

Miner's Walk: **a celebration**

CONCEPT BRIEF FOR AN EXPERIENTIAL EXHIBIT



Prepared for: **The Miner's Walk Exhibit
Steering Committee**
September, 2010

INTRODUCTION

This concept brief is the first stage in the process that will create a new exhibit on the grounds of the city hall. The primary objective of the document is to present a clear picture of the proposed exhibition along with its estimated costs so that fund raising can begin. When the exhibit look is approved the project can then proceed to final design, fabrication and finally installation.

Project Overview:

The Miners Walk steering committee in conjunction with local contractors, artists and writers seeks to create and install an experiential exhibit. Honouring coal mining in Fernie the exhibit will be designed to attract and engage both citizens and tourists primarily in the snow free months. Fund raising for this project has already begun with a targeted completion and installation for the spring of 2011. To this end Lorne Perry DESIGNS has been contracted to:

- with the assistance of the committee, create an exhibit concept sketch
- enumerate goals, usage scenarios, physical layout with general specifications, site opportunities and restrictions and
- provide estimated costs.

The Big Idea: 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.

“If it wasn’t for mining, Fernie wouldn’t be here.”

The Miners Walk Exhibit Steering Committee

September, 2010

Goals

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

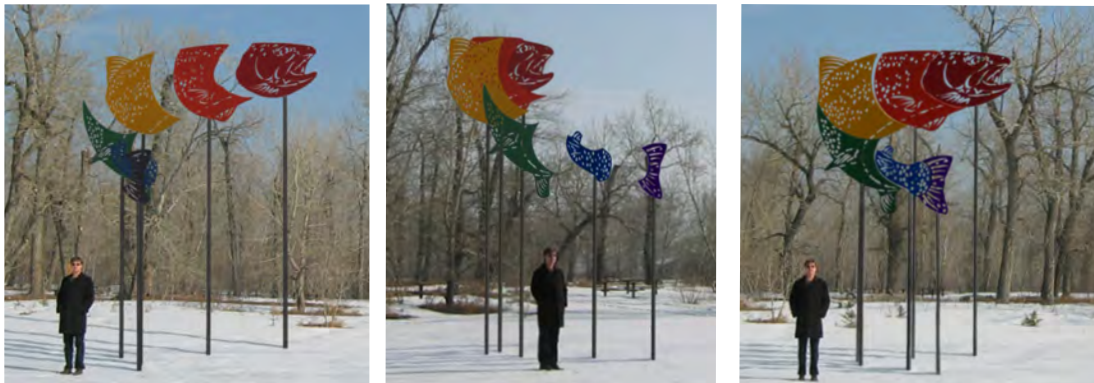
- tell the story of significant players in coal mining in the area,
- describe the geology and natural and human history of the Fernie area as it relates to coal mining,
- engage Fernie and area residents including schools and clubs in the creation process.
- make as much use as possible of local contractors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

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.

Success Attributes of the Exhibit:

- involving, interest is shown for the content
- engaging, people stay for a period of time
- educational
- makes visitors want to know more, (motivates)
- accessible as much as possible to all visitors (including wheelchairs and seniors)
- offers something for everybody, appeals to all
- meaningful in people's lives
- honors the past
- creates a sense of pride
- safe (no hazards)
- fits in with the present site, and with the architecture of city hall
- low maintenance
- extremely long lasting, (about 25 years)
- resists vandalism and incidental damage

The Story of Coal, Main Themes:

Each of the sign standards will deal with a theme area:

GREEN BEGINNINGS: coal's organic roots, some geological history

SETTING THE STAGE: coal and more coal, how we came to be here

THE COST OF MINING: death, danger and disaster in the valley, including the curse, fires, floods, famines/explosions and what we learned from them

THE JOY OF MINING: Community Life, the lives of people and family, the good things

MINING TRANSFORMED: then and now, underground and surface mining, dangerous versus safe, low tech versus high tech, wasteland and reclamation

THE FUTURE: Fernie reinvented, an open and diverse community favouring coexistence and cooperation with other activities, including tourism, logging, visitors.



BUDGET PROPOSAL WITH ESTIMATES:

The total estimated cost of the exhibit is in the range of \$140,000 to \$160,000, this includes in kind support with a value of approximately \$30,000.

Budget summary: (note these are estimates only, final figures depend on final design)

Concept development:	\$2600
Research and Design:	\$16,300 with \$2000 in kind donations (includes design of banners and signs)
Project Management:	\$11,920
Fabrication:	\$62,000 with \$10,000 in kind donations
Installation:	\$15,000 with \$14,000 in kind donations
Shipping:	\$2,000
Maintenance:	\$10,000 (includes 3 sets banners)
Contingency:	\$12,000
Total:	\$157,820 (net, GST not included)

(Note that Project Management does not include management of fund raising initiatives or the creation of additional fund raising materials.)

OPPORTUNITIES

1. The Hard Hat Project: this could be a separate project, and would require additional funding but is a great opportunity to get local involvement. Fernie residents could donate to a fund where small hard hats are engraved with the names of miners. The engraved hats would put be put on a wall or on an outside sign face.
2. Banners and signs: local school projects, or art and craft guilds could contribute to the designs of the banners, or supply art works, poems or quotes for the main text signs.
3. There are a number of excellent suppliers in the Fernie area, including stone workers and metal workers. Additional funding that would allow these people to contribute could be very effectively used.

ASSUMPTIONS, RISKS AND LIMITATIONS

1. If fund raising takes a long time, the cost of supplies and fabrication may rise. This might limit the exhibit design features or require further fund raising or changes to design.
2. Present estimates show that it will probably not be possible to put a set of signs on the rocks as per the design sketch created initially by the committee. Also budget will not allow for 20 years of banners, it is more likely that 4 to 5 years would be a realistic.
3. It is assumed that the City of Fernie will assume all costs related to site pre-preparation including but not limited to re-routing irrigation pipes, changing all affected underground or over head services, moving

the flag pole, removing asphalt, landscape changes and site remediation.

4. Because of the length of time required to raise funds, suppliers and fabricators may not be ready when funding is ready. There may be a considerable wait while the project takes its turn in the providers queue. The committee should avoid specific opening dates for the exhibit, until an installation completion date is ensured.

5. Local contractors providing in kind donations may not be able to provide services according to project time lines. Plan for significant delays in the process.

6. Vandalism and extreme abuse may occur. Although the fabricator will make every effort to use the most durable materials known to mankind, the exhibit may suffer damage that requires repair.

EXHIBIT SPECIFICATIONS:

DIMENSIONS:

Overall exhibition size, estimated: 50 feet (length) by 15 feet (width), 12 feet max. height

EXHIBITION STAFF AND MAINTENANCE:

Staff on duty daily: none, exhibit is stand alone

Notes:

- if there is heated concrete, then staff will be required to maintain and monitor the heat delivery system
- if there is lighting then staff will be required

to maintain outdoor lights and maintain electrical service

- staff will be required to change banners if banners are used.
- some snow removal will be required particularly during periods of heavy snow fall or cold periods, this is particularly true if access by mobility impaired visitors is to succeed

SAFETY:

Installation of exhibition elements will be done according to City of Fernie bylaws concerning outdoor installations. All electrical and mechanical installations will meet existing BC code. Inspection and approval will be required.

As much as is possible, all exposed edges and corners will be rounded and fall hazards reduced to minimize accidental injury to guests. All materials will be safe for the general public.

Any extra safety precautions or related design requests by The City of Fernie should be made apparent to the designers and fabricators before construction begins.

VISITOR PROFILE:

Seasonal visitation:

winter:

- local people and skiers (Europe, US, UK - large numbers, Australia)

summer:

- mountain bikers, fishermen, Alberta/BC

tourists. Many tourists are doing the loop from Calgary to Banff, to Radium then to Cranbrook, Fernie and back to Calgary (includes motorcyclists and antique car enthusiasts)

year round:

- local residents

EDUCATIONAL EXPECTATIONS:

Exhibit content has to be something that makes visitors ask more questions.

Content will describe what mining is going to do in the future for Fernie. The huge change in technology and lifestyles, including the way people think about the companies and interact with the companies will be presented.

Visitors will come away with an understanding of the relevance of coal mining to Fernie and to themselves.

PRIMARY EXHIBIT DEVELOPMENT TEAM:

Miner's Walk Steering Committee:

- Helen Bachlet, George Cockburn, Mary Giuliano, Mary Loughery, Tammy Monsell, Bob Morris, Mike Pennock

Research, Design, Project Management

- Lorne Perry **DESIGNS**

WARRANTY:

Because the exhibit is outdoors, warranties for finishes or materials may be limited and will vary from supplier to supplier. However the exhibit design will employ the most durable products available within the budget.

DEVELOPMENT AND DELIVERY TIMES

Design Brief: complete by September 30, 2010, the report will be part of a submission that includes a presentation board for fund raising featuring a concept design sketch.

Design: can begin as soon as funding is available and will be dependant on what communications can begin with suppliers, (allow 30 days elapsed time)

Fabrication start: can begin as soon as design is finished, provided suppliers are available. This depends on work load, shop availability and available labour. (allow 60 days elapsed time)

Installation: installation start requires frost free ground, probably after May 15, (allow 5 - 7 days)

THANK YOU:

Lorne Perry Designs would like to thank the Miners Walk Steering Committee for the opportunity to work on this exciting project and looks forward to the next stages.



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