

THE CAIRN

SPRING • SUMMER 2015



CAMERA OBSCURA: COLIN SMITH

CREATIVE OBSESSION: A CELEBRATION OF THE RCA MEMBERS OF THE ALBERTA SOCIETY OF ARTISTS

WATER EAU 水 **MÎNÎ** पानी **WASSER** וַיִּם **ACQUA** یَنَاق **TUBIG H₂O**

GATEWAY TO THE ROCKIES

WHYTE
Museum of the Canadian Rockies
when peaks and people meet



The Whyte Museum was founded by Peter and Catharine Whyte, local artists and philanthropists who wished to offer a place where people could gather and appreciate the arts, cultures, heritage and beauty of the area.

111 Bear Street, Box 160, Banff, Alberta, Canada T1L 1A3
Tel: 403-762-2291 • Email: info@whyte.org • Website: whyte.org

MUSEUM ADMISSIONS (effective April 1, 2015)

\$8 Adults
\$4 Students and Locals (Banff, Lake Louise, Canmore and Morley)
Children under 12 - FREE
Museum Members - FREE

MUSEUM HOURS

Open Daily 10 AM to 5 PM • Closed December 25 and January 1

ARCHIVES & LIBRARY HOURS

Open Tuesday through Friday, 1 PM to 5 PM
Closed: Saturdays, Sundays, Mondays and holidays
Please contact us before your visit by email: archives@whyte.org
or phone: 403-762-2291 ext. 335

BOARD OF DIRECTORS

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MEMBERSHIP & SUPPORT

Your donations support the care of the Museum's collection, and the creation of exhibitions and educational and public programs. Operating administrative costs are covered by The Peter and Catharine Whyte Foundation.

To support the Museum please contact Monte Greenshields at 403-762-2291 extension 315, or mgreenshields@whyte.org

The Whyte Museum gratefully acknowledges the support of the



The Whyte Museum is a member of the Alberta Museums Association and the Canadian Museums Association.

THE CAIRN

The Cairn is published biannually by the Whyte Museum of the Canadian Rockies. We welcome your comments.
Editor: Pam Marks, pmarks@whyte.com
Designer: Laura Clippingdale, Fusion Graphics
Printed in Canada by Unicom Graphics of Banff
ISSN 0701 - 0281

Cover image, from the exhibition *Water*: David Thauberger, CM, RCA, *Maligne Lake*, 2011, acrylic on canvas, 42" x 54", private collection

WELCOME NEW STAFF



Janet Boger

for the area, outdoors and culture, Janet it thrilled to have joined the Whyte Museum team.

In January, Janet Boger stepped into the role of Museum Shop and Visitor Services Interim Manager, while Ciara Hossack is on maternity leave. With a broad-based business background and over twenty-five years experience, Janet brings retail management and purchasing expertise to the Museum's operations. She has worked with award-winning retail operations across Canada, family owned/operated businesses and international chain store operations. Janet was born in Alberta and resides in the Bow Valley together with her husband. With a passion

ALBERTA MUSEUMS ASSOCIATION RECOGNITION



The Whyte Museum is proud to announce that our designation as a Recognized Museum has recently been renewed by the Alberta Museums Association (AMA), for the period of 2014 to 2019. The AMA's accredited Recognized Museum Program (RMP) identifies those museums and related sites in Alberta that meet professional standards for best practices. The Whyte Museum's inclusion in the RMP demonstrates our participation in and contribution to the community of museums across the province, and enables us to be considered for various project grants through the AMA.

SUMMER ADVENTURE WITH THE ACC!



Creek Crossing, photograph by Jasmine Noella Burton

The Whyte Museum is excited to share news of one of The Alpine Club of Canada's (ACC) unique adventures for the summer of 2015.

IN THE FOOTSTEPS OF GIANTS: MARY SCHÄFFER

DATES: AUGUST 24 TO 29, 2015
COST: \$1195 + APPLICABLE TAX

Follow in the footsteps of the great explorer Mary Schäffer in the last leg of her journey to discover the beautiful Maligne Lake in Jasper National Park. Travel through history and see vistas that are rarely visited today. ACC guides will help you through this camp, retelling stories of Mary and what it was like during her historic exploratory mission. Come join us on a trip of discovery and wonder.

Contact: adventures@alpineclubofcanada.ca or 403 678-3200 ext: 109
Register through ACC's website: <http://www.alpineclubofcanada.ca/adventures/summer-adventures-2015/in-the-footsteps-of-giants-mary-schaffer/>





AN EVENING WITH IMPACT

Indigenous Ingenuity, the Museum's summer exhibition in 2014, was a sight to behold. The exhibition highlighted the immense depth, diversity and richness of contemporary Canadian native art and juxtaposed the work with historic artifacts from the Museum's collection. An exceptional added value to the exhibition was Wade Davis' presentation, *The Wayfinders, Why Ancient Wisdom Matters in a Modern World*. One hundred guests took in the evening which was a fundraiser for the Whyte. Through the generous contributions of Wade Davis, the Banff Park Lodge and our attendees, \$7,000 was raised in support of Museum programming.



WELCOMING THE CANADIAN MUSEUMS ASSOCIATION

The Canadian Museums Association (CMA) will be hosting its annual conference in Banff from April 13 to 17, 2015, at the Fairmont Banff Springs. As part of the local organizing committee, the Whyte Museum is assisting with arrangements for this gathering of up to 500 museum professionals from across Canada. The conference theme "Public engagement ... Not a trend, but the future" provides an excellent opportunity for the sector to discuss how galleries and museums build value in and contribute to making our communities better places to live, learn and work while contributing to our sustainability by building audience and contributing to our bottom-line.

FOLLOW US ON [WHYTE.ORG](http://whyte.org) AND  

Follow us online for details on exhibitions, events, tours, the Museum Shop and our Archives and Library. To receive monthly exhibition and event updates via email, contact **Pam Marks** at pmarks@whyte.org



A VISIT FROM DOUGLAS CARDINAL

A portion of the *Indigenous Ingenuity* exhibition honoured the late Joane Cardinal-Schubert (1942-2009). A painter, installation artist, writer, curator, poet, lecturer, mentor and director of video and native theatre, Cardinal-Schubert is recognized nationally and internationally for her artistic achievements and advancement of indigenous art in Canada. In September 2014, internationally acclaimed Canadian architect Douglas Cardinal, his wife Adoia and brother-in-law Mike Schubert visited the *Indigenous Ingenuity* exhibition. Douglas and his wife are pictured viewing the work of his late sister Joane Cardinal-Schubert.

REFRESHING THE WHYTE MUSEUM'S BRAND

You may have noticed that this mailing of *The Cairn* looks a little different! For the full story on the Whyte Museum's refreshed brand please see page 10.



Colin Smith, *Bow Lake Boler*, 2013, pigment ink on fibre paper, 48" x 60"

CAMERA OBSCURA: COLIN SMITH

APRIL 4 TO JUNE 7, 2015

MAIN GALLERY

OPENING RECEPTION SATURDAY, APRIL 4

MUSEUM MEMBERS AT 6 PM

GENERAL OPENING AT 7 PM

The camera obscura, which literally means "dark room," is a device that makes use of an optical phenomenon in which light rays reverse themselves when they pass through a small aperture. At its most basic, light rays pass through a tiny hole and recreate themselves upside down on a surface that is placed parallel to the hole.

Calgary photographer, Colin Smith has produced a series of large format images taken within camera obscuras around Western Canada. He manipulates the light of the obscura projections as well as the natural light to produce highly saturated, breathtaking imagery. He photographs

with 4 x 5 film transparencies, which he drum scans and reproduces as limited series lightjet archival prints.

Approximately eight years ago Colin Smith's daughter was curious about what photography was all about and how it worked so, Colin decided to build a camera obscura in his daughter's bedroom. He left it up for a week and over that time they spent countless hours watching the world outside play like a movie, inverted, on the bedroom walls. While sitting in his daughter's room watching the upside down image it occurred to him that the project he was working on (abandoned places) could be an interesting subject to try the camera obscura process. He went about creating camera obscuras in abandoned places and loved the results of the outside landscapes juxtaposed against the interiors of the buildings. These images challenge the viewer's perceptions of what was actually being projected from outside.

As a child Colin recalls that family vacations consisted of long road trips. It was those wonderful memories that carried on to his adulthood and stimulated his passion for international travel. Photographically, the next natural progression was for him to use his family Boler trailer as a camera obscura. At the beginning of this project he would travel and camp with his family and use the Boler as his camera obscura. Later it became necessary to separate those family trips and head out with the sole purpose of photographing. The results of the Boler camera obscura are whimsical and lyrical interpretations of a sense of place.

The presentation of *Camera Obscura: Colin Smith* is made possible with generous support from the John & Barbara Poole Family Funds at the Edmonton Community Foundation.



Bev Tosh (b. 1948),
*Shoulder-to-Shoulder:
 Marjorie, Jessie, Rosita*,
 2014, oil on plywood;
 silk; timber base (triptych),
 121 cm x 91.4 cm,
 collection of the artist

CREATIVE OBSESSION: A CELEBRATION OF THE RCA MEMBERS OF THE ALBERTA SOCIETY OF ARTISTS

APRIL 4 TO JUNE 7, 2015

MAIN GALLERY

OPENING RECEPTION SATURDAY, APRIL 4

MUSEUM MEMBERS AT 6 PM

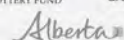
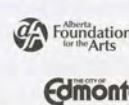
GENERAL OPENING AT 7 PM

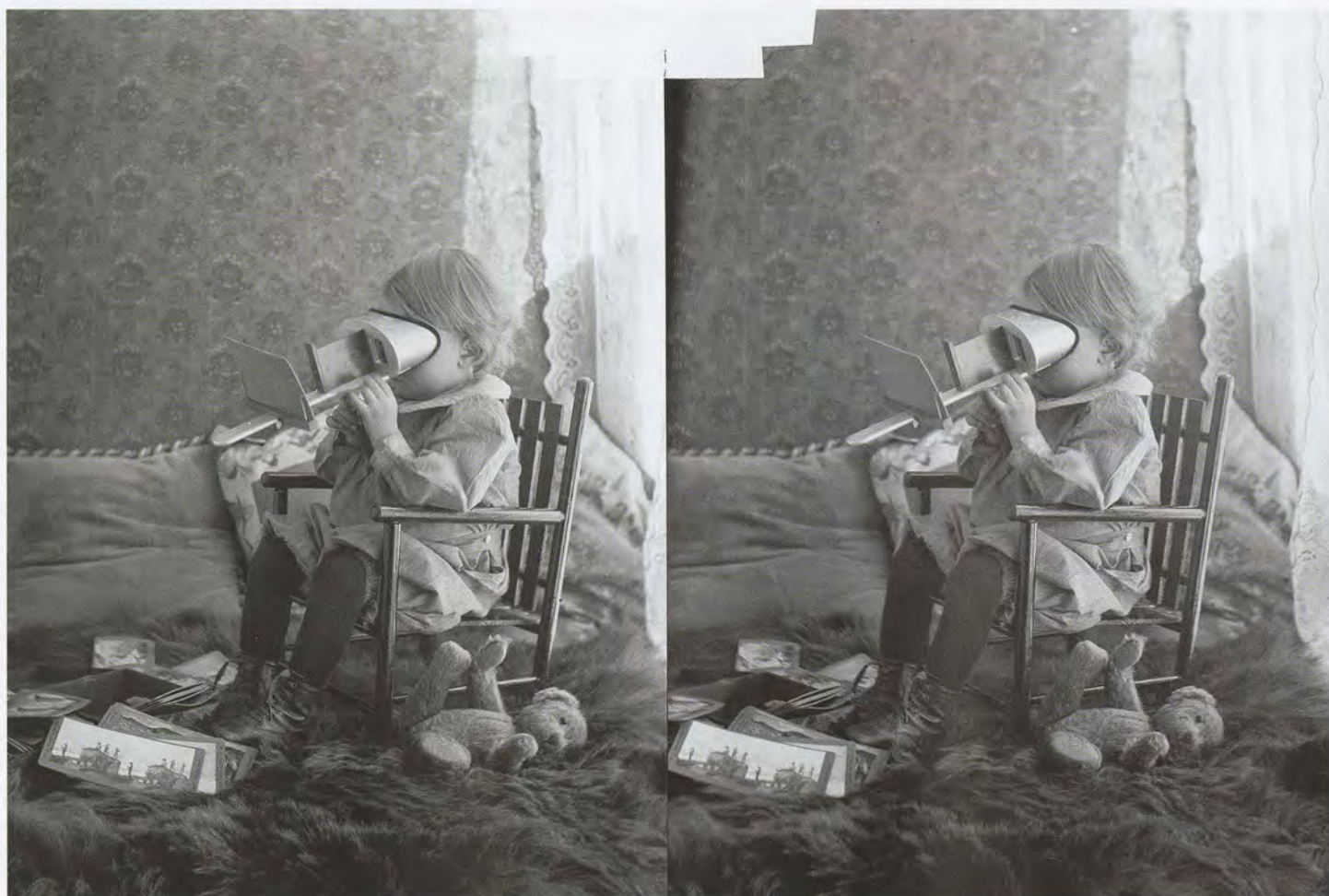
Creative Obsession: A Celebration of the RCA Members of The Alberta Society of Artists showcases 11 members of the Alberta Society of Artists (ASA): Jeff de Boer, Peter Deacon, Bill Duma, Ron Kostyniuk, Harry Kiyooka, Brent Laycock, Dora Helen Mackie, Katie Ohe, Seka Owen, Barbara Paterson and Bev Tosh. These artists have all been inducted in the Royal Canadian Academy (RCA). Yet, these exceptional and very different artists share more than their prestigious

RCA affiliation. According to curator Monique Westra, they are all obsessed to varying degrees, demonstrating a character trait that is essential for artists. The original premise of this exhibition is that obsession is the underlying generative engine of creativity. As such, creative obsession is a life-affirming and positive mindset — a gift, not an affliction. Through a wide variety and a range of art practices, this fascinating exhibition demonstrates the intensity and rigour of lives single-mindedly devoted to making art.

Monique Westra is Calgary-based independent curator, lecturer and writer. Westra has worked at the Montreal Museum of Fine Arts, the Art Gallery of Ontario, Petro-Canada and the University of Calgary. She was an instructor at the

Alberta College of Art and Design from 1989 to 2001, where she taught art history and developed a successful practicum program. As a curator of art at the Glenbow Museum from 2002 to 2010, Westra organized a number of exhibitions including *Riopelle: The Glory of Abstraction*. She was also lead curator for *Rodin: A Magnificent Obsession* and *Emily Carr: New Perspectives on a Canadian Icon*. More recently, Westra curated *Counterpoint in Black and White: the Photography of Arthur Nishimura and Craig Richards*. She has published widely, writing catalogues, reviews, feature articles and artist profiles.





Findlay Barnes using stereo viewer, [1907?], Elliott Barnes fonds (V48/NA-120), Whyte Museum of the Canadian Rockies

A ROCKY MOUNTAIN CHILDHOOD

APRIL 4 TO JUNE 7, 2015

RUMMEL ROOM

OPENING RECEPTION SATURDAY, APRIL 4

MUSEUM MEMBERS AT 6 PM

GENERAL OPENING AT 7 PM

*Wynken, Blynken and Nod one night
Sailed off in a wooden shoe
Sailed on a river of mystic light
Into a sea of dew...*

By Eugene Field, in *The Book of Knowledge:
The Children's Encyclopedia*, Volume I, 1918

Whether it's the early 1900s, 1950s or 2000s, the wonder of a child's imagination, quest for adventure and curiosity of nature are unchanged. A bedtime story becomes the impetus for the next day's journey to make-believe, and in the case of many children of the Banff area, the mountains, forests and riverbanks provided the ideal setting

for these adventures. *A Rocky Mountain Childhood* captures the fun and the whimsy of growing up in these mountains, by showcasing materials from the Whyte Museum's archives, library, art and heritage collections.

Jon Whyte's delightful map, *When the World was Five Years Old* sets the tone for the exhibition and is a fond remembrance of this nurturing and caring community. Including archival photographs from Elliott Barnes, George Paris, George Noble, Dan McCowan and others, the photographs selected for the exhibition are a wonderful childhood snapshot of story time with mother, fishing at Jumping Pound Creek, skating on the Bow River, picking wildflowers on Mount Norquay's Green Spot, laughing through a sprinkler, playing with the chickens and much more. The images are complemented with a collection of dolls, model construction sets, miniatures, wind-up toys, game boards, sketchbooks, scrapbooks, Girl Guide badges and ski medals, all belonging to early

families of the area. Treasured books will also be shown. Of particular interest is *The Book of Knowledge: The Children's Encyclopedia*, published in 1918, which inspired children to read about the wonders of the world and exposed them to everything from science and history, folktales and nursery rhymes, to famous literature, stamp collecting and magic tricks.

This happy romp through childhood is sure to be of interest to the child in everyone!

WHYTE
Museum of the
Canadian Rockies
when peaks and people meet

Visit the Museum
Shop for a wide
variety of Canadian
Rockies themed
children's books.



Peter Whyte, *Hong Kong*, 1930, coloured pencil

A PAINTERLY PROCESS: SKETCHES AND PAINTINGS BY PETER AND CATHARINE WHYTE

UNTIL MAY 1, 2015
FOUNDERS' GALLERY

The exhibition presents a glimpse into the painting process of Peter and Catharine Whyte. Their love of the outdoors, the infinite varieties of destinations and proximity to multiple vistas presented an endless array of painterly subjects. Their greatest challenge was the rapidly changing light, making it impossible to repeat a subject without producing an entirely different effect.

The next rotation within the Founders' Gallery, opening May 7, 2015, will delve into the various challenges and complexities of capturing in paint fast flowing rivers, plunging waterfalls and calm, still lakes.



Swiss Guides (back row left – right): Christian Kaufmann, Fred Michel, Christian Bohren, Christian Häslar, Sr., Edward Feuz, Jr., (front row left – right): Unknown, Hans Kaufmann, Edouard Feuz, Sr., Mary Schäffer fonds, (V527/PS1-274), Whyte Museum of the Canadian Rockies

GATEWAY TO THE ROCKIES

ONGOING
HERITAGE GALLERY

THE STORY: The men and women who explore, inquire and adventure in the Canadian Rocky Mountains are tough, resilient, curious and intelligent... all are shaped by their moments here and all are shaping the culture of this place.

Gateway to the Rockies exhibition communicates the history of the Canadian Rockies, using artifacts, artworks, archival photographs, recordings and documents. This fun, interactive exhibition (complete with a full-size helicopter, a Brewster touring car, a railway snowshed and much more) brings to life the men and women who shaped the culture of these mountains.



Mayor Sorensen with one of her selections from artist Robert J. McGuinness, *The Ski Jumper, Mount Norquay*

A FEW OF MY FAVOURITES

UNTIL MAY 1, 2015
THE PHILIPPE DELESALLE STAIRCASE

A Few of My Favourites invites local residents to select their most preferred two-dimensional works from the Museum's collections. To create the most recent exhibition, the Museum was honoured to work with Mayor Karen Sorensen who focused her selections on images pertaining to Banff. The Mayor's love for the town and her dedication to her constituents were apparent throughout her visit to the Museum and her artistic choices.



Peter Whyte, *Oesa Falls, Mount Ringrose*, oil on canvas, 16" x 20", WyP02.45, Whyte Museum of the Canadian Rockies

WATER EAU 水 MÎNÎ पानी WASSER מ'ם ACQUA ی ن ا پ TUBIG H₂O

JUNE 14 TO OCTOBER 18, 2015
MAIN GALLERY

OPENING RECEPTION SUNDAY, JUNE 14
FROM 1 TO 4 PM,
IN CONJUNCTION WITH
BACK TO BANFF DAY

This exhibition includes visually stunning and timely orchestrated compilations of historic and contemporary painting, video and installations that examine the beauty and peculiarity of Earth's greatest resource. Acclaimed throughout time for

its unpredictability, tranquil qualities, ritual and hygienic uses, nourishment and abundance, the purity of water and its sources are under threat. Our existence is contingent on water.

Canada is bound by three oceans and strewn with multiple fresh lakes, rivers, waterfalls and aquifers. Historically, Canada's waterways supported Indigenous communities, the fur trade and explorers whose travels contributed to the settlement, urbanization, economic development and transportation of the nation. Reflected in literature, music, poetry, theatre, dance and art,

water continues to be synonymous with Canadian identity.

The exhibition presents works of art from private and public collections and features a range of styles from the early 19th century to the present. Through the works of art presented in *Water*, the viewer is invited to explore a diverse range of artistic approaches that include representational imagery of rivers and lakes in the landscape, to life affirming and threatening metaphorical associations. The exhibition encourages contemplation of alternative perspectives, grounded in



Shelley Ouellet, *Johnston Falls*, 2012, plastic beads, plastic wrapped steel wire, aluminum, approx. 192" x 96", collection of the Alberta Foundation for the Arts

our real-world fascination with and increasing recognition of the global challenges that arise in relation to this precious natural resource, in the face of changing climatic conditions.

Reflecting upon climate change, massive glaciers such as the Columbia, Yoho and Crowfoot have shrunk beyond recognition. In his book *Legacy in Time: Three Generations of Mountain Photography in the Canadian West*, Henry Vaux Jr. writes, "The Illecillewaet Glacier was, when encountered by the first generation of Vauxes, a 20-minute walk from Glacier House. Today it is a four-hour technical climb." Climatic implications are evident in many of the exhibition images.

On a contemporary note, respected artist Shelley Ouellet has strung more than 80,000 plastic craft beads creating a shimmering three dimensional waterfall that cascades from the gallery ceiling to pool onto the floor. Stunning in presentation, *Johnston Falls* alludes to the multiple economies, cultures and identities that intersect with nature. Canadian artist David Thauberger, CM, RCA, paints hyper-real compositions accentuated with clear, crisp colour to create a powerful sense of place. In his striking, privately-owned acrylic on canvas titled *Maligne Lake*, the stark red of the lone boat oscillates against the contrasting mountain lake scene.



Illecillewaet Glacier from Photographers' Rock, 1902, Vaux Family Fonds (V653/NA80 1354), Whyte Museum of the Canadian Rockies



Henry Vaux Jr., *Illecillewaet Glacier from Photographers' Rock*, 2002

LEGACY IN TIME: REPHOTOGRAPHY BY HENRY VAUX JR.

JUNE 14 TO OCTOBER 18, 2015

RUMMEL ROOM

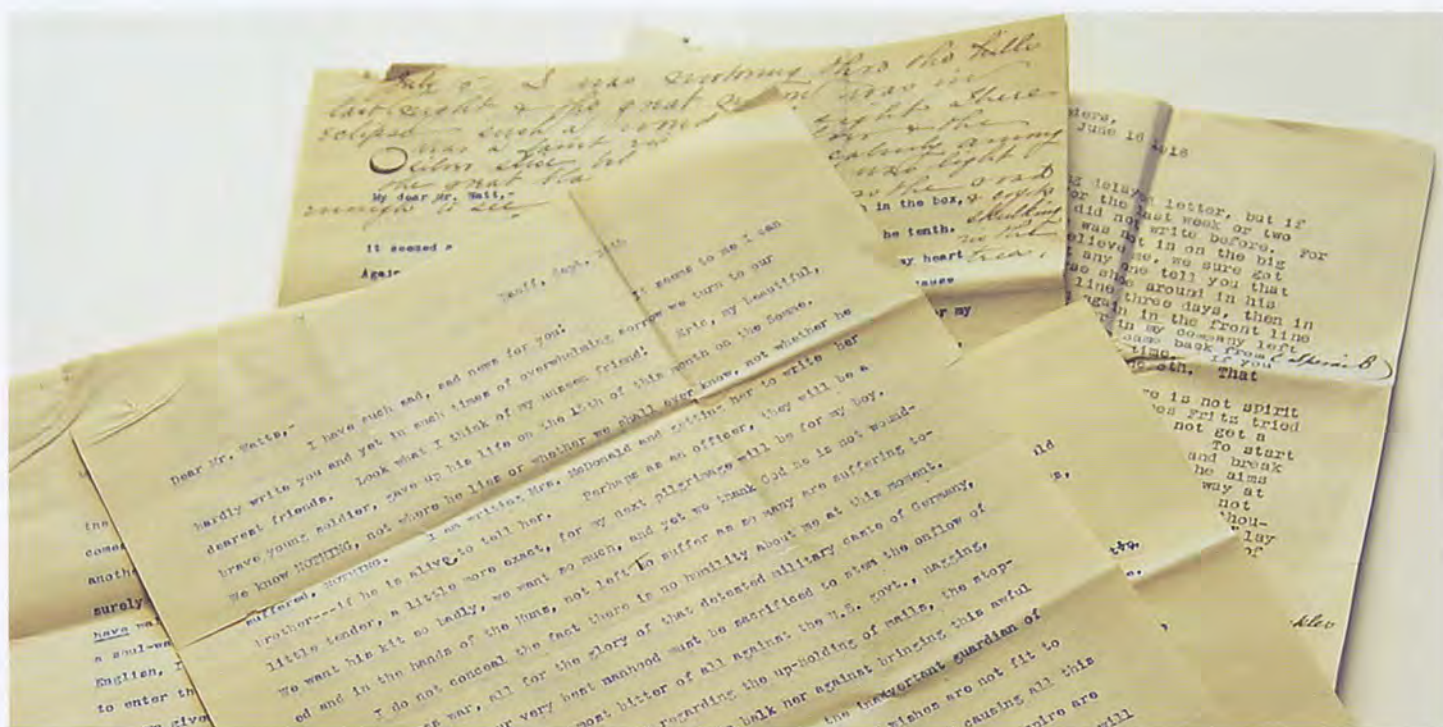
OPENING RECEPTION SUNDAY, JUNE 14

FROM 1 TO 4 PM, IN CONJUNCTION WITH BACK TO BANFF DAY

Beginning in 1997 and continuing until 2013, Henry Vaux Jr. rephotographed scenes that his grandfather, great-aunt and great-uncle had captured on glass plate negatives a century before. Carrying copies of those historic photographs, Henry would spend numerous days searching out the exact same locations and then, with his medium format camera and tripod, he would capture the same view, one hundred years later.

Much like his ancestors, Henry would visit the Canadian Rockies in the summer months. With each visit he would map out which photographs he would attempt to repeat and schedule his time. His ancestors used horses and guides to assist them lugging their cumbersome and heavy camera gear. Except for one helicopter ride to Asulkan Pass, Henry would hike to locations carrying his camera gear along with a photograph that he would use for comparison. He would then duplicate the image as closely as possible.

An important collection of images, this project shows a century of change through the photographs of glaciers, waterfalls, lakes and mountains. It clearly illustrates how connected and important glaciers are to the waterfalls and lakes. The role of glaciers, particularly in hydrological schemes is an underlying theme. The Vaux family, three generations of mountain photographers in the Canadian west, enables us to see the impact of climate change on these grand, iconic mountains.



Letters written by Mary Schäffer Warren to William H. Watts, M553 William Henderson Watts fonds, Whyte Museum of the Canadian Rockies

ARCHIVES & LIBRARY ACQUISITIONS

The Archives and Library is alive with history and superb stories. Below are some of the materials we've recently added to our collections. Thank you to all who continue to donate to the Museum's collections.

WILLIAM HENDERSON WATTS FONDS

A noteworthy donation to the Archives and Library is 23 letters exchanged between Rev. William Henderson Watts and Mary Schäffer Warren, as well as related correspondence from Corporal T. Shannon, his wife Audrey Shannon and Schäffer's nephew Eric Sharples. The letters, from the period 1916 to 1920, document Mary Schäffer Warren's disappointment in the United States' lack of support for their Allies in Europe and convey Schäffer's sentiments regarding the loss of Canadian men during the war, particularly the loss of her nephew Eric Sharples.

Rev. Watts (1870-1955) was born in Baltimore, Maryland and graduated Virginia Theological Seminary in 1900. Watts served as curate in several

HARRY POLLARD PHOTOGRAPHS

Recently donated to the Archives and Library by Dr. Donald Grace is his personal collection of Harry Pollard photographs. Included in this donation are 42 hand-coloured Pollard photographs of First Nations people and 23 original Pollard black and white photographs.

Harry Pollard was born in Tillsonburg, Ontario in 1880 and relocated to Calgary, Alberta in 1899 where he established a photographic studio. Pollard had a keen interest in documenting the development of Alberta. His photographs are a record of ranching operations in

parishes until 1917, when he joined the American Expeditionary Force as Chaplain. He returned to his ministerial vocation in 1918. Rev. Watts' grandson, Robert B. Watts, Captain, U.S. Navy (Ret.), discovered the letters and photographs when he was digitizing the contents of his grandfather's scrapbook. The scrapbook chronicled the period 1912 to 1924 and among the approximately 200 documents were the Schäffer letters. Captain Robert Watts offered the documents to the Historical Society of Alberta, which were then donated to the Whyte Museum of the Canadian Rockies by Hugh Dempsey, editor of *Alberta History*.

The letters are a wonderful addition to the Archives and Library where Mary Schäffer Warren's extensive archival and heritage materials are housed.

See article written by Hugh A. Dempsey in *Alberta History* (Winter 2015 Vol.63 No.1) "Mary Warren's Letters from the Home Front 1916-1917." *Alberta History* is available in the Archives and Library Reference Room at the Whyte Museum.

Southern Alberta, the residents, the railway and the Rocky Mountains. In 1920, Pollard joined the Alpine Club of Canada and during the 1930s, the Pollard family operated Storm Mountain Lodge. Several of Pollard's photographs taken while he was active with the Alpine Club of Canada now form part of the Alpine Club of Canada fonds, housed in the Archives and Library of the Whyte Museum. Pollard's long and successful photographic career is marked by his now famous photographs of Blackfoot, Blood, Sarcee and Stoney First Nations portraits. The donation of these portraits and accompanying Pollard photographs is a generous gift to the Whyte Museum.

ART & HERITAGE ACQUISITIONS

Works gifted to the Art and Heritage Collection help us to tell a larger story about the art, culture and history of the Canadian Rockies. Thank you to everyone who continues to support the Museum's collection.



WOODEN FRUIT CRATE FRAME

This handcrafted frame was donated by Helen Lewis of Red Deer, Alberta. It was carved from a wooden fruit crate by an unknown prisoner of war. Three symbolic maple leaves embellish the edges. Etched into the surface is the inscription "Kananaskis Internment Camp, 1941." Regrettably... the individuals in the two black and white photographs remain unidentified.

Although the imagery on the frame face remains vague, abundant evidence on the reverse supports the origin of the actual crate. Remnants of a glued packing label brandish the partial and complete words "SILVER STAR BRAND, OWE ORCHARDS, CONTAINS 40 LBS, EMPIRE" and "ITISH COLUMBI." Stamped ink reveals the letters "McINTO" and "FANC." From these and other clues we determined the shipment contained 40 lbs of McIntosh and Fancy apples and was shipped from the Howe Orchards, Vernon, British Columbia.



Robert Sinclair (b. 1939), *Upper Sloop, 14*, Arches paper construction, 9.2 x 15.4 cm, Whyte Museum of the Canadian Rockies

THE ROBERT SINCLAIR COLLECTION

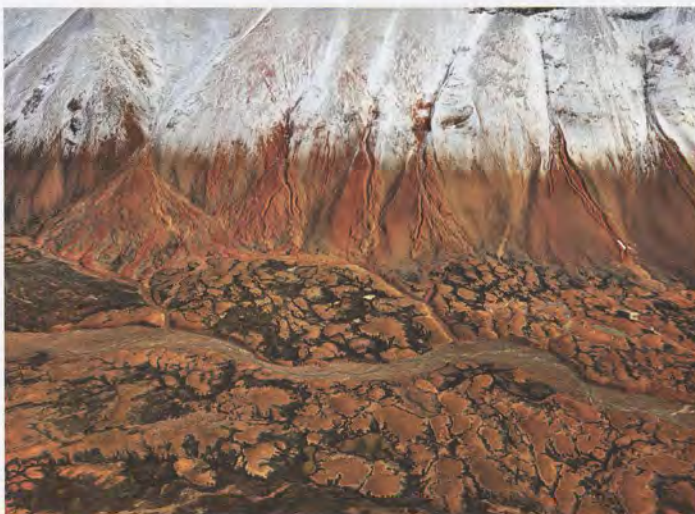
Encouraged by Willock and Sax Gallery, Banff, Robert Sinclair arranged for the Whyte Museum to become the primary repository of a large body of work spanning his illustrious career. Watercolours on Arches paper, acrylics on canvas, sumi-e, seasonal cards, plexiglass sculptures, studio supplies and sketchbooks were among the over one hundred pieces originally donated in 2009. The Whyte Museum is now home to over 160 works by the artist and the collection continues to grow. Each year, Sinclair creates a personal card for distribution to friends and family at Christmas. The Whyte Museum is a recipient of the seasonal cards that are precision-cut three-dimensional relief constructions, folded and formed to represent mountainous terrains.

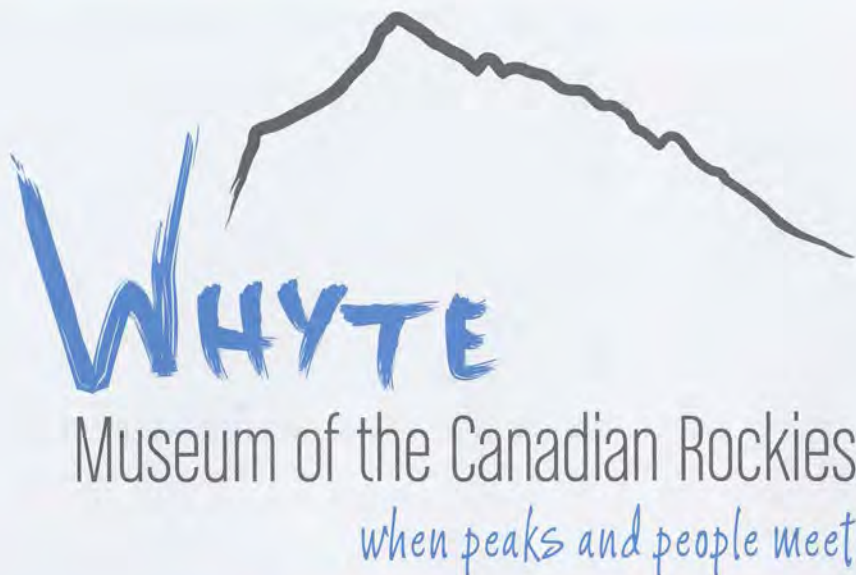
Sinclair is a member of the Royal Canadian Academy of Arts (RCA) and the Canadian Society of Painters in Watercolour (CSPW). As one of Canada's eminent artists, his work is held in numerous prestigious collections including the Royal Collection of Her Majesty the Queen, the Royal Library, Windsor Castle; Canada Council Art Bank, Ottawa; Government of Alberta, Agent General to Japan, Tokyo; Department of External Affairs, Government of Canada; Alberta Art Foundation, Edmonton; and Canadian Broadcasting Corporation, Calgary.

BURTYNSKY'S WATER SERIES

In 2014, Edward Burtynsky donated 20 large-scale photographs to the Whyte Museum, with seven of these stemming from his latest *Water* series. This donation complements and expands on the collection of Edward Burtynsky already housed at the Museum. This latest donation serves as another important chapter in the legacy of a photographer whose work continues in the mountainous regions of Western Canada. These works represent the geographical region that the Museum is dedicated to serving. Given the environmental subject matter portrayed, they are especially relevant and inextricably linked to the Canadian Rockies and climate change.

Image at left: Copyright Edward Burtynsky, *Mount Edziza #2, Northern British Columbia, Canada*, 2012, 60" x 80", edition: 2/3, digital chromogenic colour print, Whyte Museum of the Canadian Rockies





The Whyte Museum's refreshed brand includes a variety of visual elements that will give the Museum a consistent look and feel across different applications. The elements will be used within print publications, in print advertising, on the Museum's website and within social media platforms.

REFRESHING OUR BRAND

In 1985 in *The Cairn*, editor Ted Hart wrote of the difficult yet important process of changing the name and image of the Peter and Catharine Whyte Foundation. Hart shared that the process "has proven extremely valuable in identifying who we are, where we are going and what we should be offering the public" and added that appropriately the Museum had to "look within its own history and collections for inspiration." Through the process the Museum's new name, *Whyte Museum of the Canadian Rockies* was adopted, as was use of a new key image, the 1930s photograph showing Peter, Catharine and friends on a pinnacle near Abbot Pass.

Beginning in 2014, we undertook a similar and equally valuable process and refreshed the Whyte Museum of the Canadian Rockies' brand. Through the process we have remained committed to not just build "a brand", but to build "the right

brand" - an authentic, vibrant representation of the Whyte's mission and vision, that speaks to our visitors and differentiates us in the attraction-rich environment of Banff and the national park. Refreshing the brand has included thoughtful, creative input from the Museum's board, staff and membership, as well as from individuals external to the Museum.

The refreshed brand is authentic, relevant and true to the Museum's roots. It presents the Museum as welcoming, outward-looking, audience-centred and engaged. The brand pushes the Museum out of its shell, with the aim to increase transparency, community awareness, partnerships, visitation and revenue. The new brand recognizes the Museum's integrity and accountability, as well as our vitality as an arts organization.

The visual elements of the new brand embrace the

future while preserving the past. The logo is professional with a touch of artistic flair, achieved by including Peter Whyte's expressive signature. The historic pinnacle at Abbot Pass photograph will continue to be included in promotional materials in fresh ways. The intriguing new tagline engages our visitors, urging them to consider stories about people and mountains, including their own stories and place in these mountains. Appropriately the tagline is a hybrid of the title of the long-running column which Jon Whyte penned for the *Banff Crag and Canyon*, from 1974 to 1991, *Where Man and Mountain Meet* (1974-1987) and *When Peaks and People Meet* (1987-1991).

As an expression of the Whyte Museum's true personality, the new brand challenges the local community and visitors to get to know the Museum as they would a person, with a unique history and character.

TIME FOR A CHANGE

The Whyte Museum is a unique not-for-profit museum that with the help of the Peter and Catharine Whyte Foundation is largely self-reliant. It is the cultural legacy left by our founders for the residents and visitors of Banff.

In 1988, Cliff White, wrote, "Peter and Catharine Whyte have given us a gift beyond price. It's now up to us to ensure that we nurture the gift and pass it on to those who follow." As intended by Peter and Catharine, one of the principal goals of the Museum is to be financially responsible and to encourage financial self-sufficiency and sustainability. With this in mind the Museum is making the following changes.

MUSEUM ADMISSION

In 2013 the Museum began a trial period of admitting visitors to the Museum by donation. The intention was to increase the Museum's accessibility, visitation and, in turn, revenues. Unfortunately, although visitation has increased revenues have dropped. To move forward in a financially responsible way, the Museum will return to charging admission, as of April 1, 2015. Please refer to the inside cover of *The Cairn* for new Admission Fees.

REVISED MEMBERSHIP FEE STRUCTURE

Beginning October 1, 2015, the Museum will be increasing its fees for membership. This will be the only increase Museum Members have experienced

in thirteen years. The reason for the fee change is to make basic memberships cost neutral.

Recently calculations were made to assess the price for each Museum membership category. The costs were very close to \$40.00 per year regardless of category. Best case scenario was that it was costing the Museum a significant amount to service our membership program!

We believe the purpose of a membership program is, first and foremost, to provide those who are interested in the Museum a vehicle by which they can feel a part of and support the organization. We do not believe our Members' intent is to cost the organization. We do offer incentives for Members, however the bottom line is that Members wish to belong, be involved and be informed about the Whyte.

Current membership prices will remain in effect until October. You may wish to renew early or, take out a two year membership and save!

NEW MEMBERSHIP CATEGORIES

For those looking for an opportunity to support the Museum at a higher level we have added two new categories – Switchback and Hi-Line. These categories are family memberships similar to the Pinnacle Club. Tax receipts will be issued for the allowable donation portion of these memberships. As with all donations to the Museum, one

hundred percent of your donation helps the Museum create high quality programming and care for our collections. The Museum's operating and administrative costs are covered by The Peter and Catharine Whyte Foundation.

We welcome your comments, questions or ideas. Please contact **Monte Greenshields, Manager of Development** at 762-2291 ext. 315 or mgreenshields@whyte.org

NEW MEMBERSHIP FEES

One Year Individual (Trail Breaker)	\$50
Two Year Individual (Trail Breaker)	\$95
One Year Family Trail Breaker	\$65
Two Year Family Trail Breaker	\$120
One Year Senior Trail Breaker	\$25
Two Year Senior Trail Breaker	\$45
One Year Senior Couple Trail Breaker	\$40
Two Year Senior Couple Trail Breaker	\$75
One Year Family Switchback	\$250
Two Year Family Switchback	\$500
One Year Family Hi-Line	\$500
Two Year Family Hi-Line	\$1000
One Year Family Pinnacle Club	\$1000
Two Year Family Pinnacle Club	\$2000

VOLUNTEERING AT THE WHYTE

The Whyte Museum is grateful for the invaluable support of our volunteers. We encourage anyone interested in volunteering for various Museum departments, to contact us and discuss their particular interests.

This summer, the Education and Engagement department will specifically be looking for volunteers to engage with Museum visitors in our galleries. These roving volunteers will enrich our visitors' experience by answering questions and sharing their own passion for Canadian Rockies' art and history.

For more information regarding this and other volunteer opportunities with the Whyte Museum, please contact **Nathalie Delbecq** at 403-762-2291 extension 322, or ndelbecq@whyte.org

The Whyte Museum extends a sincere thank you to the generous efforts of:

- **Enza Apa** assists in researching components of the Art and Heritage collections.
- **Anita Battrum** and **Kathryn Madill**, who both have volunteered as hosts at Museum events.
- **Heather Dempsey** and **Abbie Swanson**, who kept track of the scores and times at this year's Jon Whyte Spelling Bee and Trivia Challenge.
- **Bryn Jones** is helping out in the Maintenance Department with a variety of projects.
- **Rebecca Jane Kelly** and **Alex Weller**, Archives & Library volunteers, have been inventorying the Crosby Family collection.

- **Hana Kujawa**, who organized transparencies of art from the collection in Photography.

- Following her collection inventory contract, **Sally Scherer** returned as a volunteer to assist with data entry and collection organization.

- **Matthew Soukas** distributed visitor surveys within the Museum and out in the community.

- **Jim Swanson**, who helps to manage the collection working as a database developer.

- **Jack Whitworth** who assists with cataloguing and maintenance of the Art and Heritage collections.

The Whyte Museum also recognizes the Museum's Board members and staff who volunteer their time in countless ways.

THANK YOU

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JANUARY 1 – DECEMBER 31, 2014

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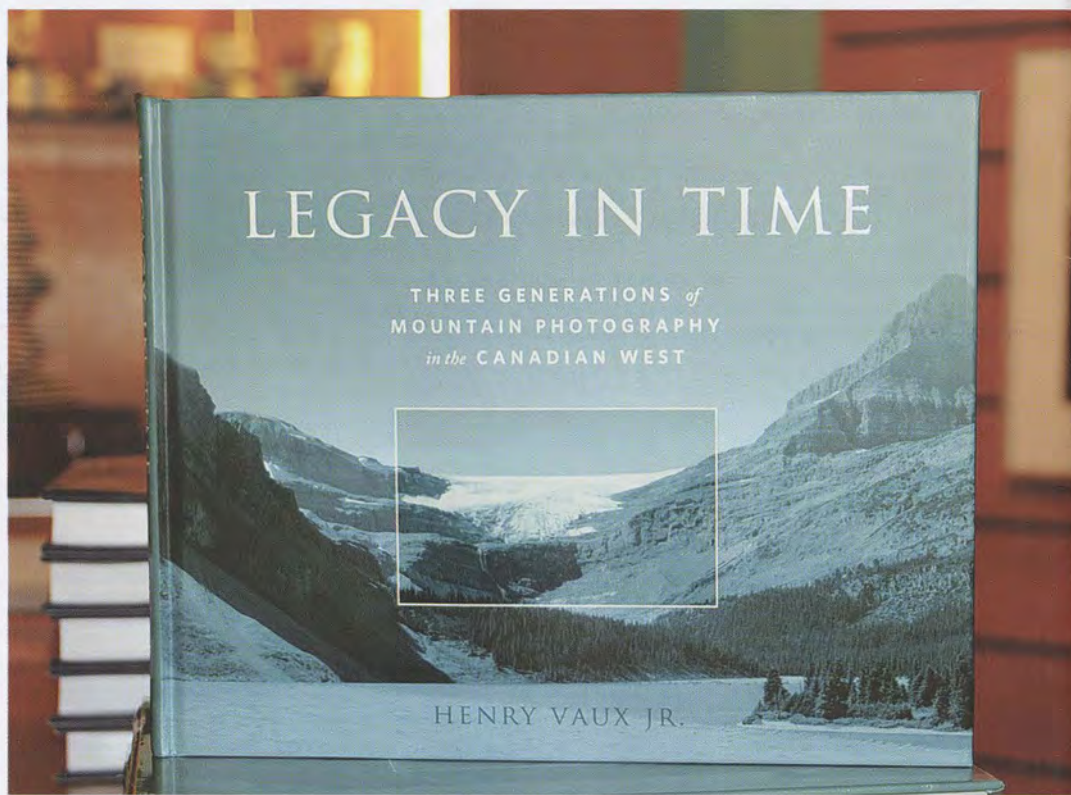
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 in the Canadian West*, by Henry Vaux Jr. (top right);
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 Museum of the Canadian Rockies

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