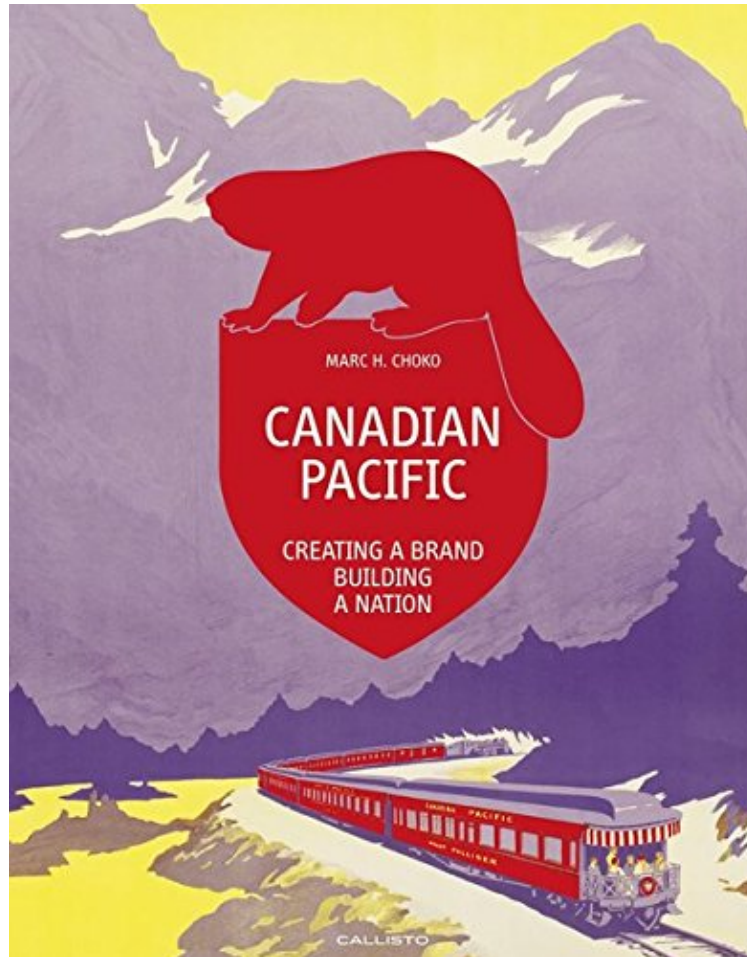


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Canadian Pacific: Creating a Brand, Building a Nation

Marc H. Choko

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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,

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A visual reminder of the days when Canada was a work of the imagination. (Robert Fulford National Post) A book that aims to show how Canadian Pacific's artists developed a uniquely Canadian voice, and shaped perceptions. (CBC Arts) 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) About the Author Matthias C. Hhne: the author is a property developer and owner of Callisto Publishers. His primary occupation since graduating from Harvard College in 1989 has been the development of high quality commercial and residential real estate projects. Hhne left his position as project manager with U.S. real estate pioneer Gerald D. Hines to found his own award-winning development company in 1996, and an architectural services firm a few years later. He collects and supports modern art as well as North American native art, and takes a special interest in commercial design and the history of architecture. So far, Huhne's books have received numerous glowing reviews in leading media around the world.