

NEWS SAUR

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PHILIP J. CURRIE
DINOSAUR MUSEUM



PRESIDENT'S MESSAGE

Dear Friends,

Surging forward with an accelerated sense of purpose, 2014 ended with the rapid completion of the exhibit design phases and the exhibit production team in place.

Opening remarks by Chief Executive Officer Bruce Okabe at the 2014 Travel Alberta Industry Conference in Banff referred to the Philip J. Currie Dinosaur Museum as the newest world-class attraction in the making that will influence the tourism industry in Alberta in times to come.

A stunning new website launched in November has attracted much interest, with its bold angles and visual appeal. The year ended on a high note with the museum building winning the Alberta Construction 2014 Top Project Award.

As we herald 2015, the museum intends to deliver on multiple fronts, with programs, exhibits, outreach and exciting events in its sights for a Fall 2015 grand opening.

The County council moved to approve the budget for exhibit works and hopes to gain occupancy to the museum building later this month.

Stay tuned and stay connected through our monthly Newsosaur newsletter.

Happy New Year!

— George Jacob



MUSEUM WINS 2014 ALBERTA CONSTRUCTION AWARD

TOP PROJECTS 2014 AWARD UNDER \$50 MILLION

PCL has won the 2014 Alberta Construction Award for the Philip J. Currie Dinosaur Museum in the under \$50 million category. The awards were hosted by the Alberta Construction Magazine at an afternoon ceremony, December 3, 2014, in Edmonton. President and CEO George Jacob attended the event, together with County Economic Development Manager Chris King. PCL Senior Construction Manager Russ Bridgeman, and Project Manager Karla Horcica were present to receive the juried award.

"The Philip J. Currie Dinosaur Museum was a remarkable project to be involved in," said Karla Horcica, project manager, PCL. "It was exciting to be part of such a unique project and it was a pleasure working with all the team members involved to bring this world-class facility to life. We wish the museum all the best in the future."

The Alberta Construction Magazine has exclusively covered Alberta's construction industry for three decades, and has featured the province's top construction projects in its annual winter issue since 2002. Awards are divided into four categories: civil, commercial, industrial, and institutional, and are voted on as a people's choice initiative. The Top Projects Awards chooses 12 winners from a total of 28 expertly constructed, groundbreaking projects. Judges score projects based on factors such as use of technologies and sustainable features, the construction process (including whether the project is on time, on budget, and use of innovative tools or building methods), design functionality, uniqueness, and whether or not the building met client requirements.

The Philip J. Currie Dinosaur Museum was featured in the Alberta Construction Magazine's December 2014 issue.



Left to Right: Karla Horcica, Project Manager, PCL Construction; Kevin Osborne, Senior Associate, ATB Architects; George Jacob, President and CEO, PJC Museum; Russell Bridgeman, Project Director, PCL Construction; Christopher King, Economic Development Manager, County of Grande Prairie #1



Robin Sissons, Paleo and Collections Manager

PALAEO VISITS ROYAL TYRRELL MUSEUM

The museum is working collaboratively with the Royal Tyrrell Museum and developing bone casts for the exhibits. Some exhibits on display will feature original specimens, and some will feature casts. Casts (exact copies of fossils) are often used in museum displays for several reasons. It allows the same specimen to be displayed in multiple locations, so more people can enjoy it. It allows people to see a copy of the specimen if the original is too fragile, too difficult, or too important to put on display. Often the original specimen is still being studied by researchers, even as a copy of it is put on display. Finally, copies of specimens are much lighter and more durable than original fossils, and can be mounted and put on display in ways which the original fossil never could be.

As part of this process, many bones from the Pipestone Creek Bonebed need to be cast to put on display. This month, our Palaeontology Research Lab and Collections Manager Robin Sissons went to the Royal Tyrrell Museum in Drumheller to work on casting bone specimens. These casts are exact copies of bones that were excavated by the Tyrrell Museum from the Pipestone Creek Bonebed during the 1980s. A mould is made of the bone by painting on liquid rubber which dries into a flexible layer that is then peeled off the bone. These moulds are then used to make casts, usually from some kind of plaster or resin plastic. Plastic resins are durable and light, and can be made strong by layering in fibres with the resin. The resin is painted on in liquid form, and dries to a sturdy solid within hours. Many layers are painted on to make the cast strong and durable. Dyes can be added to the resin to make the resulting cast a certain colour. This is especially useful in specimens which are designed to be touchable in a display, in case little fingers wear away layers of paint over the years! After the final layer has been added to the cast, it is popped out of the mould. The edges are cleaned up so there are no sharp corners, and the cast is ready for display!

MUSEUM LAUNCHES NEW WEBSITE

With tight targets for the various phases leading up to the Museum's Fall 2015 opening, the Museum launched a dazzling new website as a first step towards rebranding.

Museum staff worked closely with Grande Prairie based graphic design company imageDESIGN to design and launch a stunning new website in-line with the museum's long-term branding and marketing strategy. Drawing from the triangulated design patterns in the exhibit graphics, the team at imageDESIGN, led by owner Nan Swanston and directed by Marcus Vanstone, were able to capture the most striking architectural elements of the Philip J. Currie Museum's award-winning building in the webpage design itself. "The Philip J. Currie Dinosaur Museum website has been a fantastic project for our team at imageDESIGN," Mr. Vanstone stated, "The website features a modern mobile-first responsive design which incorporates many of the angular features of the museums architecture and interior exhibits. Our team is proud to have worked with the Museum's staff to create an eye-catching and compelling website for the Philip J. Currie Dinosaur Museum."

Users will be delighted with the websites' forward-thinking platform, which incorporates user-friendly navigation ergonomics, and exciting new interactive features that will be fleshed out in the months ahead. The website supports e-shopping from the museum's gift store, allowing for one-click shipping/payment options of its unique, custom merchandise catalogue that will include work by many world-class artists and designers, and is slated to be fully operational by March 2015.

Additional ground-breaking new functionality will be seen in its e-learning feature, which will engage distance learning registrants on e-learning modules in the fields of palaeontology, museology, destination marketing, tourism and hospitality—among many others—and to be offered collaboratively.

www.curriemuseum.ca





WELCOME NEW STAFF

VALERIE BELCOURT
IT + MULTIMEDIA TECHNICIAN



COURTNEY CAMPBELL
EXECUTIVE ASSISTANT



CANDICE POPIK
MARKETING +
COMMUNICATIONS MANAGER

CAPITAL FUNDS RECEIVED FROM THE CITY OF GRANDE PRAIRIE

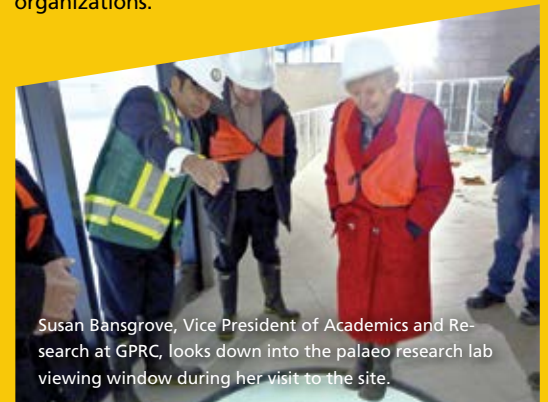
As part of the on-going commitment from the City of Grande Prairie, Mayor Bill Given and Councilman Kevin O'Toole presented a Check for \$483,333 to George Jacob President & CEO of the Philip J. Currie Dinosaur Museum. The contribution goes towards the completion of the Capital project. According to the General Contractor PCL, the museum will be granted Occupancy on November 28, 2014 marking an important milestone in the establishment of a world-class museum facility that will spur destination tourism, regional economic development and add to the quality of life in our communities. The work on exhibit production has commenced.



Philip J. Currie Dinosaur Museum President & CEO George Jacob receives a Check for \$483,333 from Mayor Bill Given and Councilman Kevin O'Toole, the City of Grande Prairie.

GPRC HOSPITALITY AND TOURISM PROGRAM INDUCTS MUSEUM CEO ON ITS ADVISORY

The Hospitality and Tourism Management Program Advisory Committee at the Grande Prairie Regional College inducted Museum president and CEO, George Jacob, to its advisory. The advisory committee exists to provide a link between the College and regional businesses, industries, and social, education and cultural agencies, institutions and community organizations.



Susan Bansgrove, Vice President of Academics and Research at GPRC, looks down into the palaeo research lab viewing window during her visit to the site.

THANK YOU TO OUR SPONSORS

