

Pierre Berton Heritage Centre

Media Wall Content Presentation

Task Force Meeting February 13, 2018

Media Brief - Overview

VISITOR EXPERIENCE:

- Visitors encounter three (3) 60-inch panoramic monitors with an attract “home screen” offering six (6) possible selections to choose from.
- The visitor will select via a button system on a graphic panel below the monitors.
- After making a selection, the visitor will be offered the chance to explore the choice in more detail.
 - A transition screen will take the viewer into the event that they have just selected
 - Once the event plays on its loop, it will fade to black and revert back to the home/main screen
 - Once a visitor has selected a video, the entire video will play. It will not be possible to select another video while the first selection is being played.
 - All videos will have open-captioning for visitors with hearing loss

Media Brief – Overview (cont'd)

INTERFACE:

Exhibit Mode:

When the facility is open to the public, the system will be turned on, and a default attract screen will play across all three screens (when the wall is not in use) with a prompt asking the visitor to push a button below the monitors to activate one of the stories.

Event Mode:

When the facility is open for an event rental (conference, wedding, etc.), the computer and centre monitor will be available for use for presentations in PowerPoint, PDFs, etc. Access will be via a portal with USB ports.

The systems will have a shut off option, accessible to City staff, to ensure that the video system is only on when the building is open for an exhibit or rental event.

Media Brief – Overview (cont'd)

VIDEO DETAILS:

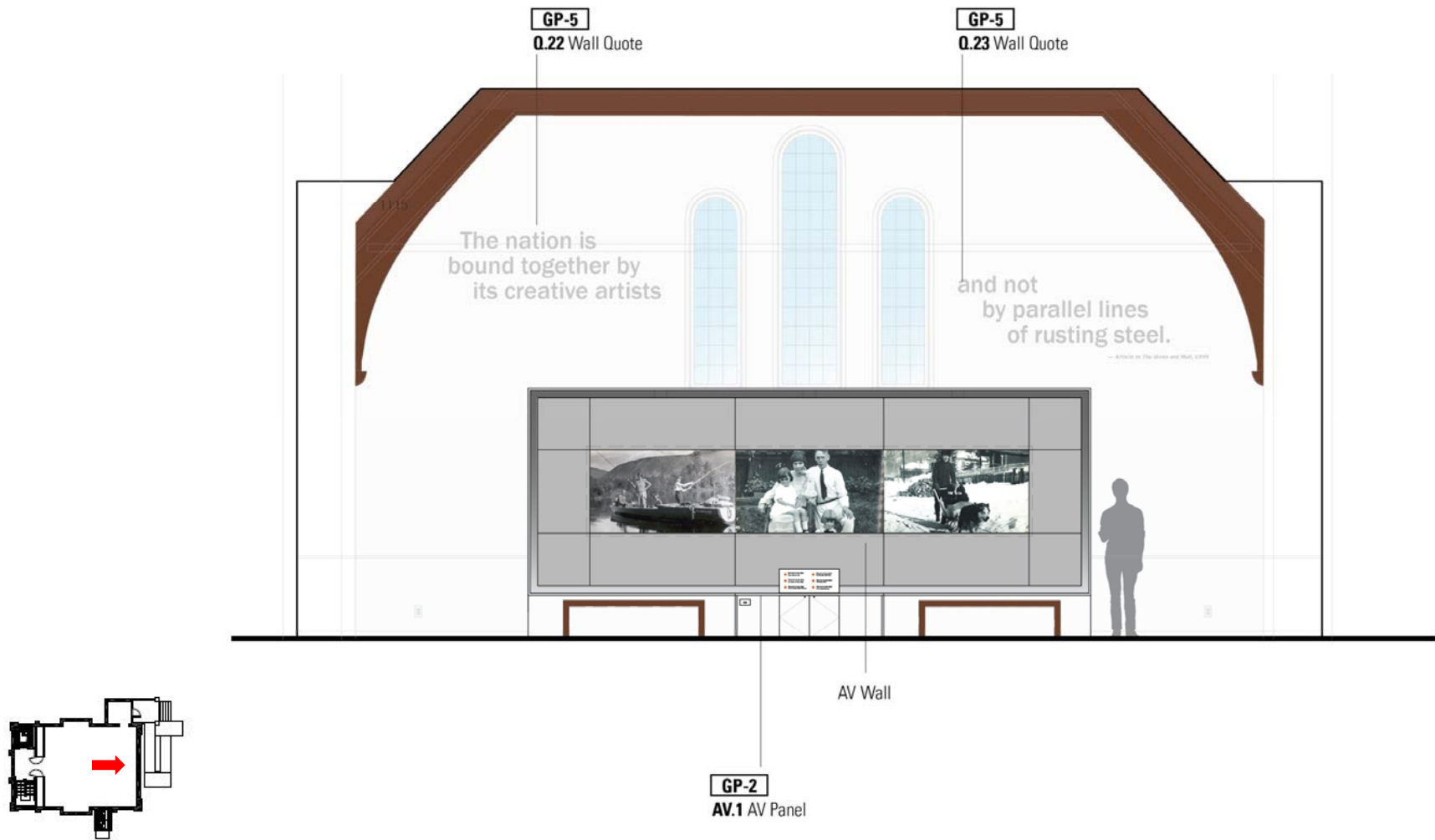
- Each segment will be +/- approximately 1.5 to 3.5 minutes long
- A voice-over will narrate the event
- Historical images will run in the background, coinciding with the narrated script
- Additional on-screen graphic text will highlight key script content

Media Wall - Temporary Display Rendering



Reich+Petch Design International / Christine Lockett Associates / The Design Foundation

Media Wall - Exhibit Mode

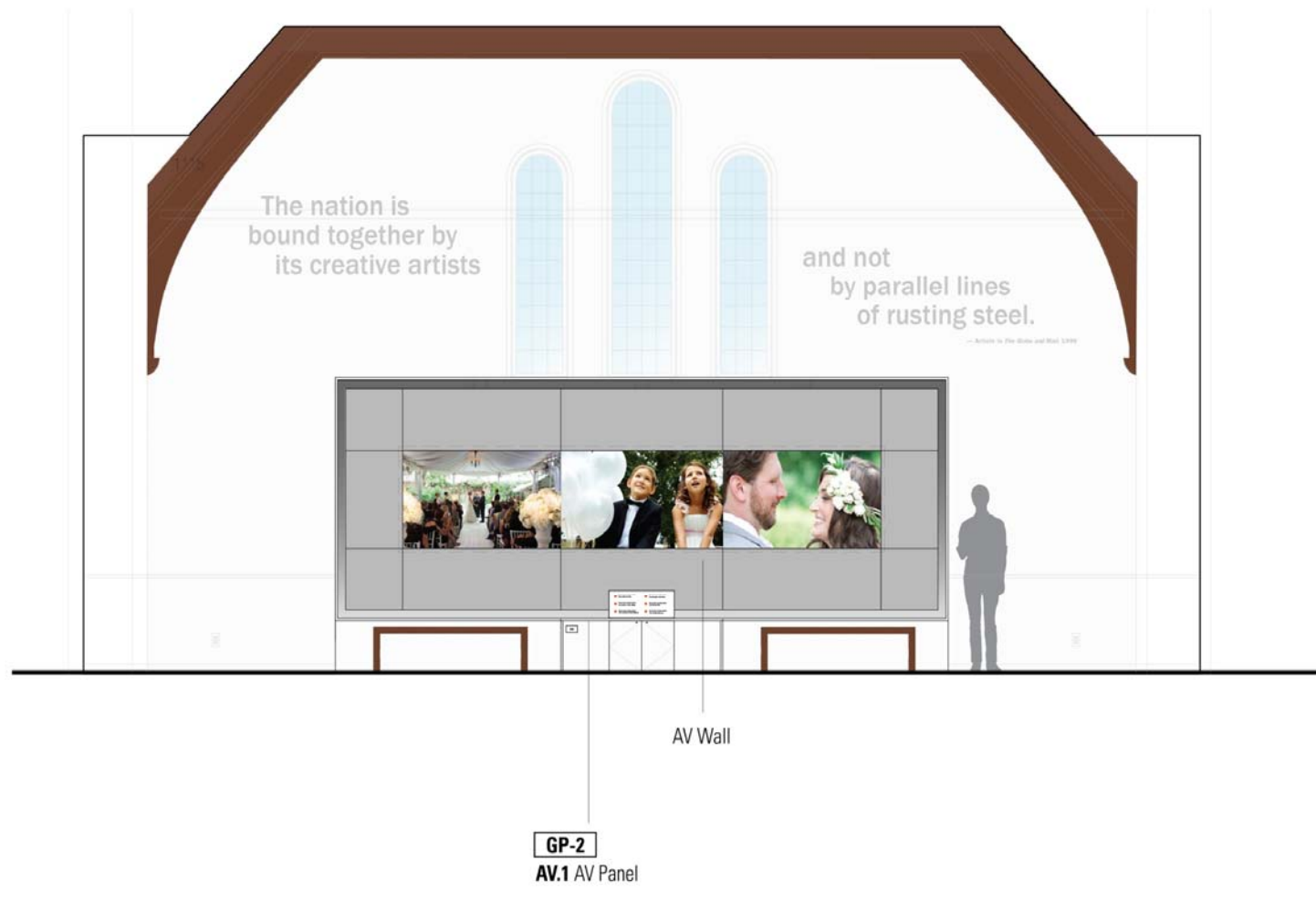


Media Wall - Event Mode Rendering



Reich+Petch Design International / Christine Lockett Associates / The Design Foundation

Media Wall - Event Mode



Media Brief – Content Overview

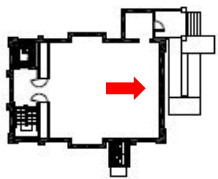
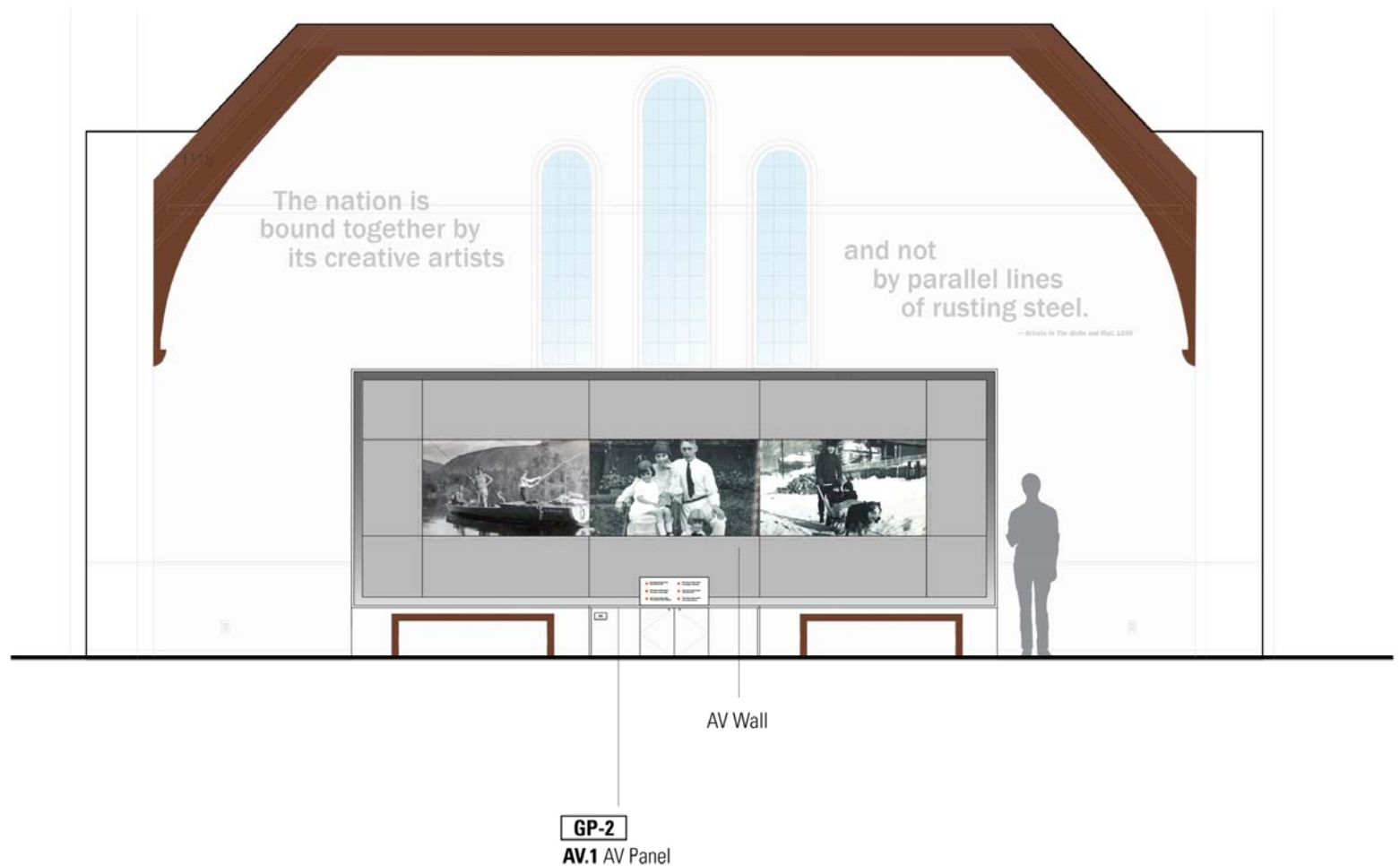
INTENT:

1. Introduce visitors to the biography of Pierre Berton, including his work as a broadcaster and journalist, his family life, and as a long-time resident of Kleinburg
2. The second is to present selected highlights of Canadian history, to bring that history to life. The highlights selected are:
 - The Battle of Vimy Ridge
 - The Canadian Pacific Railway
 - The Klondike Gold Rush
 - The Korean War
 - The Franklin Mystery

Most scripts will be based entirely on quotations from Berton's lively prose.

Media Wall - PB Biography

“In a sense, Kleinburg is Canada in microcosm. The country learns to know and to appreciate itself through scores of similar village projects begun in 1967.” – PB



Media Brief -Content Summary

Pierre Berton Biography:

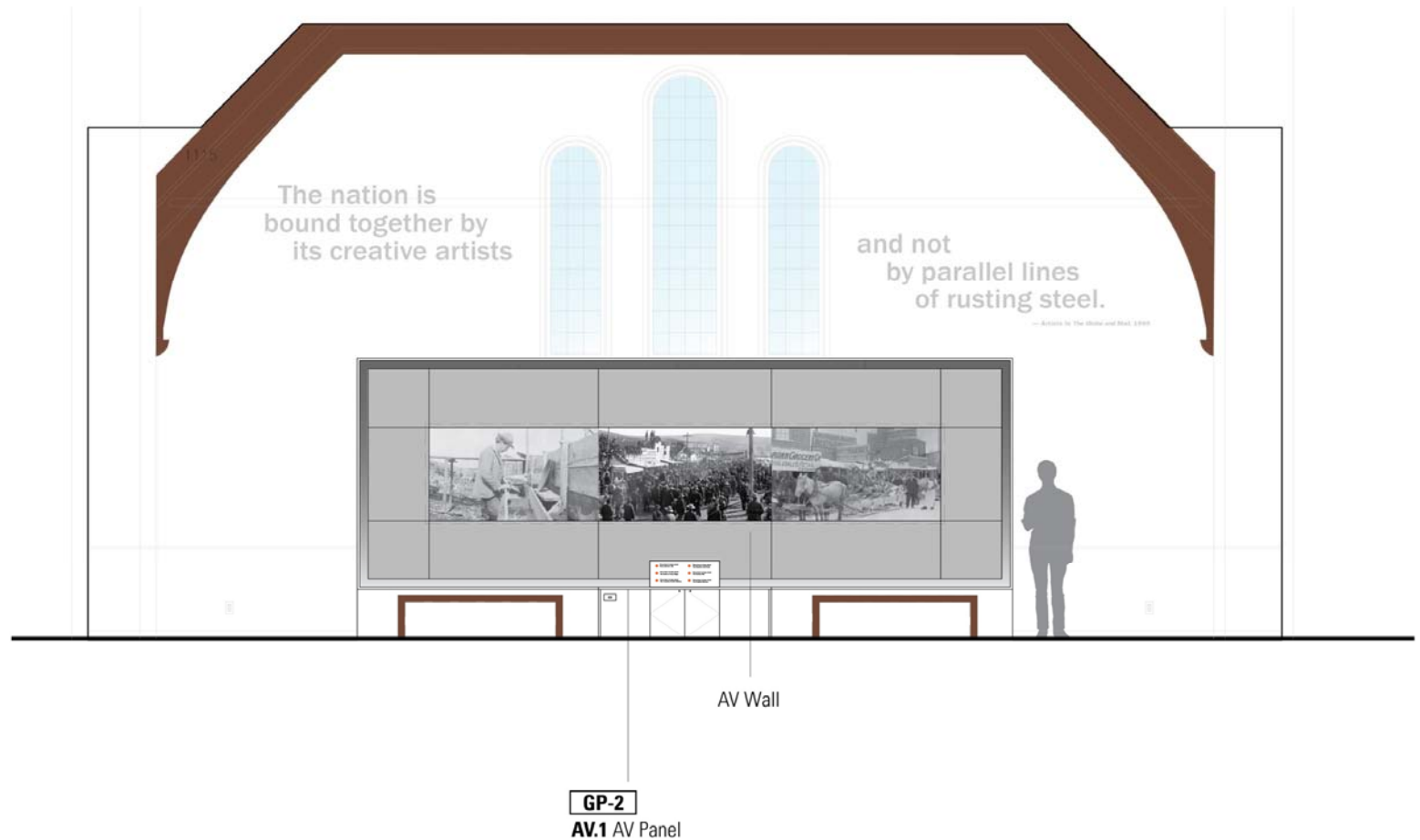
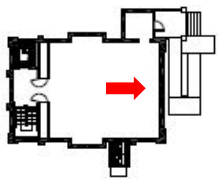
- fast-paced narrative (likely using graphic animation and limited voiceover) of main career events, including: short quotations from autobiographies, still images, short video clips from TV programs/interviews of PB on TV, quotations from PB's books and articles
- Arranged chronologically, on-screen text and narration will call attention to recurring threads in his work:
 - In his historical books, a determination to dispel the myth that Canadian history is boring by writing in dynamic prose about extraordinary events and people
 - In his journalism, other books, and career as a broadcaster, engaging in cogent criticism of life in Canada in the 20th century. And, from time to time, simply having some fun talking about his love of cats or how to cook the perfect breakfast.



Media Wall - Klondike Gold Rush

***“So infectious
was the Klondike
epidemic that the
flimsiest rumour
served to send
hundreds dashing
to the farthest
corners of the
northern
hemisphere.”***

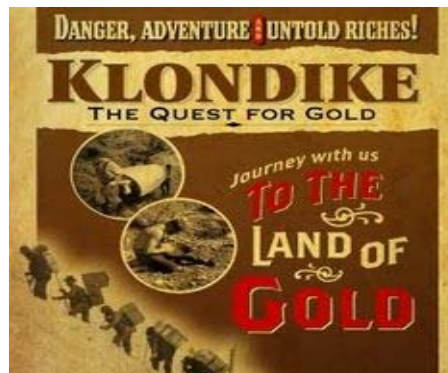
– PB



Media Brief – Content Summary

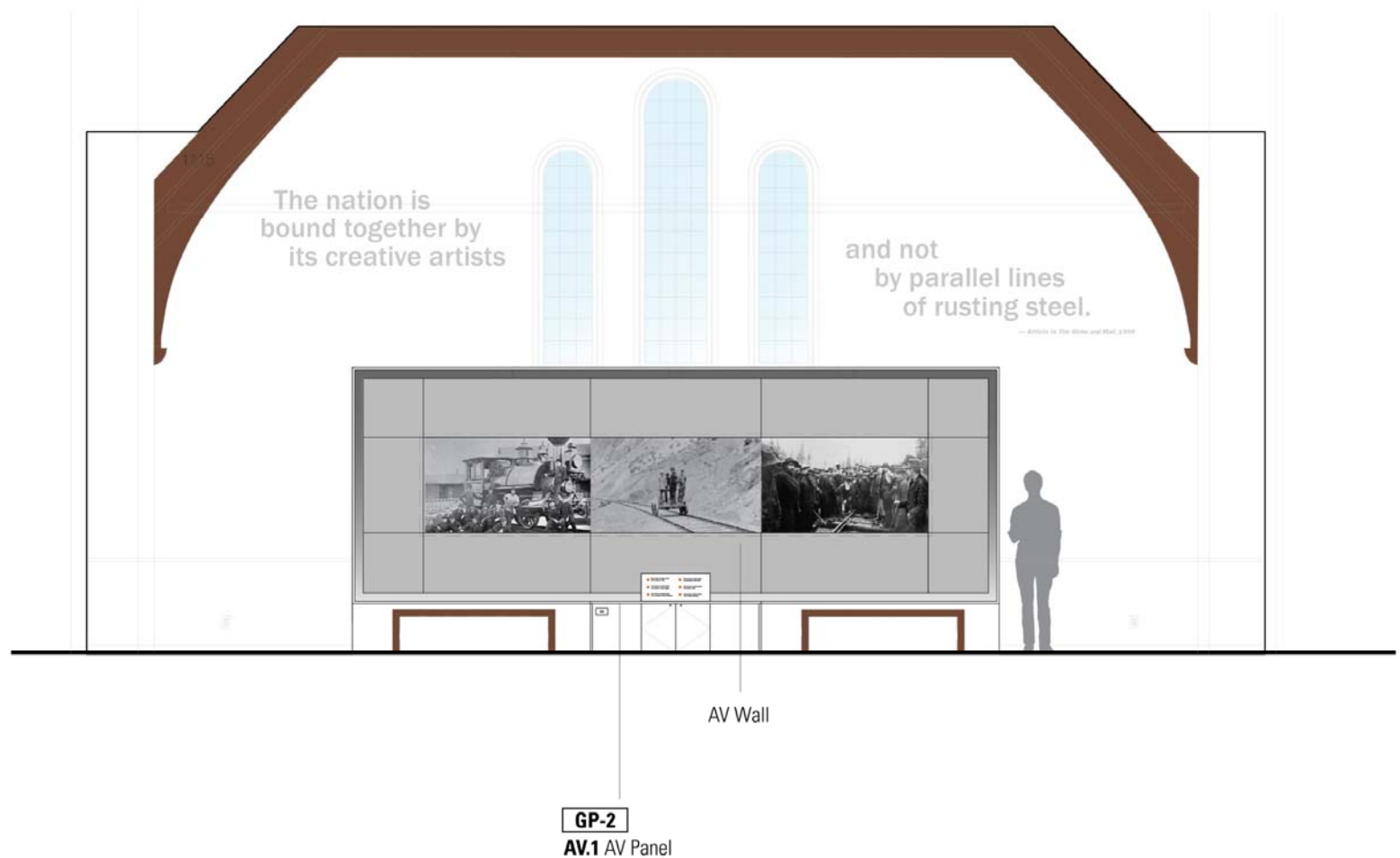
The Klondike Gold Rush:

- The Klondike stampede was, in Berton's words, "So infectious...that the flimsiest rumour served to send hundreds dashing to the farthest corners of the northern hemisphere"
- The script, based on quotations from Berton's *Klondike: The Last Great Gold Rush, 1896-1899*, will introduce viewers to some extraordinary Klondike characters: Soapy Smith, Swiftwater Bill Gates, and Silent Sam Bonnifield, along with dance-hall queens, paupers who became millionaires, and legendary Mounties such as Sam Steele
- A few short excerpts from the Berton-narrated documentary *City of Gold* could be included as well historical photographs from Graham Wilson's video *The Klondike Gold Rush: Photographs from 1896-98*



Media Wall - Canadian Pacific Railway

***“At last Canada
had an accessible
frontier from
which to draw
new strength,
new blood, and
new ideas.” – PB***



Media Brief – Content Summaries

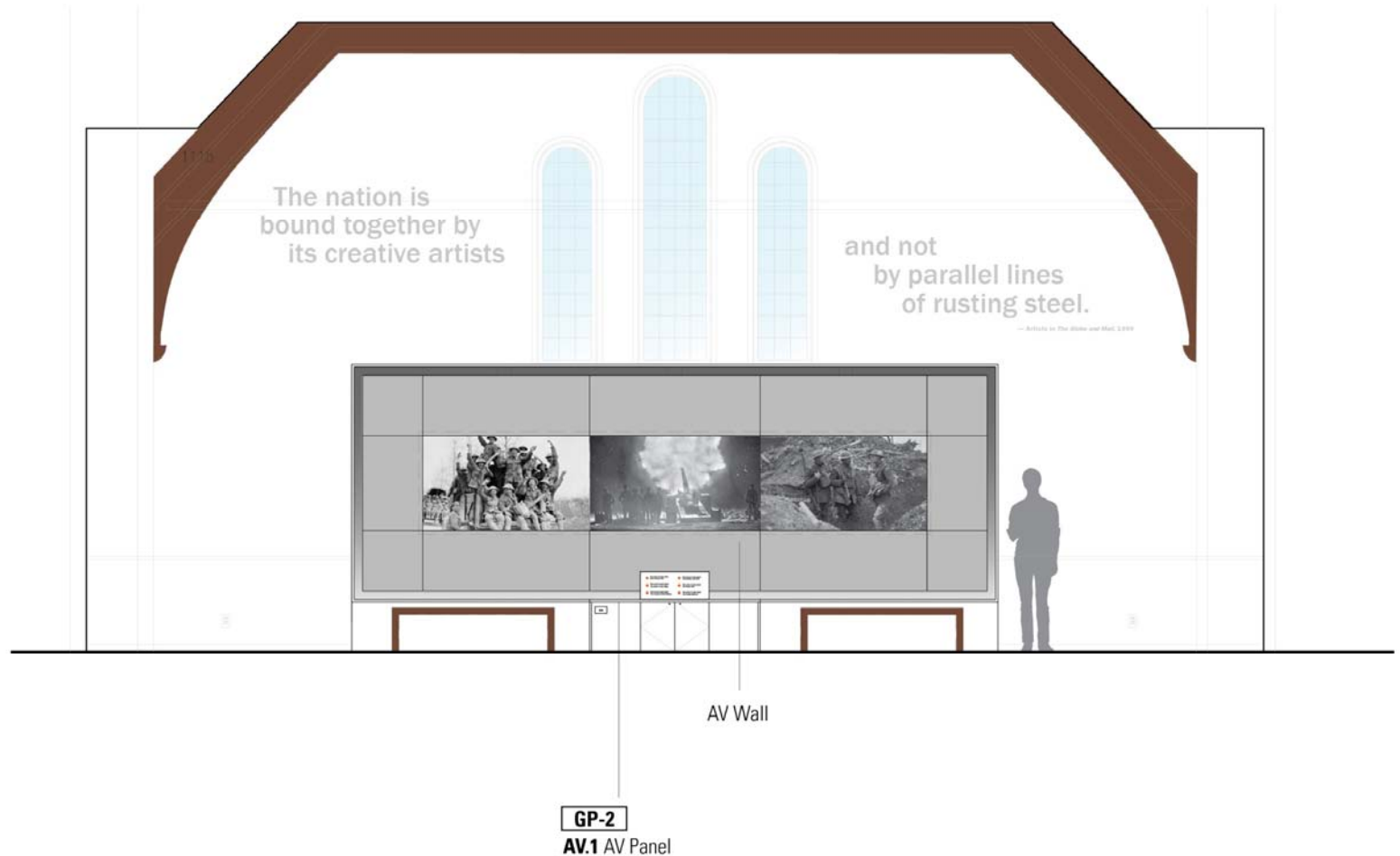
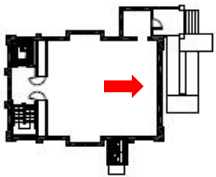
The Canadian Pacific Railway:

- In the spirit of Berton's *The Last Spike*, and *The National Dream: The Great Railway, 1871-1881*, with narration based on quotations from the books, this video will recount the story of the building of the world's longest railway across empty country
- The narrative will be told through the lens of the many (sometimes feuding) participants: contractors, politicians, financiers, surveyors, workers, and entrepreneurs
- Content could include short excerpts from the CBC documentary "The National Dream", archival photographs and maps, etc.



Media Wall - Battle of Vimy Ridge

“The plan was simple. ... all four Canadian divisions would surge forward simultaneously to seize the crest by lunch hour under the curtain of the greatest artillery bombardment of the war.” – PB



Media Brief – Content Summary

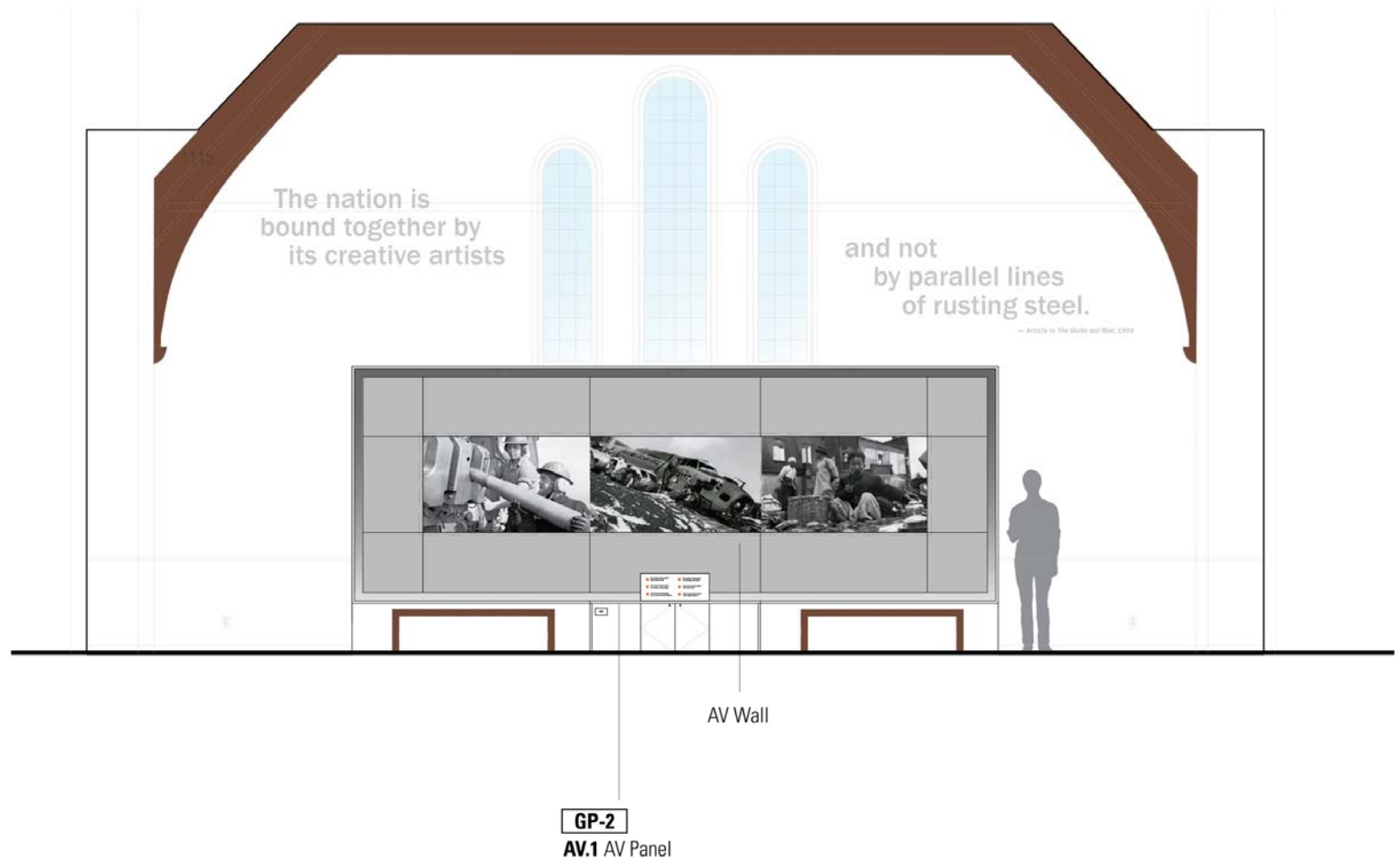
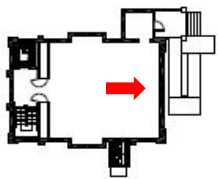
Battle of Vimy Ridge:

- How could an army of civilians from a nation with no military tradition secure an enduring victory where the French and British had failed? Pierre Berton's *Vimy* answers this question with a haunting narrative that will be the basis of the Vimy Ridge video
- The video will make extensive use of archival photographs – short clips from Jack Webster's 1986 interview with Berton about Vimy Ridge and an interview with Pierre Berton on CBC's *The Journal* in 1992, may be used
- While exploring innovative military tactics and assessing the importance of the Canadians' success in defining the emerging nation, the video will also bring to life the experience of everyday soldiers in the trenches



Media Wall - The Korean War

“At last it was agreed... Canada would supply a special force of brigade strength available for a year's service in Korea – but only in Korea. Canada wanted no part of any other dangerous Asian quarrel.” – PB



Media Brief – Content Summary

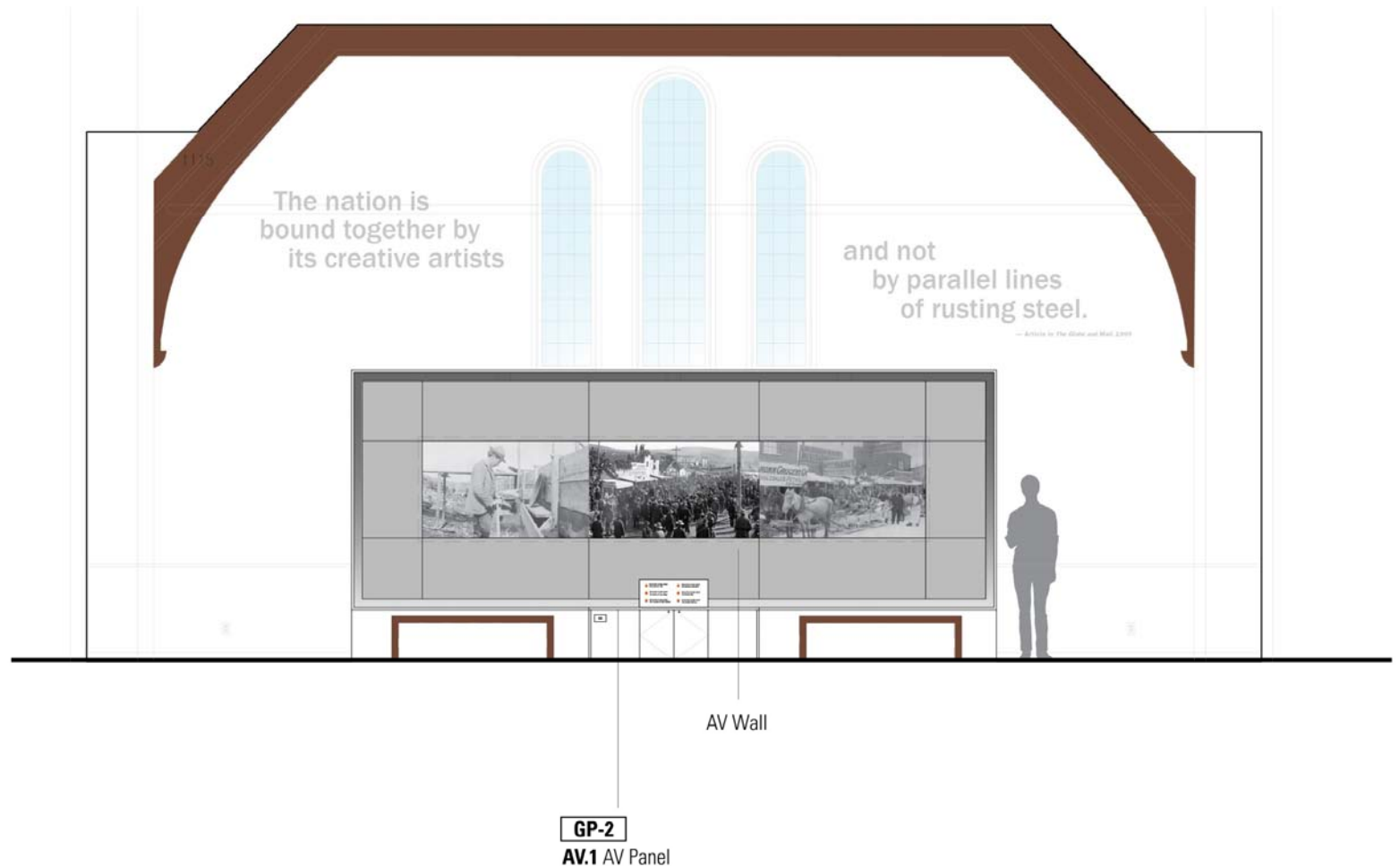
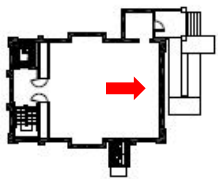
The Korean War:

- This video will tell the story of the Korean War – a conflict between two global superpowers with competing Cold War ideologies in a far-flung corner of the world
- Pierre Berton's articles written as a war correspondent for *Maclean's* will provide first-hand accounts of how ordinary soldiers and civilians experienced the bitter struggle
- Quotations from *Marching as to War* can place the Korean War within a broader context
- Photographs will be sourced from *Maclean's* and other collections such as Library and Archives Canada
- Video and radio footage from Veterans Affairs Canada and the National Film Board will also be considered



Media Wall - Arctic Exploration

"But the Arctic chart memorializes more than men of rank, power, blood or property. The real immortals, ... are those who dared and sometimes died so that the map might take form." – PB



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Media Brief – Content Summary

Arctic Exploration:

- So many 19th century expeditions battled savage cold, relentless ice, and winter darkness in pursuit of two great prizes: the elusive North-West Passage and the international race to reach the North Pole
- Pierre Berton's book, *The Arctic Grail*, about these expeditions and the compelling people who pursued them, will form the basis of the video's narrative
- The story will be brought up to date with the recent discoveries of Franklin's ships, HMS *Erebus* and HMS *Terror*
 - Imagery will include historical illustrations and contemporary footage from Parks Canada and perhaps the CBC



Media Samples - style page: " Welcome screen "





Media Samples - style page: " Story selector screen "



Media Samples - style page: " Story introduction screen "



Media Samples - style page: " Pierre Berton biography "



Pierre Francis de Marigny Berton born July 12, 1920 in Dawson City, Yukon. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque in placerat enim. In cursus arcu nec malesuada ultrices. Nunc auctor nulla non justo lacinia congue. Suspendisse potenti.

1920

1932

1942

1947

1959

1973

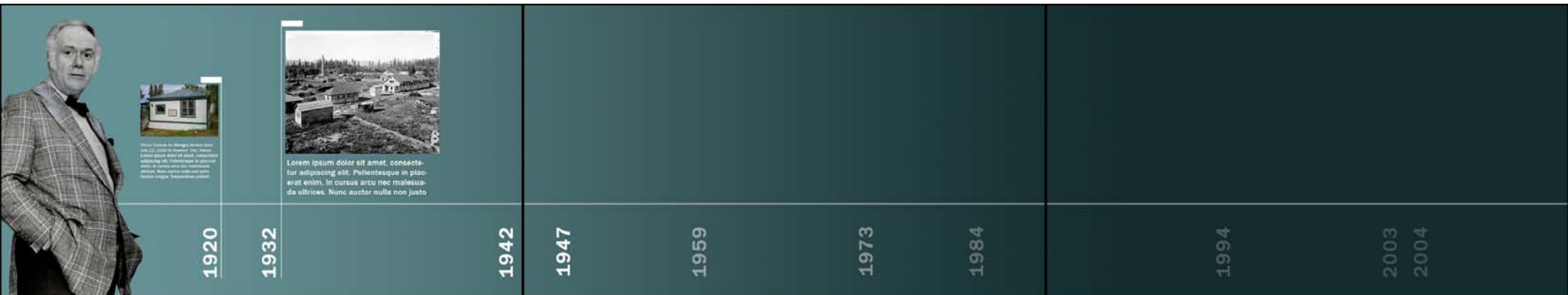
1984

1994

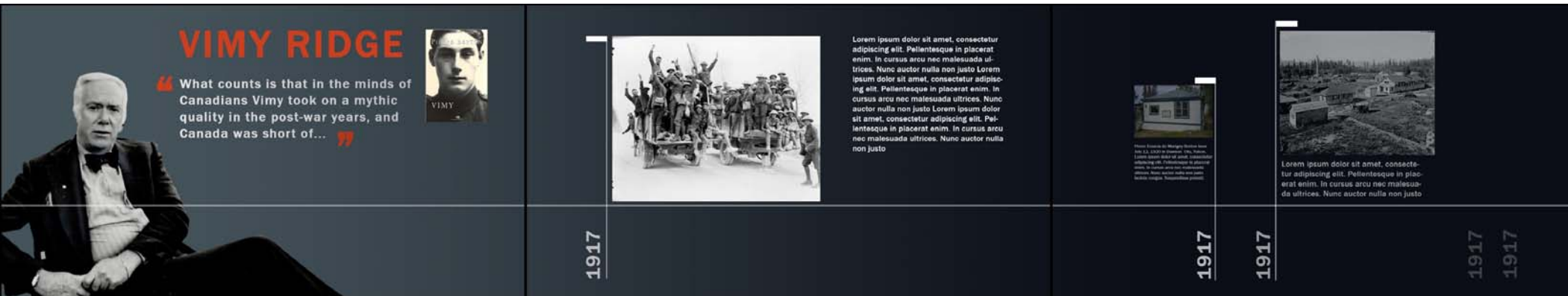
2003

2004

Media Samples - style page: " Pierre Berton biography "



Media Samples - style page: " Historical vignette - Vimy "





Thank You ... *questions ?*