

It rolls up softly from the eastern bank of the Ottawa River — a low, seductive wave of mysterious curves, copper hills and ancient-looking, cliff-like vistas. Canada's newest museum seems shaped less by human hands than by centuries of fast-moving water, ice and wind. Yet the new Canadian Museum of Civilization, opening on June 24, is every inch a product of the information age — a prototype museum of the twenty-first century.

Innovation has been the watchword on the project from the very beginning. Architect Douglas Carmichael is renowned for his pioneering organic approach to building. Many complex, tight, his masterpieces.

High-Tech That Works

Part technological tour de force, part scholarly time machine, the museum has been designed to present the history of Canada and its people with a sense of scale and dimension. In its vast halls are 300 reconstructions of historic ships are mounted in an advanced system of computer and audiovisual technology, creating what Museum Director George Macdonald calls "the most stimulating and visually rich space anywhere in the world."

From the outset, owners involved in the project recognized that building a new, new cultural institution meant rethinking what museums are all about. Gone is the static "display case" mentality. Instead, many artifacts in the museum's collection will be set in a living historical context. At every turn, the roles of artists, actors, filmmakers, photographers and other people of all kinds have been called on to heighten the experience. The result? A hands-on appeal to the intellect and the senses — a place where learning and entertainment meet.

One of the museum's most eye-catching attractions is the great curved space of the Great Hall. Four stories high and deeper than a football field, the hall's floor is covered with a glass ceiling, a spectacular view of the Ottawa River. Here, visitors of nature's grandeur have created a traditional village set in a West Coast rain forest hall. The vibrant highlights include the canoe, the native Indian, the canoe and the museum's collection. It's a proudly against a backdrop of a hundred of ancient coastal fir trees.



AN INVITATION FROM JOHN C. CROSBIE, CANADA'S MINISTER FOR INTERNATIONAL TRADE

Canada abounds in opportunity. The purpose of this booklet is to introduce readers around the world to a "new look" Canadian economy. In all our varied regions, businesses are feeling the stimulating effect of the Canada-U.S. Free Trade Agreement (FTA). It will progressively expand Canada's markets by removing limitations on trade and investment.

Investors from outside the country will find excellent prospects. I invite you to consider the points described in these pages and then to address any inquiries to your nearest Canadian embassy, high commission or consulate. They will be pleased to provide general information on the FTA or answer specific questions on investing in Canada.

John C. Crosbie