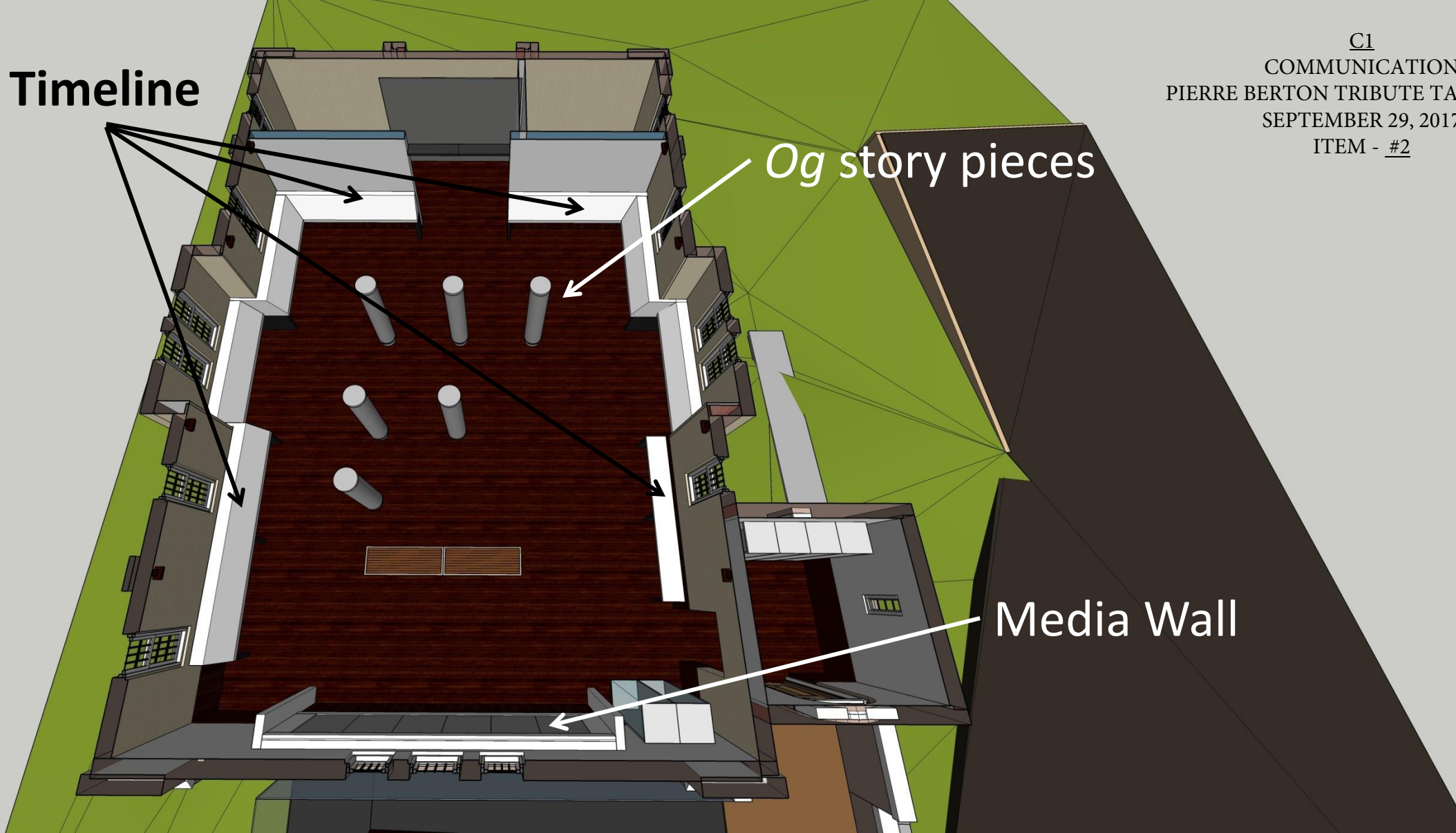


# Exhibit Mode Plan - Overhead



C1  
COMMUNICATION  
PIERRE BERTON TRIBUTE TASK FORCE  
SEPTEMBER 29, 2017  
ITEM - #2



# Exhibit Mode Rendering



# Temporary Display Mode Plan - Overhead





# Temporary Display Mode Rendering





# Event Mode Plan - Overhead





# Event Mode Rendering



# Typography Levels - Level 3A

# 1896

## Gold Discovered in the Klondike

The discovery of gold on a tributary of the Klondike River in the Yukon in 1896 led to a stampede of prospectors to the Klondike region between 1897 and 1899. This sudden influx of adventurers led to the founding of Dawson City (1896) and subsequently, the Yukon Territory (1898).

### LEVEL 3A TYPOGRAPHY

introductory text written  
by Christine Lockett to  
contextualize the  
timeline event

#### Date

Title: Franklin Gothic Heavy  
Size: 62 pt  
Tracking: 0

#### Event

Title: Franklin Gothic Demi  
Size: 30 pt  
Tracking: 0

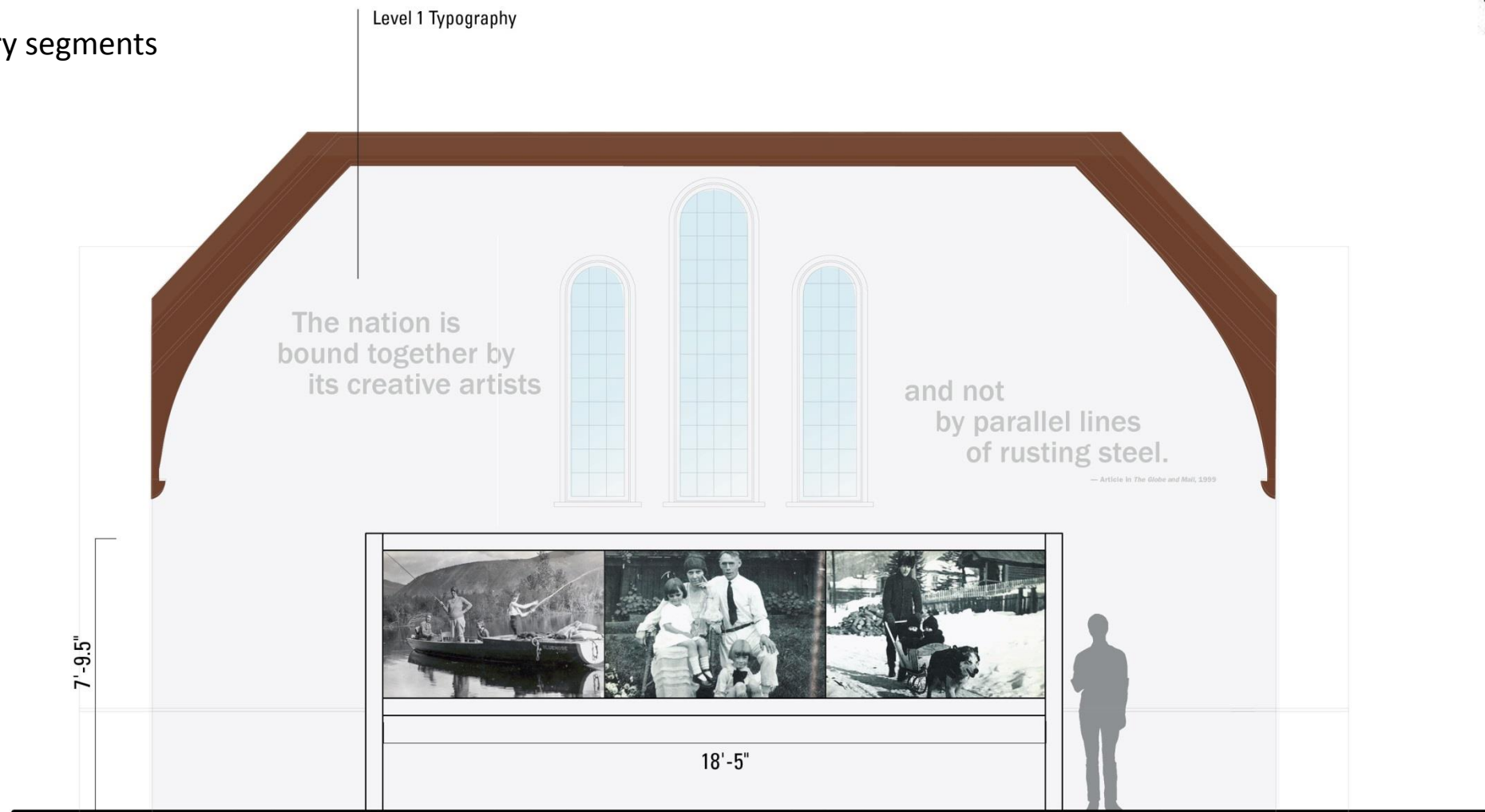
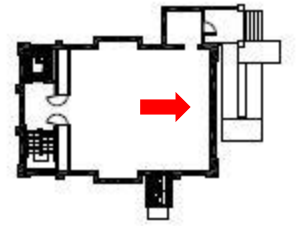
#### Event Text

Title: Franklin Gothic Book  
Size: 35 pt  
Leading: 50 pt  
Tracking: 0

# Media Wall - Exhibit Mode

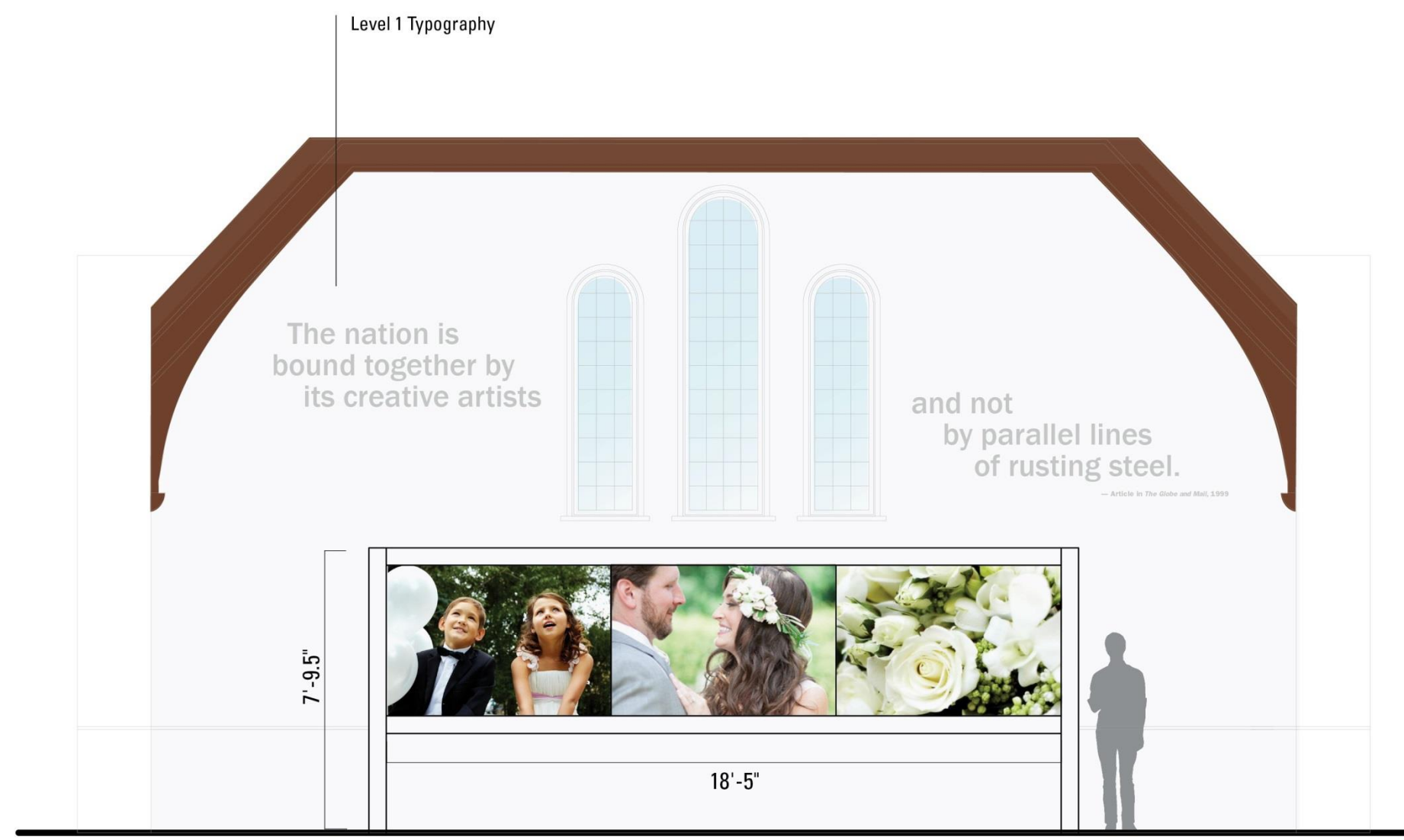
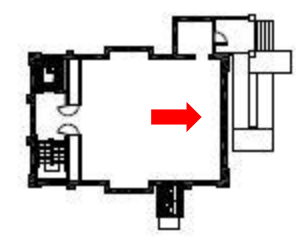
## Multiple programme options

- PB Life
- Canadian History segments

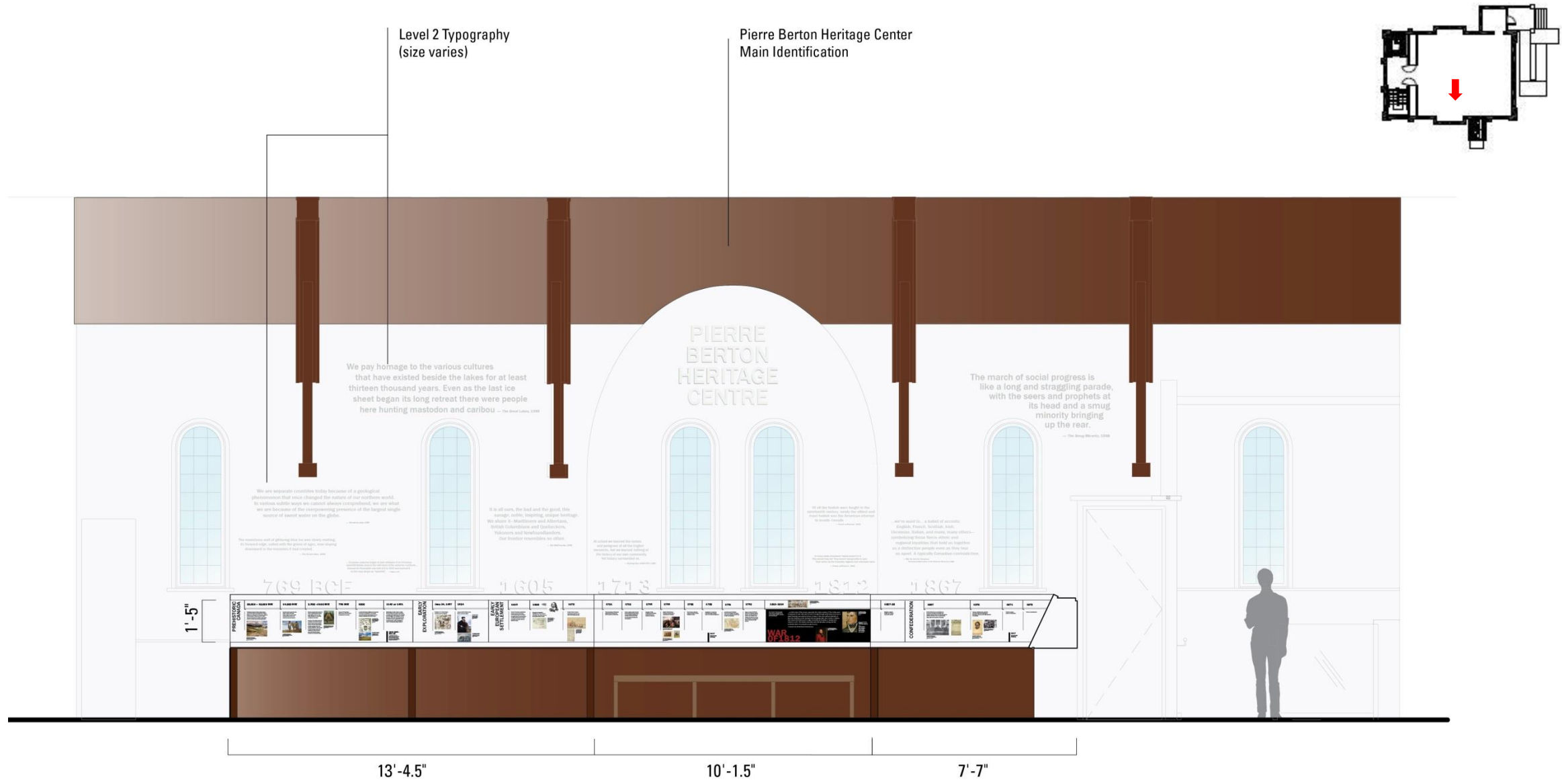




# Media Wall - Event Mode



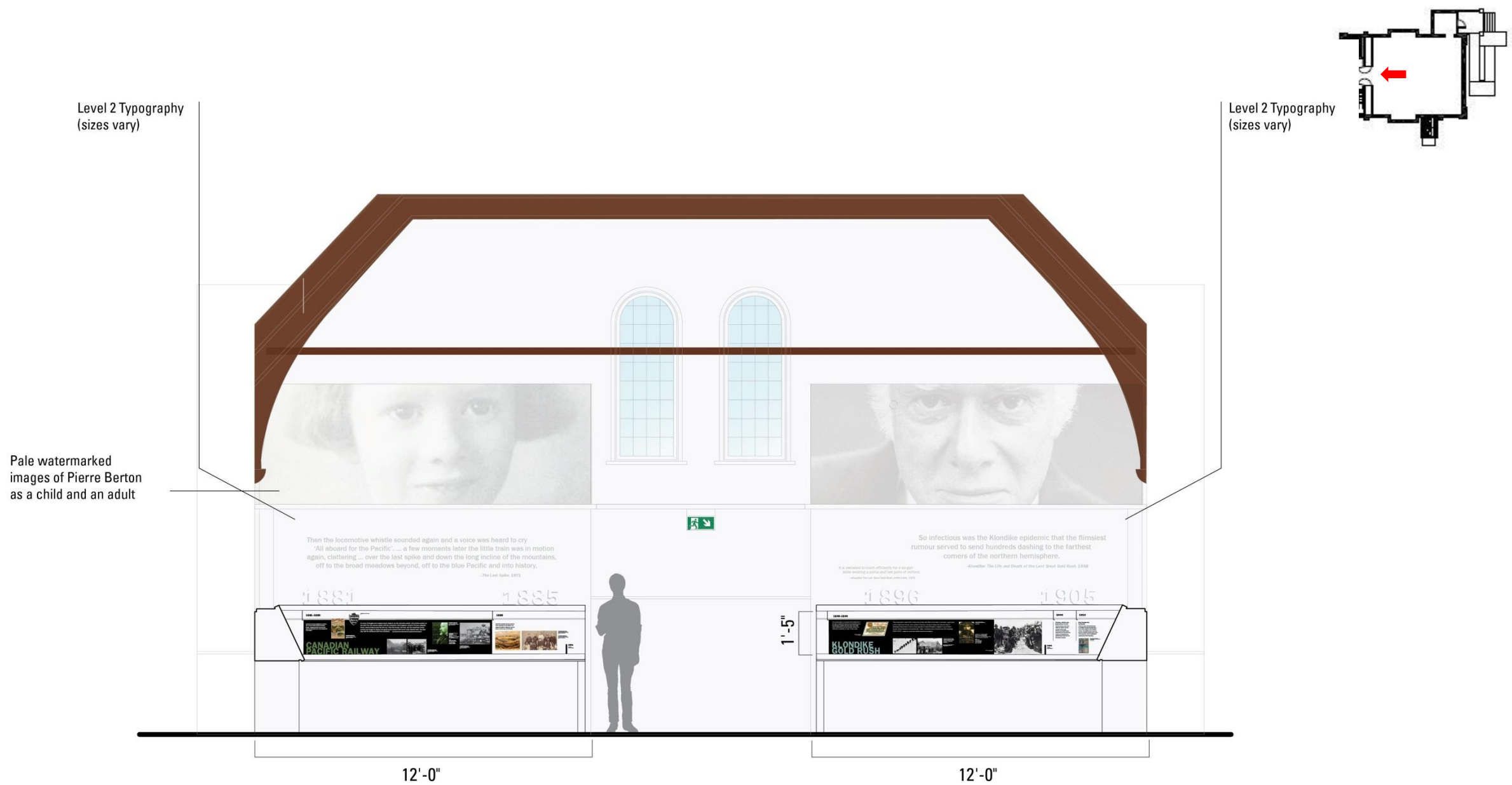
# Perimeter Elevation



NOTE:  
Colour scheme TBD

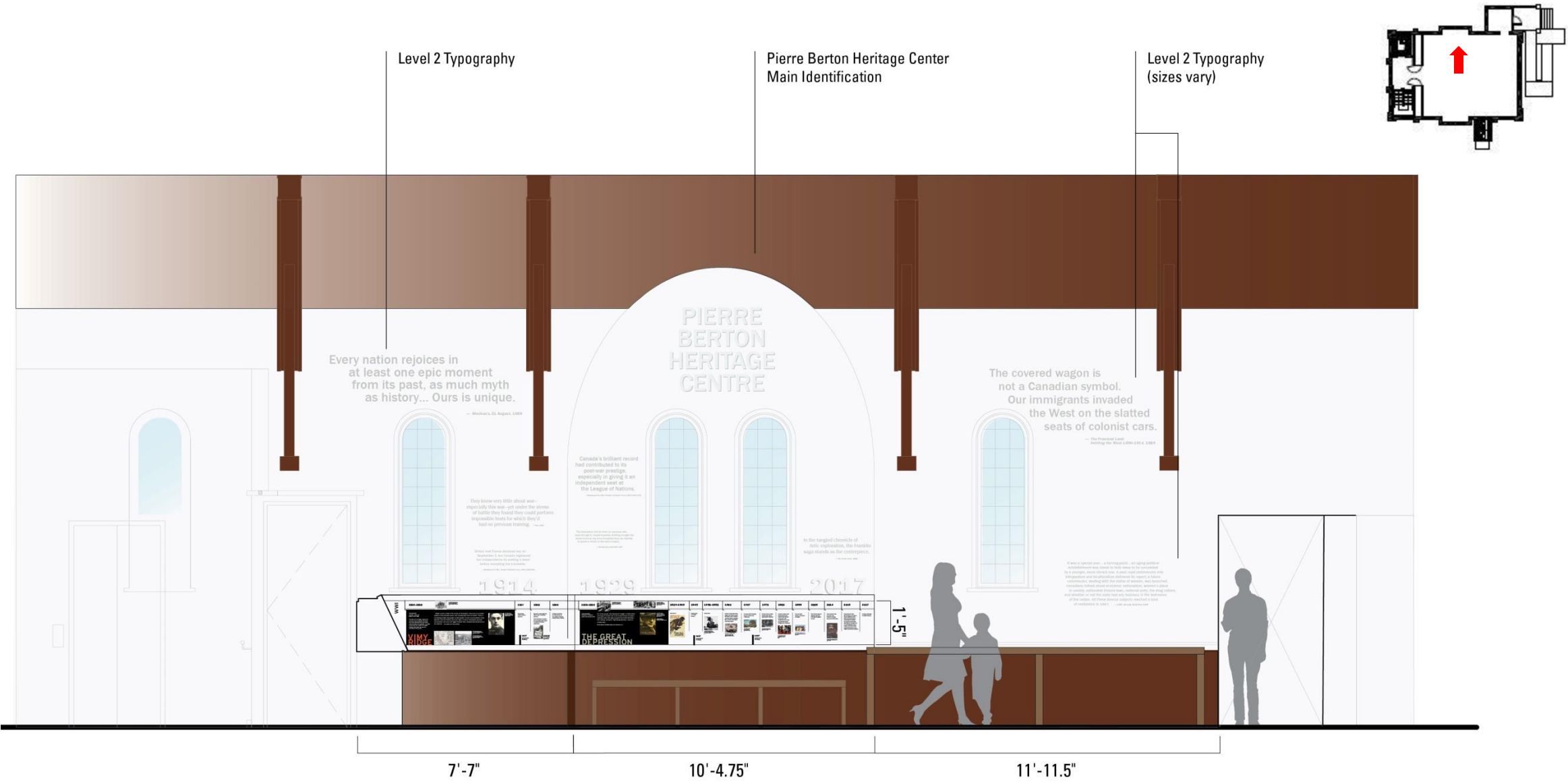


# Perimeter Elevation - Back Wall



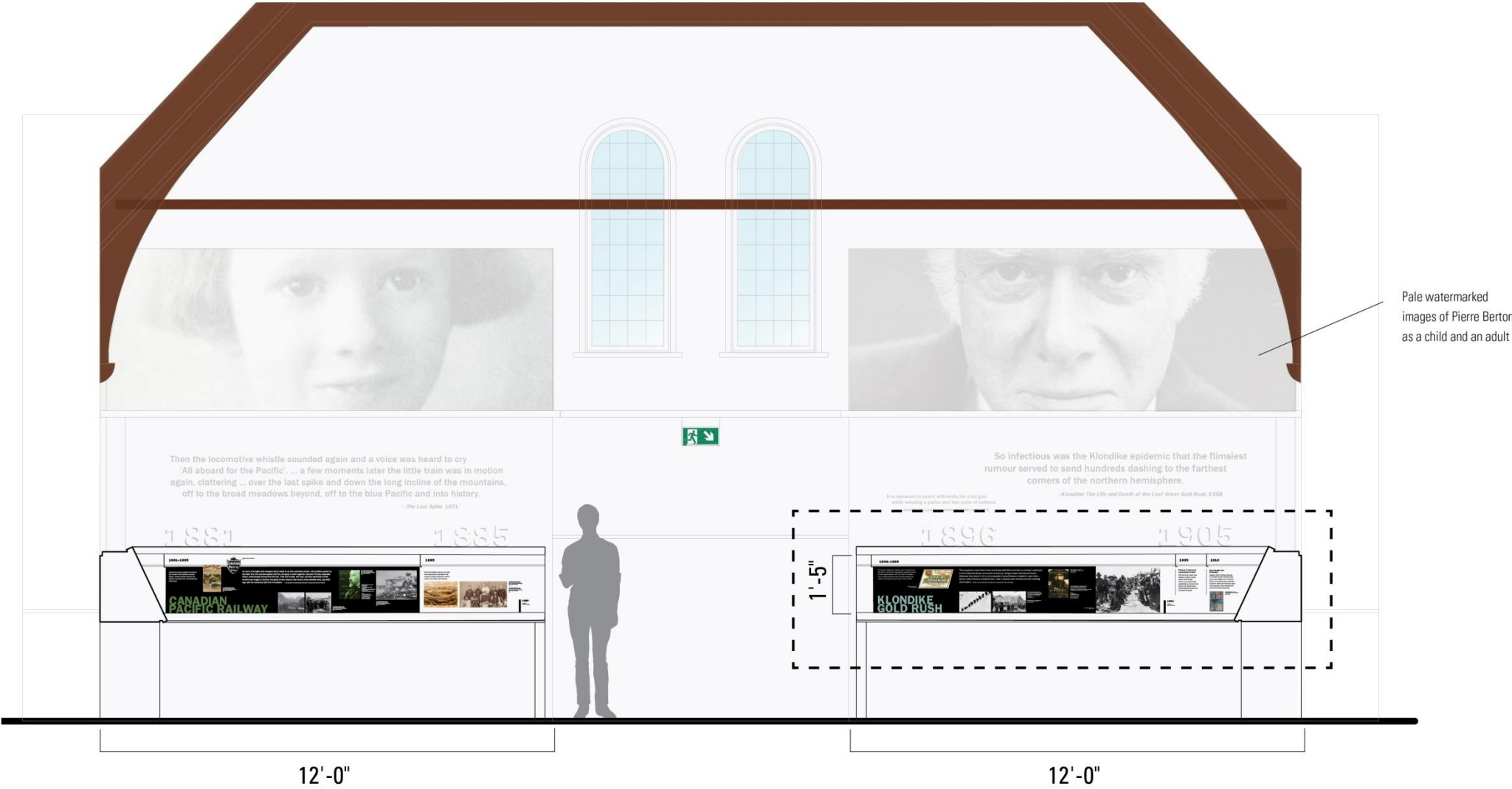
**NOTE:**  
Colour scheme TBD

# Perimeter Elevation





# Timeline Detail



## Timeline Detail

# 1896

1905

## 1896-1899

The discovery of gold on a tributary of the Klondike River in the Yukon in 1896 led to a stampede of prospectors to the Klondike region between 1897 and 1899. This sudden influx of adventurers led to the founding of Dawson City (1896) and subsequently, the Yukon Territory (1898).



*The prospectors came first in twos and threes with little more than a rucksack, a gold-pan, a short-stemmed shovel, and a phial of mercury, living on beans and tea and bacon ... Whenever they struck it rich a circus parade of camp-followers crowded in upon them.... Sylvan valleys became industrial bees' nests, meadows were transformed into brawling shack towns;*



L&L Prospector makes the grafting job up the Delwood Pass, for most Swanton City all the roads of the Windline Forest (the Northwest Mountain Police) inspected that each prospector equips himself with 100 kg of solid fuel, causing normal road trips necessary.

(From: University of Alberta Canada)

Right: Recently constructed shops in Swanton served the needs of Windline prospectors, 1958.

(From: University of Alberta Canada)



Great photograph from Pierre Duroc's  
*Alibi: the Last Secret (Last Room, 1999-1999,*  
 published in 1999.  
 Photo: Guy Deleury, 1999

OTHER BOOKS ABOUT THE GOLD RUSH BY PIERRE DEBORD

*The Goodbye Trail: The Story of the Alibi: Room (1994)*  
*Alibi: The Last Secret (Last Room, 1999-1999) (1999)*  
*The Alibi: Room: The Life and Death of the Last Secret of the*  
*The Alibi: Room: The Life and Death of the Last Secret of the*

**For more:**  
*Domestic Violence* (1994)  
*The Elusive Stigma* (1994)  
*Truth of the City of Gold* (1993)  
*Before the Gold Rush* (1993)



## 1905

**Provinces of Alberta and Saskatchewan Created**

With the arrival of ever more settlers in western Canada, Liberal Prime Minister Wilfrid Laurier (1896-1911) established two new provinces, Alberta and Saskatchewan, partitioning the land from the Northwest Territories.

## 1910

**Royal Canadian Navy  
Established**

Passed in 1910, the Naval Services Act created the Royal Canadian Navy and a naval college to train Canadian officers. The initiative was a response to panic in Britain over Germany's rapid naval expansion, which threatened to overtake the British Royal Navy.



Lower/lower than all small, consistent  
advertising all, and the standard format.  
This is an example.

## 1904

Telephones  
arrived in Kleinjan



# Timeline Detail

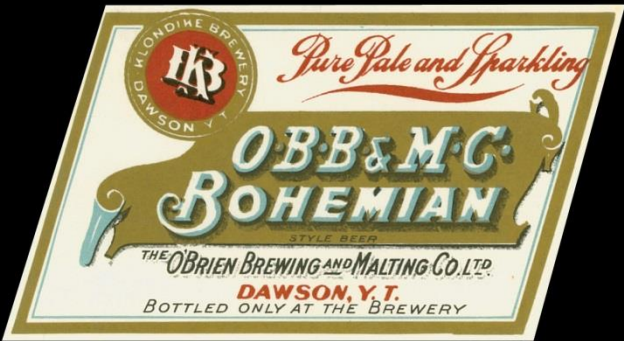
Level 3A Typography

## 1896-1899

The discovery of gold on a tributary of the Klondike River in the Yukon in 1896 led to a stampede of prospectors to the Klondike region between 1897 and 1899. This sudden influx of adventurers led to the founding of Dawson City (1896) and subsequently, the Yukon Territory (1898).

Klondike Brewery card (no date).  
Photo: Library and Archives Canada

Level 3C Typography



Level 3B Typography

*The prospectors came first in twos and threes, with a short-stemmed shovel, and a phial of mercury. Whenever they struck it rich a circus parade followed. The Sylvan valleys became industrial bees' nests and the shack towns;* — Klondike: The Last Great Gold Rush, 1896-1899, C.


# KLONDIKE GOLD RUSH





# Timeline Detail

Level 3B Typography

Level 3C Typography

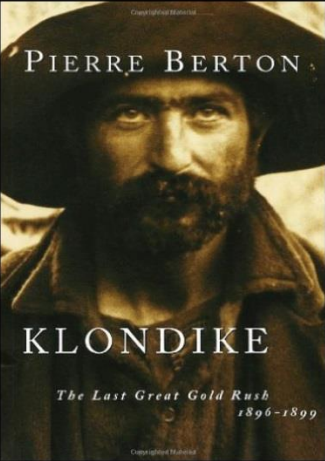


The prospectors came first in twos and threes with little more than a rucksack, a gold-pan, a short-stemmed shovel, and a phial of mercury, living on beans and tea and bacon ... Whenever they struck it rich a circus parade of camp-followers crowded in upon them.... Sylvan valleys became industrial bees' nests, meadows were transformed into brawling shack towns; — Klondike: The Last Great Gold Rush, 1896-1899, 1958



Left: Prospectors make the gruelling trek up the Chilkoot Pass, to reach Dawson City at the mouth of the Klondike River. The Northwest Mounted Police insisted that each prospector equip himself with 520 kg of solid food, making several round trips necessary.  
Photo: Library and Archives Canada

Right: Hastily constructed shops in Dawson served the needs of Klondike prospectors, 1898.  
Photo: Library and Archives Canada



# Timeline Detail

Level 3A Typography

Level 3C Typography

1905

Provinces of Alberta and Saskatchewan Created

With the arrival of ever more settlers in western Canada, Liberal Prime Minister Wilfrid Laurier (1896-1911) established two new provinces, Alberta and Saskatchewan, partitioning the land from the Northwest Territories.

1910


Royal Canadian Navy Established


Passed in 1910, the Naval Services Act created the Royal Canadian Navy and a naval college to train Canadian officers. The initiative was a response to panic in Britain over Germany's rapid naval expansion, which threatened to overtake the British Royal Navy.

1904

Telephones arrived in Kleinburg

Highlighted Event from Kleinburg History





Placeholder text: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

Photo: Library and Archives Canada

Reich+Petch Design International / Christine Lockett Associates



# Precedents: Exhibit Info Rails

