



City Hall and former Coal Company office

*“If it wasn’t for mining, Fernie wouldn’t be here.”
The Miners Walk Exhibit Steering Committee
September, 2010*

THE MINER’S WALK: a celebration

EXHIBIT FUND RAISING PROPOSAL

This document outlines our fundraising goals for the creation of an exhibit to celebrate mining in Fernie. It will be situated on the City Hall property, the original Coal Company office and showplace in the heart of Fernie’s community.

THE CONCEPT: a statement from the steering committee

The exhibit will tell the whole story of the importance of mining and the powerful effect it has had in shaping the community that it is today. This will be done by creating an outdoor exhibit that is compelling, enduring and attractive. From this people will gain a respect for what happened in the past, is happening now and will be part of creating a positive future.

GOALS

Within the context of the overall mission, a number of specific goals for this project have been identified:

- tell the story of significant players in coal mining in the area,
- describe the geology and natural and human history of the Fernie area as it relates to coal mining,
- engage Fernie and area residents including schools and clubs in the creation process.
- make as much use as possible of local contractors and suppliers.

FUND RAISING OBJECTIVE

\$130,000

\$30,000 in kind donation



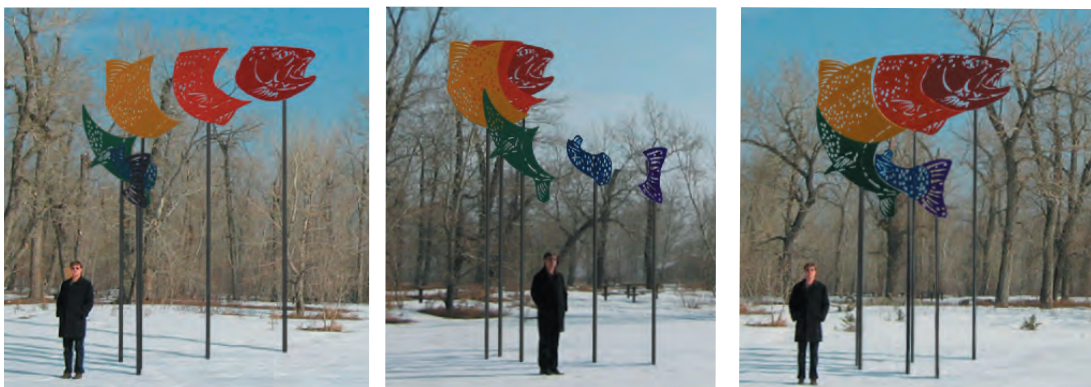
Three Sisters in Fernie, BC



DESIGN APPROACH

Monuments to important local events expressed through boring statues in central park do very little to help people understand their roots or bring communities together. The new exhibit will overcome these challenges by offering three components:

A sculpture created by internationally known artist Jeff de Boer will use an intriguing optical illusion featuring a larger than life miner's face to attract passers by. This is a very exciting development. The sculpture consists of individual shapes set on pedestals. From most angles the shapes appear random however at a certain point as visitors walk around the sculpture the shapes come together to form a complete image. Jeff's example below is a rainbow trout.

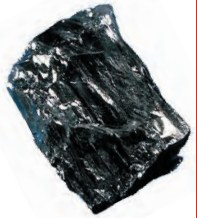


Large sign standards matching the colouring of light posts on the city hall steps will feature very artful banners based on the six main themes.

Extremely durable signs will tell the story of coal and Fernie in an attractive way. In addition it is proposed that the signs have two levels of appeal, one for adults one for children.

PLEASE CONTACT FOR DONATION:

Mary Giuliano 250-423-4009 or Tammy Monsell 250-423-8900



CONCEPTUAL ILLUSTRATION

courtesy of Lorne Perry Designs