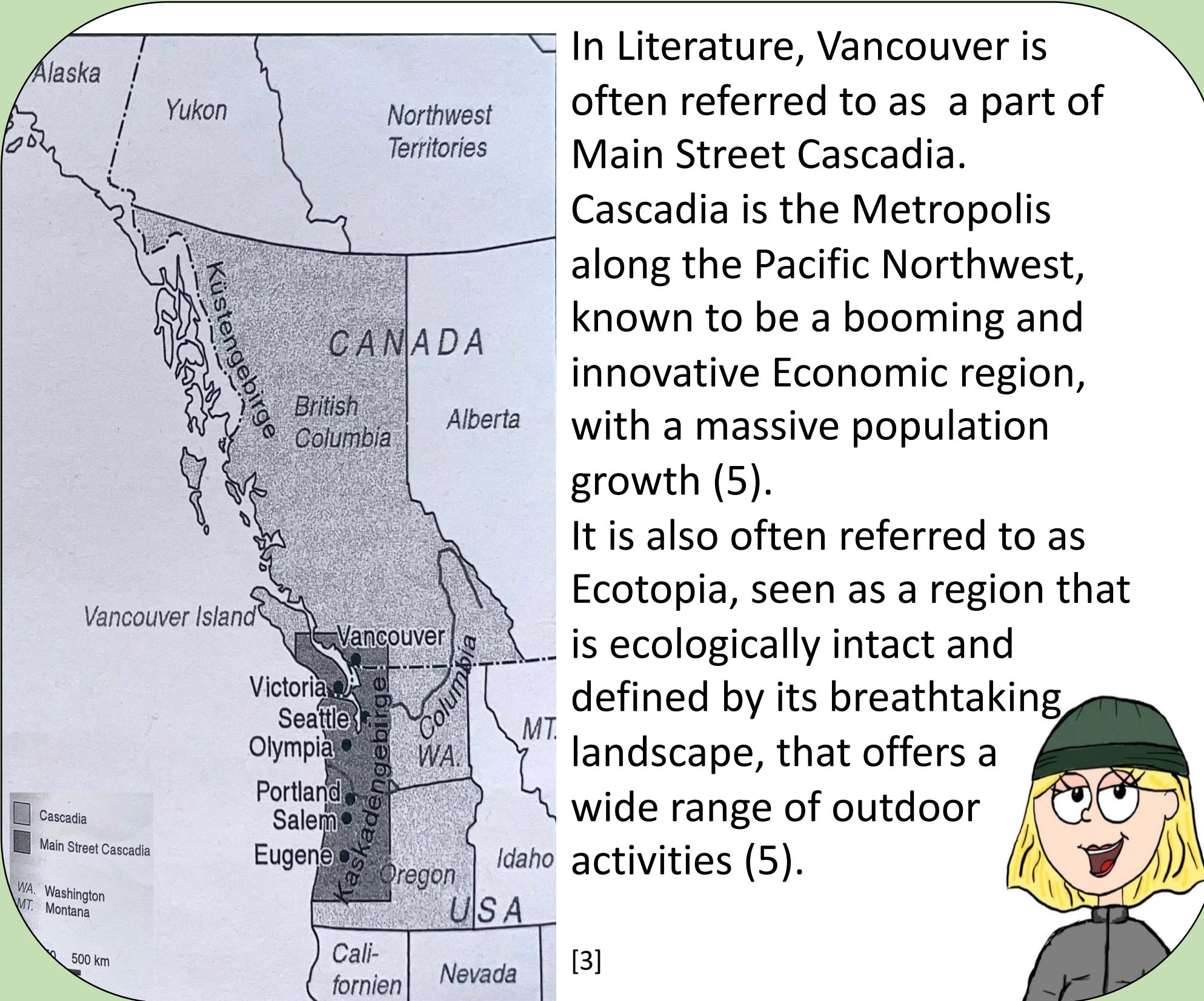
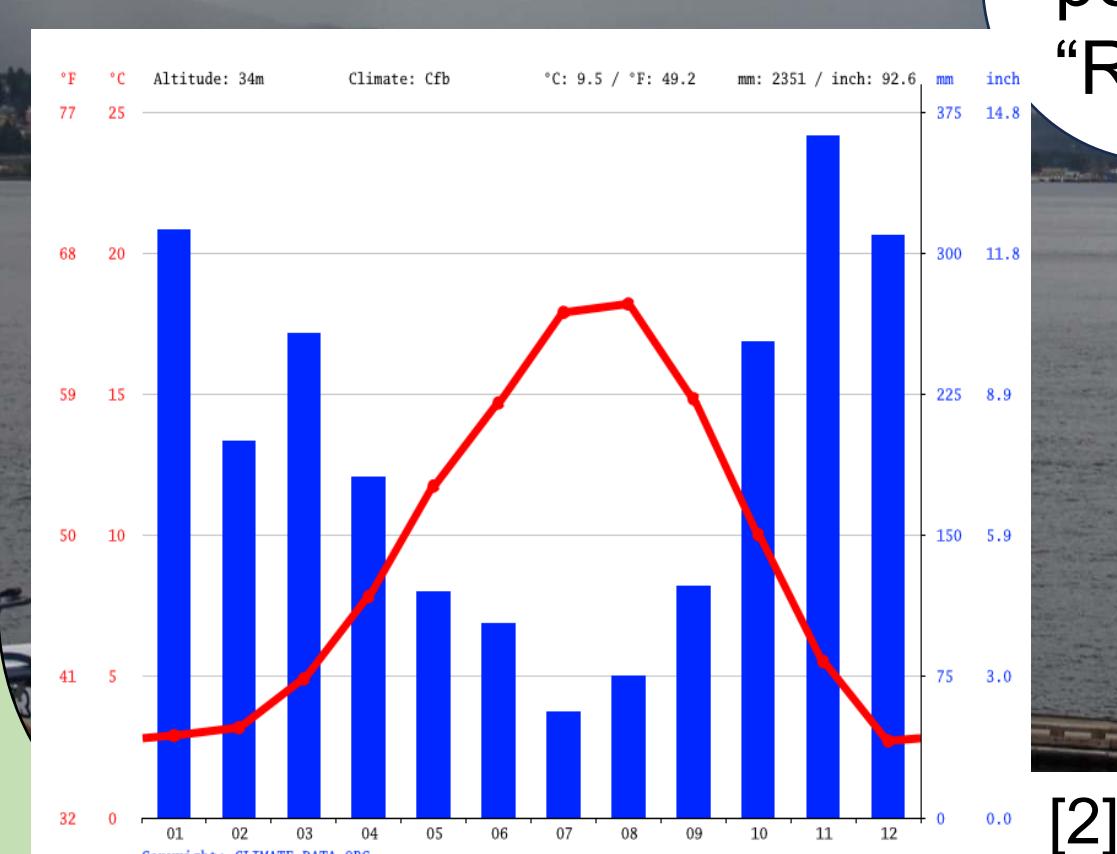
Welcome to beautiful British Columbia. I am Tilly and I was born and raised in Vancouver, Canada. Vancouver is known for being a vibrant, livable, green city with its plant life, waterways, wildlife and mountains (1). Let me take you along on a journey of what it is like growing up and living in this city and how the city presents itself to the rest of the world (5).



Vancouver is located on the West Coast of Canada and has a Population of 2,642,825 people (4). The City of Vancouver is on the far-western portion of the Peninsula extension of the Fraser river delta. The River flows into the Pacific Ocean, separating Vancouver Island from the mainland, in the Strait of Georgia (2). Located 38 kilometers south of Vancouver is the Canada-U.S. border (2).



Vancouver's climate is very hospitable and mild all year around, since it is protected by the range of mountains and warmed by the Pacific Ocean current (3). Vancouver's annual precipitation can reach up to 5000mm, therefore people often refer to it as "Raincouver" (5).



In Literature, Vancouver is often referred to as a part of Main Street Cascadia. Cascadia is the Metropolis along the Pacific Northwest, known to be a booming and innovative Economic region, with a massive population growth (5). It is also often referred to as Ecotopia, seen as a region that is ecologically intact and defined by its breathtaking landscape, that offers a wide range of outdoor activities (5).



Our love for sports made our hearts beat fast in 2010 when the Olympics were hosted in Vancouver. The games mainly took place in Whistler and in other locations around the city (8). Whilst Olympic games are often associated as something positive and benefiting (8), negative effects were seen in marginalized communities (9). The East side was seen as a gathering site for international media and a pass through on the way to the Olympic sights in Whistler. Seeing marginalized youth on the streets wouldn't have been a good representation of Vancouver, so the city wanted to get rid of them (8). The Government passed a act to "clear the streets" of homeless people, which many thought was very controversial and only referred to it as the "Olympic kidnapping act" (8).

I love all activities that are outdoor, no matter if it is:



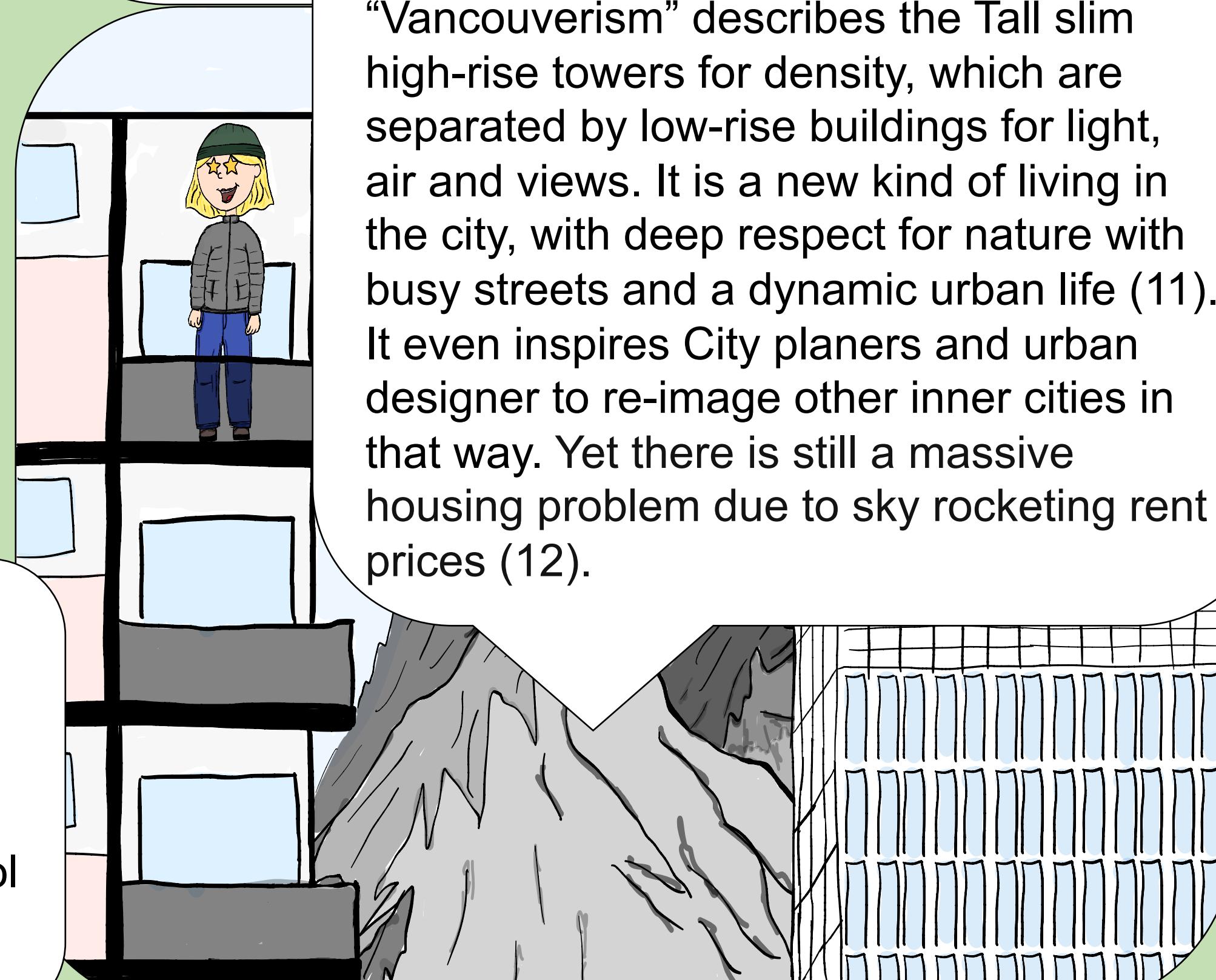
Mountain biking, flyfishing or gardening (7).



Vancouver stages itself as a Lifestyle Metropolis (5), therefore it just perfectly suits the city, that it is often revered to as "Hollywood North" (5). Being a good location for film production, because of the city's diverse scenery (9), with movies like Deadpool or popular shows like Riverdale, filmed there (10).

Vancouver does not only look good behind the camera but also in real life. The city is known for its skyline.

"Vancouverism" describes the tall slim high-rise towers for density, which are separated by low-rise buildings for light, air and views. It is a new kind of living in the city, with deep respect for nature with busy streets and a dynamic urban life (11). It even inspires City planners and urban designer to re-image other inner cities in that way. Yet there is still a massive housing problem due to sky rocketing rent prices (12).



Vancouver and Cascadia is often seen as very open minded, LGBTQ+ friendly and diverse place (5,13). Vancouver is home to the national Q Hall of Fame, devoted to recognizing LGBTQ activism. David Village is the center for the queer community, with diverse festivals all year round (14).



The City is birthplace of several companies like Arcteryx, Lululemon, as well as home to several small niche businesses (5,15). Across the province the craft brewing industry has experienced outstanding growth and expansion, becoming home to several micro-breweries, that hopped on the bandwagon of craft brewing (16). It's such a big thing in BC that there is a "BC Ale Trail", taking you along scenic mountain bike or hiking trails and bringing you to a local craft brewery (17).

