

For Immediate Release



BC Achievement
Sam Carter Award
Applied Art + Design

BC ACHIEVEMENT FOUNDATION CELEBRATES THE RECIPIENTS OF THE 21st ANNUAL SAM CARTER AWARD IN APPLIED ART + DESIGN

xʷməθkʷəy̓əm (Musqueam), Skwxwú7mesh (Squamish) and səliłwətał, (Tseil-Waututh) / Vancouver, BC (August 19, 2025): The [BC Achievement Foundation](#) announces the recipients of the 21st annual [Sam Carter Award in Applied Art + Design](#). The award program honours British Columbians who excel in creating functional art and design, advancing the dialogue on its importance and impact in our lives.



“The 2025 recipients of the Sam Carter Award in Applied Art + Design exemplify a visionary approach to design that unites beauty, utility, and impact,” said Walter Pela, Chair of the BC Achievement Foundation. “Their work honours the legacy of this award by pushing boundaries and enriching our cultural landscape through innovation.”

The Sam Carter Award in Applied Art + Design program showcases inspiring examples of functional art that enhance everyday life while contributing to the province’s creative economy. Awardees represent exceptional achievements across a variety of disciplines, including furniture, textiles, jewellery, ceramics, glass, fashion, and industrial design.

The 2025 recipients are:

- **Bettina Mueller Reichl** – Vancouver
- **Mario Pao** – Vancouver

Judson Beaumont Emerging Artist:

- **Tyler James Goin** – Vancouver

Award of Distinction:

- **Russell Hackney** – Bowen Island



The 2025 recipients are selected by an independent jury, including [Dr. Trish Kelly](#), President of Emily Carr University of Art + Design, [Anicka Quin](#), Editor-in-Chief of Western Living magazine, and [Jeff Martin](#) of Jeff Martin Joinery, 2020 recipient. Advisors to the jury are Ron Kong, craft advocate and Toby Barratt, Propellor Design, 2010 recipient.

Recipients will be celebrated at a **ticketed award presentation and exhibition reception** on November 25, 2025, at the Roundhouse Community Arts & Recreation Centre in Vancouver. The evening will feature two short films highlighting each recipient's creative accomplishments and will be amplified through the online campaign **#shinethelightbc**.

BC Achievement is also honoured to present a **combined exhibition** featuring the 2025 recipients of both the Sam Carter Award in Applied Art + Design and the Polygon Award in First Nations Art. This **free, public exhibition** will be held at the Roundhouse from **November 18 to November 25, 2025**.

Interviews with BC Achievement Foundation representatives and award recipients are available upon request. A media kit, including awardee bios and high-resolution images, can be found [here](#).

For more information about the BC Achievement Foundation or the Sam Carter Award in Applied Art + Design program, please visit www.bcachievement.com.

The BC Achievement Foundation extends its gratitude to community partners [Denbigh Fine Art Services](#) and [The Roundhouse](#), whose support is instrumental in elevating excellence through the Sam Carter Award in Applied Art + Design program.

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About BC Achievement

BC Achievement is an independent foundation established in 2003 that celebrates the spirit of excellence in our province and serves to honour the best of British Columbia. In addition to the Applied Art + Design Award, the organization presents several established programs, including the Indigenous Business Award, the Polygon Award in First Nations Art, the Community Award and in partnership with the Office of the Lieutenant Governor, the BC Reconciliation Award. By recognizing the accomplishments of our province's entrepreneurs, artists, community leaders, youth and volunteers, BC Achievement's award programs pay tribute to exceptional people, doing exceptional work, while carving a path forward for others to follow.
www.bcachievement.com

The 2025 recipients exemplify BC Achievement's mission to celebrate excellence, share success, and inspire change. The foundation is honoured to share their stories, aligning with its ongoing commitment to recognize and elevate outstanding creative achievement.

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