

## Canadian Pacific: Creating a Brand, Building a Nation in Hand-crafted Collector's Case

Marc H. Choko

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**Marc H. Choko : Canadian Pacific: Creating a Brand, Building a Nation in Hand-crafted Collector's Case** before purchasing it in order to gage whether or not it would be worth my time, and all praised Canadian Pacific: Creating a Brand, Building a Nation in Hand-crafted Collector's Case:

An unprecedented look at Canada's history: How commercial design helped shape the country's image Up to now virtually nothing has been published about Canadian Pacific's decisive role in branding the nation at home and abroad. The company's visionary leaders used the railway line's potential to its fullest, swiftly creating a pioneering global travel and transportation empire, for several decades the world's biggest. As Canada's main private land owner,

Canadian Pacific became a key sponsor of immigration. These and numerous other activities were publicized with unparalleled proficiency and quality, projecting a dream-like world of the new state that became part of its identity. Never before or after has a single company influenced a nation and its image to such an extent. The book takes the reader on a colorful, delightful and educational journey brought to life by hundreds of historical illustrations and photos, many of which have never been published before. Utmost care was taken in digitally restoring and reproducing the priceless Canadiana as accurately as possible. This volume also demonstrates how a uniquely Canadian graphic design style developed over time, the essence of which can be felt in Canadian design until this day. The making of modern Canada is unimaginable without Canadian Pacific and its lasting achievements. The Premium Edition comes in a hand-crafted collector's case with a wood veneer cover symbolizing the natural beauty of Canada. Additional care was devoted to reproduce all images true to the originals. In many instances special Pantone colors, including gold and silver, were used to go beyond the already extremely high quality criteria of the book's Standard Edition.

"A visual reminder of the days when Canada was a work of the imagination." (Robert Fulford National Post, December 12, 2015)"A book that aims to show how Canadian Pacific's artists developed a uniquely Canadian voice, and shaped perceptions of the nation." (CBC Arts, December 23, 2015)"With superb color reproduction values which appear to have cost more than the cover price suggests...This is an unlikely book well worth owning and meditating on." (Frank Davey, Canadian poet and author November 23, 2015)About the Author Marc H. Choko is professor emeritus at the School of Design of the Universite du Quebec a Montreal and former director of the university's Design Center. He is also a former research director at the institut national de la recherche scientifique Urbanisation, Culture et Societe. Apart from authoring numerous publications on graphic design, urban development and housing, he has curated many exhibitions that toured internationally. About the Editor