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April

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Today/d'aujourd'hui
magazine
Issue no 11
April 1986

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INSIDE

British investment in Canada soars by more than \$1 billion

EXPO 86 is all dressed up and ready to go

Aluminium industry celebrates its 100th birthday

Club Canada launched to boost tourism from UK

Erickson exhibition reveals the architect's design process

In this issue

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Published by

Canadian High Commission
Canada House
Trafalgar Square
London SW1Y 5BJ

Design and production

Christopher Stanbury

Printing

Thompson & Tompkins Ltd

Typesetting

Type Out

Acknowledgements

GEC Telecommunications
Ltd

Canadian Pacific Air Lines

Central Office of
Information

Church and Company
(Footwear) Ltd

Subscriptions

Any change of address
should be notified to our
subscription secretary,
Keith Vines, at Canada
House.

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Acknowledgement to
Canada Today/ d'aujourd'hui
magazine would also be
appreciated.

ISSN 0226-6685

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government offices in the
United Kingdom

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designed by
Arthur Erickson

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Editorial

The next six months will be notable for the exceptionally high level of contact that will be taking place between the people of Canada and the UK.

First of all, Canada will be host to the Prince and Princess of Wales, who will be flying to Vancouver, British Columbia, to open EXPO 86.

The exposition will start on May 2, and is expected to play a significant part in attracting more British people than ever to Canada this year.

In July, Canada will also welcome Prime Minister Margaret Thatcher. Mrs Thatcher will be attending EXPO, where she will be present for British day. She will tour the British pavilion and review some of the special attractions and events that Britain is bringing to EXPO. (See page 11.)

However, the trans-Atlantic traffic as usual this summer will be both ways. Canadian Amateur Sports and Fitness Minister, Otto Jelinek, will be visiting the UK to attend the Commonwealth Games in Edinburgh. Canada's participation in this event will be as wholehearted as ever. In fact, Canada will be bringing over 400 athletes which is the largest contingent it has ever fielded overseas for the Commonwealth Games.

The Toronto Symphony Orchestra has been invited to both the Edinburgh Festival and London

Promenade Concerts. There will be concerts in Edinburgh on August 26 and 28, London September 1, and Cardiff September 3.

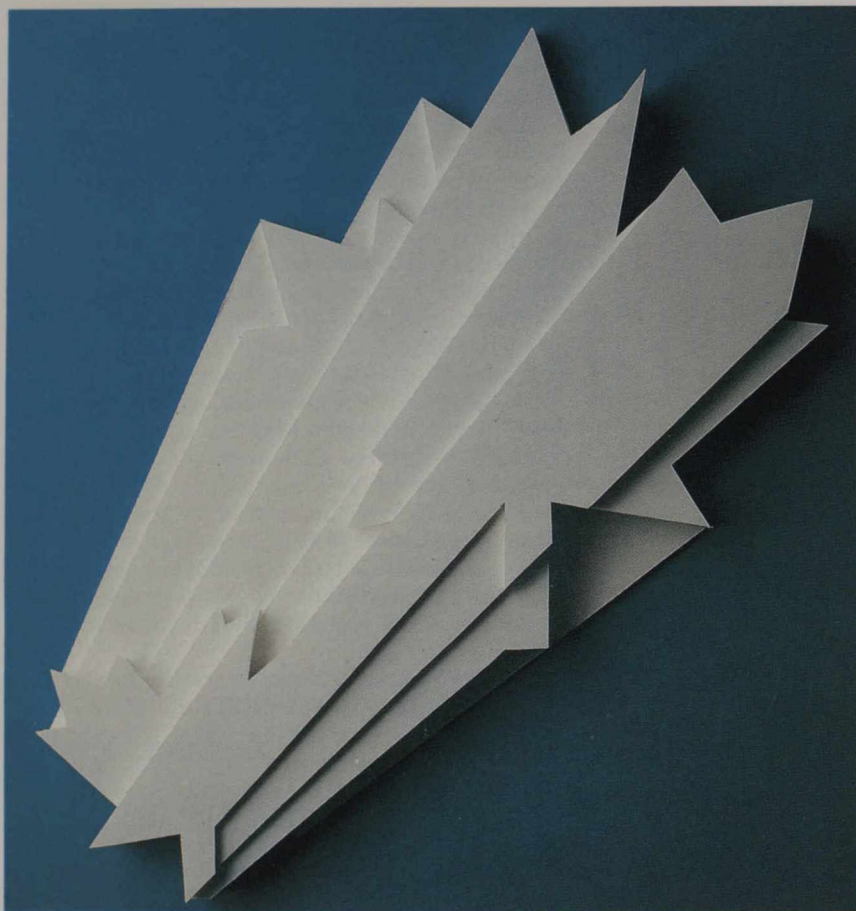
Canada's internationally renowned architect, Arthur Erickson, will be a major participant in the international conference, Glass in the Environment. In London, the Canada House Gallery's role will be staging an exhibition of some of the works of Mr Erickson. Information about the life, career and design processes used by Arthur Erickson are discussed on page 15 of this issue.

Also, in this issue, we cover exchanges of a more permanent nature — that is we offer information on some of the business people from the UK who have invested their money and their energies in the future of Canada.



Canadian High Commissioner

British investment in Canada soars by more than \$1 billion



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British investment in Canada soared by more than \$1 billion (£500 million) in the last six months of 1985, up from the \$290 million (£145 million) during the same period in 1984.

That sudden surge is a solid indication that Canada's new welcoming policy towards foreign investment is already having a major effect.

Last year marked the first full year of the Investment Canada Act, introduced in late 1984 by the Conservative government of Prime Minister Brian Mulroney. Under this legislation, investment in Canada is greatly simplified.

Excellent country in which to invest

In many ways, however, the new legislation is merely the icing on the cake. It simplifies and facilitates the process of investment; but by itself it does not justify an investment.

The main reason British investment in Canada has soared to new heights is simply that Canada increasingly is being recognised as an excellent country in which to invest.

It has a strong, diversified economy — the seventh largest in the world in terms of GNP — which recently has been growing at a rate in excess of 4% per year. In 1986, growth is likely to be second only to that of Japan, according to an OECD prediction.

Canadians enjoy an excellent standard of living — GNP per capita is the fourth highest in the world, which gives Canada a domestic market of tremendous purchasing power.

In addition, Canada offers easy access to the huge US market, so that within a day's drive from, say, Toronto or Montreal, there is a market of more than 120 million consumers and factories and plants that generate more than 50% of North America's industrial production.

What's more, this US market is being reached. Canada has always been a major trading nation — some 30% of its GDP is made up of exports (compared with 16% for Japan and 10% for the US). And nearly 75% of those exports — worth more than \$100 billion — go to the US.

That makes Canada the US's most important trading partner, far ahead of second-place Japan.

Costs lower in Canada

Some 80% of Canadian exports to the US are duty-free and an additional 10% face tariffs of 5% or less, so as far as marketing is concerned, in large measure the border has been all but eliminated. However, for manufacturing, the border is extremely important — because manufacturing costs are considerably lower in Canada than they are in the US.

Hourly manufacturing wages, for example, average \$11.59 in Ontario and \$10.91 in Quebec. But in the manufacturing state of Ohio they are \$15.28, and in Michigan they are \$17.04.

Also, the average cost of natural gas for industrial users was recently \$3.64 per million BTUs in Canada — at a time when it was \$5.96 in the US.

Similarly, the average cost of electricity is \$0.043 per kilowatt-hour in Toronto. But in New York it is \$0.162, nearly four times more expensive.

Workforce is motivated, adaptable

Canada also appeals to investors because of its highly trained workforce of some 13 million people — people who are motivated, adaptable and willing to learn new skills.

Transportation and communications facilities are among the best in the world. The 'technological infrastructure' is highly developed; it includes technology centres, specialist laboratories, federal and provincial research centres, as well as a strong network of modern universities.

The capital markets are sophisticated — Toronto has the ninth largest stock market in the world (with a lively over-the-counter market to help start-up companies find financial backing); and Canadian banks rank among the biggest in the world (they operate in more than 40 countries and have correspondent links with some 5000 foreign banks).

Finally, Canada is one of the best housed, best educated and most healthy nations in the world. It enjoys a stable political climate, and a free market philosophy that sees government willing to meet the needs of business.

Britain has long history of

With all the attention being given to attracting new investment from the UK to Canada, it might seem that UK investment in Canada is relatively new. This, of course, is not the case.

The following articles look at two companies that have long been established in Canada — one in the high-tech field of telecommunications, the other in the more pedestrian field of footwear.

AEI: filling market niches in telecommunications

More than 60 years ago, Kenneth Yates started AEI Telecommunications (Canada) Ltd — the wholly-owned subsidiary of a UK-based telecommunications equipment supply company — in Winnipeg, Manitoba.



The Canadian company was set up in 1924, after AEI won a contract to supply switching equipment to the Manitoba Telephone System (MTS).

'At that time,' says Yates, who is still active in the company in an advisory role, 'there was only one source of supply for switching equipment in Canada, and the Manitoba government — which owns MTS — wanted to encourage competition.'

Initially, the company prospered, but then the Depression hit western Canada and industrial activity all but ground to a halt. 'Even so,' Yates says, 'our parent company kept its faith in us, and we hung on by our fingernails. Now, of course, Canada has proven to be an excellent investment for us.'

At the end of the second world war, Canada experienced a tremendous boom in nearly all markets, as the pent-up demand for a wide variety of goods and services exploded. AEI was well-positioned to take advantage of the expanding economy, and for the next 20 years, it flourished.

Today, about 95% of its products are shipped to customers outside Manitoba. Most go elsewhere in Canada, but 15% are sold in the US, Japan and other overseas markets.

'We came here because our people thought that Canada was a country that was going somewhere,' says Yates. 'That hasn't changed. It's still a good place to do business, and it has a very good future.'

'Labour costs are reasonable, and productivity is high. Conditions for AEI are still good.'

Searching for new products

In 1967, AEI was taken over by General Electric, and for about ten years, Yates says, R&D 'went flat'. However, in 1976, the company developed the Anipak System, which local telephone exchanges use to forward the telephone number to be billed when a long-distance call is made.

'Since 1977, we've installed more than 700 Anipak Systems in Canada, the US, Jordan and Colombia,' Yates says.

AEI, with annual sales of about \$10 million, is now searching for new products, and is developing marketing plans designed to position it to take full advantage of the potential of emerging markets.

Leading these efforts is Robert Ashman, who has recently arrived in Winnipeg from the UK. One new product he will soon be introducing is Telepak, a microprocessor-controlled solid-state switching system.

'Our products are aimed at filling market niches,' Ashman says.

AEI's ventures are being helped by federal and Manitoba government initiatives designed to boost activity in various industrial sectors.

In the electronics sector, for example, a joint federal-provincial programme has created the Electronics Industry Association of Manitoba, an organisation that will influence the development of the electronics industry throughout the province. For AEI, the Association is useful, since it is helping to provide direction for the company's research and development programme.

But this kind of support is just one of the advantages the company feels it gets from being in Manitoba.

investment in Canada

'We also pay exceptionally low electricity rates,' Yates says, 'and there are excellent transportation and telecommunications facilities here. What's more, there is a clean environment, and the quality of life is superb.'

Hartt and Dack: putting its best foot forward

In 1898, Odubert M Hartt opened a shoe-making plant in Fredericton, New Brunswick. Today, the plant is still operating, producing some 2600 pairs of shoes a week that are made 'the old way'.

None of the automation found in many of the world's shoe plants is used. Instead, the company's 165 employees still make the shoes by hand.

As a result, Hartt and Dack, as the company is now called, has an enviable reputation for quality.

Hartt and Dack shoes are well-established in Canada, but the company's continuing success can

be attributed to a British investment made in the 1960s, when the company was finding it hard to compete with mass-production.

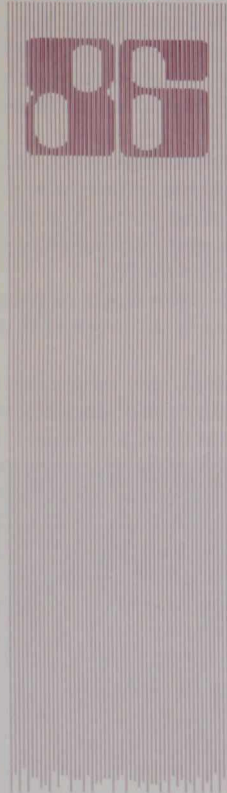
Ian Church, then vice-president of Church Shoes Ltd, Northampton, visited Fredericton in 1964, and was impressed by Hartt and Dack's determination to maintain its standards and its individuality. He recommended that Church Shoes buy into the company and give it the infusion of capital it needed to compete successfully.

Hartt and Dack shoes are now sold coast-to-coast through the company's 27 own shoe stores, as well as through more than 1000 independent shoe retailers.

Louis Durling, who started with the company 20 years ago as office boy and is now second-in command, believes the combination of Canadian craftsmanship and British investment worked out well for both Hartt and Dack and for Church.

'We've been producing the best shoes in Canada since the last century,' he says, 'and I like to think that we'll still be producing them well into the next.' ♦

Communications



Canada a pioneer in telecommunications

Companies like AEI (see accompanying article) have helped Canada develop a world reputation in the field of telecommunications. But perhaps the main reason behind Canada's success in this field is the sheer size of the country.

Canada — the second largest country in the world — spans seven time zones, so it has special telecommunications needs to help bring the country together. As a result, it has pioneered many telecommunications developments, and been closely associated with many telecommunications landmarks.

Among the more notable are the following:

- The world's first long-distance telephone call was made from Brantford to Paris, Ontario, in 1876.
- The world's first trans-Atlantic radio signal was sent from Cornwall to Signal Hill, Newfoundland, in 1901.
- The world's first digital microwave transmission system was set up in Canada in 1971.
- Canada also launched the world's first geostationary domestic satellite communications system in 1972.
- It introduced the world's first family of digital central office switching equipment in 1976.
- It set up the world's first packet-switching network in 1977.
- It created the world's most advanced videotext system, adopted as a world standard in 1978.
- It inaugurated the world's longest fibre optic communications network in 1985.
- And Canada is now working on plans for the development of the world's first domestic mobile satellite communications system.

Latest equipment on show

Some of the telecommunications equipment that Canada produces will be on show at the international exhibition and business forum, Communications '86, which will be held May 13–16 at the National Exhibition Centre in Birmingham.

Among the Canadian companies exhibiting will be:

- **Bell Canada International.**
- **Consultronics** — exhibiting instrumentation products for quality control.
- **Canadian Marconi.**
- **ForceTen Enterprises** — showing advanced software systems for telephone companies.
- **MDI** — showing mobile and portable data terminals.
- **NovAtel Communications** — exhibiting cellular radio telephone and control head assemblies.
- **TIAC Manufacturing** — showing computer systems designed for the IBM PC and compatibles.
- **TSB International** — showing the Call Collector II compact microprocessor.
- **Westronic** — exhibiting the WESTDAC M3000 remote terminal unit.
- **DATAP Systems** — showing the Iris 7 remote monitor and control system.
- **Microtronix Systems** — the Model 60 telephone test set for measuring electronic and acoustical properties.

A UK entrepreneur tells his story

What you need to succeed in business in Canada

Canada is now welcoming business immigrants more than it has done before. To find out what it is like to move from the UK to Canada, and to start a business there, *Canada Today* spoke to one man who has done it. He is Jeffrey Hewson, president and chief executive officer of Business Cards Tomorrow.

It was in 1984, soon after Jeffrey Hewson had left the multinational office products and supplies company he had been worked for, that he set-up on his own as a business immigrant in Toronto.

At the age of 42, he had spent his business career in the office supplies field, working for some of the largest companies in the market.

While with one of these companies, he had lived and worked in the US, and had travelled extensively across Canada on business.

In fact, Hewson says, it was *'the contacts I made then, and the knowledge of the market I gained, that convinced me to set up my business in Canada.'*

Before his arrival in Toronto, he presented the Canadian immigration department in London with a business plan of action. The plan was based on the fact that he would be using his knowledge of the office supplies field, but the precise nature of the products and services he would offer was left unclear until he had undertaken some market research in Toronto.

Hewson says the main reason this approach was accepted by Canadian immigration officials is that he had a long and highly successful track record in the field of his choice, and that gave a lot of substance and credibility to his plan of action.

'Before I came to Canada,' he now says, *'I had a concept and I had a plan, but I did not have the actual specifics laid out.'*

'I went over the plan with immigration officials in the UK, and gave them the assurances they needed to show that I had funds to support myself, and the means to generate the financing that would be needed to get a company going. Also, they knew I had the contacts and the knowledge to make it possible for my business plan to work.'

From the opportunities he explored in Canada, Hewson decided that the most viable was Business Cards Tomorrow — a franchise operation that offers high-quality, quick and specialised printing services. Hewson applied for, and was given the Canada-wide franchise.

'We supply printers with printed items such as business cards, letterhead, envelopes and invitations, which their customers want but which many printers cannot produce themselves on the sort of equipment they have.'

Business Cards Tomorrow opened for business in 1985. At that time, Hewson employed five people and operated one plant in Willowdale, Ontario, just outside Toronto. This plant now employs 15 people. Hewson has also sold franchises to two other plants (in Vancouver and in Mississauga, Ontario) which employ another 11 people. A fourth franchise operation is planned, also in Ontario.

Hewson has a number of observations about

setting up a business in Canada. Among them: *'In a business sense, Canada is much more North American than it is European. In particular, it is service orientated, so you have to perform at a much higher standard than you would in the UK — particularly if you are in the retail trade. The competition is a lot more aggressive than it is in the UK.'*

'In fact, if you plan to emigrate, you should visit Canada first. Don't assume that whatever was successful in the UK is going to be successful in Canada too. That may not be so. You should really go to Canada and investigate your business area first-hand.'

'If you do not know Canada well, or do not have business contacts there, then it might be advisable to buy into an existing business rather than start one from scratch. There are a lot of opportunities for joint ventures. I think it would be a mistake to try to go it alone unless you have good contacts and have taken the time to do some thorough research.'

'There are also a lot of opportunities to operate a franchise. That can often give you the sort of support and local-market knowledge that you need to be successful.'

'Banks and government agencies are good sources of information on likely business partners or suitable businesses for you to buy. So is the Federal Business Development Bank. And if you need additional financing, the federal government's Small Business Loan Scheme can be very supportive — especially if you are manufacturing or are setting up a franchise. It offers up to \$100,000 of capital at preferential interest rates.'

'People from the UK are well received here, as long as they make a commitment to the country and don't just use it. But Canada is very much a North American community. You can't afford to ignore that fact if you want to succeed there.'

All things considered, Hewson finds running a business and living in Canada an enjoyable and satisfying experience.

'The economy's now rapidly growing after the recession of 1982. Politically and socially, the country is well organised, and there's no doubt that Canada's economic ties with the US can be a big plus.'

'Outside work, there are tremendous opportunities for recreation, and there are a lot of "intellectual" pursuits.'

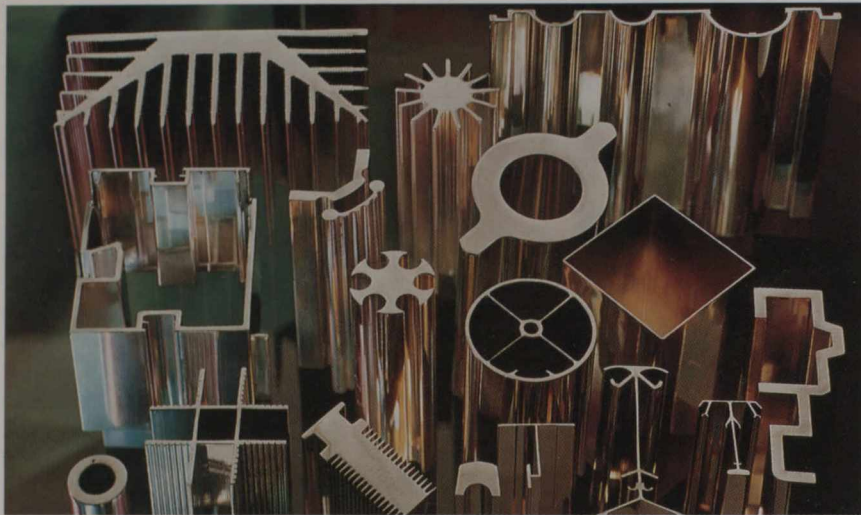
'As for the schools, they are first class. There is even a good system of private education for people who prefer that.'

'I suppose if I were to summarise the advice I would give to business immigrants like myself, I'd recommend visiting Canada, having a good look around, doing some research and seeing if the potential is there for your business.'

'If it is, then consider starting up a joint venture or partnership — or buying into a franchise. Use the help that's available from the banks and from government institutions. Don't try to go it alone unless you're very sure of your ground and have excellent contacts in your field.'

The Immigration Business Development Section in the Canadian High Commission in London will provide prospective business immigrants with appropriate information and advice. ♦

Aluminium industry marks its 100th anniversary



This year marks the centenary of the patents covering the electrolytic smelting process that made aluminium production a commercial reality. Much refined and more efficient, that same process is still employed today.

In 1885, the year before the discovery, world production of aluminium was about 15 tonnes and the metal was so expensive it was used to make jewellery. Within five years the price had dropped by 80 percent and consumption soared. Today world production of primary aluminium is in the order of 15 million tonnes plus another 4 million tonnes of recycled scrap aluminium.

Canada has played a major role in this success story since the very early days and is now a leading world supplier and source of primary aluminium. In fact, a Canadian company is number one in world aluminium industry rankings.

The new process

The development of the electrolytic smelting process provides a strange story of coincidence that rivals most TV soap opera plots. Two men, an American, Charles Martin Hall, and a Frenchman, Paul Héroult, unknown to each other, both carried out similar experiments in aluminium processing and both filed patents within weeks of each other. The coincidence did not end there, they were both born in the same year and both died aged 51.

The initial Canadian involvement in the development of aluminium processing was linked with the exploitation of Hall's US patents. But in the more recent past, companies that were originally Héroult licensees, have also established smelters in Canada.

The electrolytic process, as the name implies, involves the use of electric power in substantial quantities. This was particularly so in the early days when the process was far less efficient.

On August 14, 1899, a contract for power was signed by Hall's company with the Shawinigan Water and Power Company. No time was wasted in those days, and on October 22, 1901, 760Kg of aluminium ingot was produced at the Shawinigan smelter — Canada's first such plant. (Smelter production in Canada today is running at some 70 million Kg per day).

Aluminium ingots await processing



Alcan is founded

In June 1902, the Northern Aluminium Company Ltd was incorporated in Canada. Northern became the *Aluminium Company of Canada* in 1925, a name that is now familiar as that of the industry's leader — Alcan.

By 1909, Northern was not only opening up manufacturing facilities throughout Canada, but also overseas. In that year a British subsidiary was established which today is known as British Alcan Aluminium. It is the major aluminium company in the UK and one of the European leaders, with an annual turnover of over £600 million.

The special relationship between the Canadian aluminium industry and the United Kingdom was firmly cemented at the beginning of the second world war. It was then that with the assistance of a British Government loan, Alcan was able to increase the capacity of its Arvida smelter at Jonquière, Quebec, by five fold in four years. (Currently this smelter is the largest in the Western world).

By 1944, Canadian production reached half a million tonnes, one thousand eight hundred times the rate of the original Shawinigan plant forty years previously. In circumstances such as these it is not surprising that the major thrust of Canadian based technological research should have been production oriented, and many invaluable contributions were made in this field.

However, in recent years the emphasis has changed radically. Whilst Canada is still growing as a primary aluminium smelting base, many new countries — especially in the developing world — have entered the field. These changes, reinforced by the recent effects of sharp recessions on manufacturing output have led to a switch in efforts towards the development of finished and semi finished products for new markets. Profitable growth rather than unqualified growth is now the goal.

The new generation of aluminium lithium alloys for aerospace markets, (10 percent lighter and 10 percent stiffer than traditional alloys) and the combinations of aluminium with materials such as plastic for applications as diverse as packaging and building products, are examples of the directions in which research is taking the industry as it enters its' second century. Another, more commonplace example, is the easy open aluminium beer and beverage cans which were virtually unknown twenty years ago. Now they use well over one million tonnes of aluminium a year. A substantial and rising proportion of this is recycled from used cans back into can stock.

But, however clever the industry gets, it will be the unique basic benefits of the metal that will ensure its future. The durability and finishability for building, the high strength to weight ratio in transport, the ability to keep flavour in and odour out in packaging and above all the favourable economics of aluminium recycling are still its best salesmen.

This year the aluminium industry is having a well deserved party to mark the end of the first century of service. Nostalgia will play a small part in these proceedings. In an industry used to change, the years ahead look much more exciting.

Technology

New smart phone screens callers

A telephone that will allow subscribers to identify callers or even prevent calls from unwelcomed sources is being offered to householders in Canada.

Invented by Bell Telephone Company, the phone has a pocket-calculator sized screen that instantly displays the number the call is coming from. If the subscriber recognises the number belongs to someone he or she does not want to talk to, then the call can go unanswered.

The telephone can also be programmed to recognise numbers and to print the name of the person each number belongs to. For example, the screen might show a number, and the name, 'Uncle Harry'.

If the subscriber never wants to speak to Uncle Harry, his number can be programmed into a computer at the nearest telephone exchange, and when Uncle Harry calls the subscribers telephone will not ring even though Uncle Harry will still hear a ringing tone.

The telephone can even be programmed to accept only the numbers of people the subscriber does want to talk to, cutting off the rest of the world.

The telephone can even be set to 'watch' a line that is engaged when the subscriber calls it, and to automatically redial it when the number is free. And if a subscriber gets an obscene or threatening phone call, they will have the originating number on their telephone screen and will be able to press a button which will alert the telephone exchange to call the police.

Airborne laser survey system developed

Optech Inc, a small, high-technology company from Toronto, has developed an airborne laser survey system that promises to revolutionise the way maps of coastal waters are made.

The new technology, which is known as lidar or laser radar, was used successfully last year to map a southern route of the Northwest Passage. (Previously the route had been poorly charted, and this new mapping paves the way for delivering supplies by ship

rather than plane to isolated northern communities.)

This summer, Optech's partner, Terra Surveys Ltd, an air surveying company, will go back to the Arctic to survey more of the route.

The laser system works through a device mounted on a plane that shoots a beam of blue-green light into the water. Some of the light is reflected from the surface of the water and some from the ocean floor. By measuring the time delay between these reflections it is possible to create a very accurate map of the depth of the water.

There is already a lot of interest in the system from a consortium of Caribbean countries that want their harbours surveyed so that ships are not damaged by hidden reefs and shifting sands.

Optech was given \$2 million from the federal government to help research and build the system. However, it is expected that this funding will be completely recouped when the federal government's Canadian Hydrographic Service uses the system. For example, a survey that would cost \$1.5 million to undertake with a ship and three launches is now estimated to cost only \$500 using the airborne system.

Research centre makes waves

A new \$55 million research centre, the Institute for Marine Dynamics, has opened in St John's, Newfoundland.

Built by the federal government, the Institute will test the effects of computer-driven waves and simulated ice on model ships and oil rigs.

It houses three key tanks for testing: an ice tank, which is located in a refrigerated area kept at below freezing temperatures; a towing tank that simulates wave action; and a seakeeping or model ocean tank where waves will be generated from any and all directions.

The tests will help naval architects, oil companies and governments build structures that are efficient and safe for their intended environments.

New non-toxic foam in production in UK

New safer non-toxic seating materials are now available in the UK through Polyvoltac (UK) Ltd, the newly formed subsidiary of a Toronto-based company. This manufacturing operation is producing 'Voltac B' - a non-toxic foam material for use primarily in aircraft.

'Voltac B' can be used as a seating material in public transport and in buildings. It also has applications in thermal and acoustic insulation. The foam is fire resistant and gives off low smoke emission. It is said to be an excellent replacement for polyurethane or asbestos, and meets and exceeds new government regulations relating to the use of non-toxic materials in aircraft seating.

Business

Canadian government moves to reduce budget deficit

The Canadian government will be implementing a number of major spending cuts and at the same time increasing income, sales and other taxes in order to reduce the size of the federal deficit.

In the budget of February 26, Finance Minister Michael Wilson said that the federal deficit in 1986/87 will drop 14% to \$29.5 billion, based on projected expenditures of \$116.7 billion and revenues of \$87.2 billion.

By the end of the decade, the government's financial requirements will be down to \$11 billion, or less than 2% of GNP.

Wilson noted that Canada's GNP growth of 4.5% in 1985 equalled Japan's, and that based on conservative assumptions of US and world economic growth, Canada's GNP in 1986 could expand by more than 3.5%. Meanwhile, inflation will likely fall below 4% and unemployment will continue to decline.

Also, interest rates will be lower and the Canadian dollar healthy. Combined with Canada's growing cost competitiveness and productivity, this suggests that Canada's economy will be strong throughout the latter half of this decade.

In his budget speech, Wilson said: 'We have made tremendous progress in the past 18 months. Growth has been strong. Jobs are being created in record numbers. The deficit is coming down.'

The budget included proposals for a major restructuring of corporate taxes. The basic rate will be reduced from 36% to 33%, and the 5% surtax imposed last year will be reduced to 3%. In addition, the small business tax rate will fall from 15% to 13%.

Various investment tax credits and inventory allowances will be phased out, but for selected regions of the country, special investment tax credits will remain or be enriched.

Among the other measures in the budget:

- MPs, senators and cabinet ministers will take a cut in salary of \$1000 per year.
 - The government will continue to privatise Crown corporations that no longer have a public policy purpose.
 - Defence spending will be increased, but the rate of increase will be curtailed during the next two years.
 - Operating costs in all government departments will not be permitted to rise by more than 2% per year.
 - Social benefits will be restructured to direct resources to those most in need and to provide opportunities for self-reliance while maintaining universal access.
 - The tax system for small businesses will be simplified.
- 'This government,' said Wilson, 'has demonstrated its resolve to restore fiscal responsibility to Canada. Cutting the deficit is not an end in itself. It is the means to an end. It is the means to achieve lower interest rates, higher growth and more jobs.'

'The actions we have taken reflect the priorities we set out in November 1984 and acted on in May 1985.'

'We will continue to act with consistency and determination. Canadians look to the future with confidence.'

Licensing agreement signed for TSE trading system

The Toronto Stock Exchange (TSE) and the Paris Bourse have

signed a licensing agreement valued at more than \$1.1 million, which will allow France to use the TSE's Computer-Assisted Trading System (CATS) for 99 years.

CATS is one of the most advanced trading systems in the world. It allows brokers to execute trades at the touch of a button; it automatically updates the market, sends confirmations to both buyers and sellers, and retains a record for settling the trade.

Korean car manufacturer to build plant in Quebec

Hyundai, the South Korean car manufacturer, has announced that it will begin construction of a car assembly plant in Quebec later this year.

The announcement comes only two years after the company entered the Canadian market with its Pony and Stellar models.

During that time, sales of the Hyundai Pony have been so strong that the Pony is now Canada's number one imported car — a title stolen from Japan's Honda.

After selling more than 25,000 cars in Canada in 1984, Hyundai managed to boost its 1985 sales to more than 74,000. It now accounts for 21.2 per cent of all the imported cars sold in Canada, and holds 4.6 per cent of the total Canadian car market.

The company's planned assembly plant will have an annual capacity of 100,000 cars. Production is scheduled to start in 1988.

Travel

A new-look airline is launched in Vancouver

CP Air has shed the abbreviated name that it has been using for the past 18 years and has returned to its historic and descriptive name, Canadian Pacific Air Lines.

Along with this name change comes a smart new corporate identity that reflects the airlines' status as an international and Canadian national carrier.

All of the company's fleet of 37 aircraft will have a new colour scheme which combines a classic



Pacific Blue tail and low fuselage with a Sky White top accented by a red-orange mid-body stripe.

A revamped logo on the blue tail retains the Canadian Pacific identity with a red triangle and half circle, but has evolved into an elongated, flag-like symbol in grey with a distinctive airline character.

Four horizontal pin stripes divide the grey field into five elements, which represent the five continents served by the airline.

The CP Air lettering on the nose of the aircraft has been replaced with Canadian Pacific on one side and Canadien Pacifique on the other. The aircraft names, which have carried on the tradition of the famous Canadian Pacific Empress ships, have been retained in the new look.

Wardair launches UK/Canada scheduled services

The Canadian independent airline, Wardair, will officially launch its transatlantic scheduled services on May 1.

These services will operate between London (Gatwick) and the Canadian cities of Ottawa, Toronto, Calgary, Edmonton and Vancouver.

During the summer, there will be daily flights from Gatwick to Toronto. Five of these will be non-stop service to Toronto, but the flights on Monday and Friday will also land in Ottawa.

Vancouver will be served by four flights a week. These flights will also land in Calgary on Wednesday and Friday and in Edmonton on Tuesday and Saturday.

Wardair is no stranger to the UK. The company's first flight between Canada and the UK took place in 1962, and there have been regular services since that date.

In fact, Wardair will continue to operate regular non-scheduled flights from Manchester to Toronto, Calgary, Edmonton and

Vancouver. It will also run summer services from Stansted, Cardiff, Birmingham, Leeds/Bradford, Newcastle and Prestwick to Toronto and Vancouver.

Culture

Northern Telecom sponsors Sadlers Wells

Northern Telecom, the Canadian-owned multi-national telecommunications company has given £50,000 in sponsorship to Sadlers Wells theatre. The theatre will put these funds towards the over £250,000 it needs to continue operating this year.

Sponsorship of the arts is not new to Northern Telecom. In Canada it sponsors 21 symphony orchestras, 10 ballet and dance troupes, 6 opera companies, 32 theatres and 9 museums and art galleries.

The company also supports 17 arts and cultural groups including the Duke of Edinburgh Award programme.

Toronto Symphony to play in Europe

This year, the Toronto Symphony — under its music director, Andrew Davis — will give 17 performances in 14 European cities between August 27 and September 19.

The concerts in Britain include two concerts at the Edinburgh Festival — August 26 and 28. An appearance at the London Promenade Concerts on September 1, and a televised performance from Cardiff on September 3. They will also play in Dublin on August 29 and 30.

In addition the orchestra will visit Finland, Sweden, Denmark, Holland, France, Belgium and West Germany. The orchestra's last tour in Europe was in 1983.

Canada Room opened at Queen's, Belfast

The Canada Room at The Queen's University of Belfast, Northern Ireland, has been formally opened by the Canadian High Commissioner, His Excellency, Mr R Roy McMurtry.

In 1985, the University was designated as the Centre of Canadian Studies in Northern Ireland, and, subsequently, the provinces of Alberta, British Columbia and Nova Scotia have donated funds towards the Canada Room.

The Room will be used as a focus for Canadian activities at the University, as a prestige reception area for key university events, and by Canadian governments and companies when they are doing business in Belfast.

The University is currently planning a series of academic seminars and public lectures on Canada over the next year, and also intends to support efforts to increase trade, tourism and investment between Canada and Northern Ireland.

Toronto literary agency opens London office

A new literary agency, believed to be the first to specialise in Canadian authors, has opened in London.

It will be known as Vardey & Brunton Associates, a partnership between Lucinda Vardey and Carolyn Brunton, two Canadian literary agents.

Among the authors who will be represented are: Anthony Hyde, Maureen McTeer, Irving Layton, the Glen Gould Estate, Dr Robert Buckman, Louis Del Grande and William Deverell.

The new agency will also act for a number of Canadian publishers in the sale of British rights, and will seek to offer worldwide representation to British authors both through the Lucinda Vardey Agency in North America and via a network of foreign agents.

Events

World Conference on Arts, Politics and Business

The 1986 World Conference on Arts, Politics and Business will be held in Vancouver at the

University of British Columbia, July 22-25, 1986.

The conference will focus on the changing interrelationships between the arts, politics and business by examining case studies from countries where innovative solutions are being sought to old problems.

The issues that will be examined include:

- the role of the arts in post-industrial society;
- the arts and the economy;
- arts, business and political relationships at the local, regional, national and international levels;
- preservation of artistic integrity and freedom;
- technology and the arts - opportunities for growth;
- Canada in the international context;
- visions and dreams for the future.

International leaders in the arts, business, economics, politics, criticism and journalism are being invited to participate. These include: John Pick, professor of arts management, City University, London; Luke Rittner, Secretary-General of the Arts Council of Great Britain; and Edmund Bovey, businessman and head of the task force on funding of the arts in Canada, and Mavor Moore, Canadian playwright, actor, teacher, and chairman of the conference.

For further information write to: 1986 World Conference on Arts, Politics and Business, Centre for Continuing Education, The University of British Columbia, 5997 Iona Drive, Vancouver, British Columbia V6T 2A4.

Canadian Offshore Resources Exposition

The 6th annual exhibition and conference on research and development of the offshore oil and gas industry in Atlantic Canada, the Arctic islands and the Beaufort Sea - CORE '86 - will be held in Halifax, Nova Scotia, on October 7, 8 and 9, 1986.

Further information may be obtained from: J Dinnes, 5 Colthill Crescent, Milltimber, Aberdeen AB1 0EF, Scotland. Telephone: 0224-733091.

Montreal to host world film festival

The World Film Festival - Montreal 1986 will take place in that city from August 21 to September 1, 1986.

The aim of the festival is to encourage understanding between countries, to foster the art of cinematography, to promote meetings in North America between cinema professionals from all over the world, and to stimulate the development of the motion picture industry.

The Festival will select all the films which are to be presented, and all producers are welcome to submit their films for consideration.

The festival will have the following film categories:

- the official competition
- the official (non-competitive) selection
- British cinema of today
- Latin American cinema
- Cinema of today and tomorrow (new trends)
- Quebecois and Canadian cinema
- Foreign cinema
- Tributes
- Cinema and peace

Information on the festival and the entry requirements may be obtained from: The World Film Festival - Montreal, 1445 de Maisonneuve Blvd. West, Montreal, Quebec, Canada H3G 1M8.

The International Film, Television and Video market will also be held in Montreal during the festival (from August 24 - 31). It will give priority to showing recent and unreleased films and will have a special section - Televidcan 1986 - which will highlight Canadian television productions.

Information on this event may also be obtained from the address given above.

Sports

Construction moving ahead for Calgary Winter Olympics

Heavy construction has already begun on most of the major projects for the 1988 Winter Olympics in Calgary, Alberta - including the ski area at Mt Allan in the Kananaskis Valley, which will be the location of the

major Olympic alpine ski runs.

This \$25.3 million project is being developed by the Alberta government as a day-use recreational ski facility, upgraded to meet the alpine skiing requirements of the Winter Games. It will be ready for the 1986-87 ski season.

Visitors to Calgary will soon be able to get a preview of the attractions of the 1988 Winter Olympics at an Olympic centre, which is under construction in Calgary.

This centre will have a 30-projector audio-visual presentation, a wide range of electronic displays, and information on schedules and tickets.

Canada fields its largest team ever for Commonwealth Games



Pictured here is the Canadian High Commissioner, His Excellency, Mr R Roy McMurtry, with Kenneth Borthwick, Chairman of the 1986 Commonwealth Games, when Mr McMurtry visited the Commonwealth Games site in Edinburgh recently.

When the Games open there on July 24, Canada will be fielding the largest team it has ever sent to the Games.

There will be 400 athletes and officials in the team, including synchronised swimmers who have never attended before as an official sport.

The team will also include judoists who will be taking part in demonstrations of their sport that they hope will lead to the granting of official status for it at the next Games, and a rowing team whose sport is returning to the Games after a 24 year absence.

There are 58 countries that are eligible to take part in the Games. To date, 43 of them have confirmed that they intend to participate. All teams must be named by July 5.

People

1000 mile walk under way to raise funds for MS

On Easter Sunday, Laurie Dennett, a Canadian-born girl who now lives in London, set out from the cathedral at Chartres, outside Paris, to walk 1000 miles along the ancient pilgrim roads to Santiago de Compostela, in north-western Spain.



The objective of Laurie's walk is to raise £100,000 for research into the cause and treatment of MS - Multiple Sclerosis.

This amount is the cost of The Multiple Sclerosis Society of Great Britain and Northern Ireland's latest grant to Professor W I McDonald at The Institute of Neurology in London. It is for the study of genetics and immunology, which are paramount to an understanding of MS.

Dr Wilbur Franks dies at age of 84

Dr Wilbur Franks, who has been credited with saving the lives of thousands of Allied fighter pilots, died in hospital January 4 at the age of 84.

Franks invented the G-suit, which has been worn since 1942 by every air force pilot in the world, as well as by astronauts and cosmonauts.

In 1942, Franks solved a problem that had baffled the Allies' best scientists. During turns, pilots experienced forces up to seven times the pull of gravity. They were temporarily losing consciousness and blacking out as a result.

Franks, who was also a cancer researcher, found that glass tubes kept shattering in a high-speed centrifuge. But when he placed small tubes inside large ones, none of the tubes broke.

Employing that finding in his aviation experiments, Franks made a rubber suit, which encased most of the body in a thin film of water. This countered the pressure experienced during the high G-force. The Franks Flying Suit was soon in use by all Allied pilots.

EXPO 86 — aiming to be the greatest show on earth



The chances are that there will never be another show like it this century — because EXPO 86 has something for everyone.

From May 2 (when EXPO's doors will be opened by the Prince and Princess of Wales) to October 13, Vancouver will attract more than 15 million visitors.

EXPO will be the largest special-category exhibition ever staged.

On two waterfront sites taking up a combined area of 170 acres, more than 52 international participants will display some of their greatest technical achievements in the fields of transportation and communication.

There is a walk-about space-lab from USSR, high-speed surface transport from Japan, a people-mover from France and the 100,000th Rolls Royce and a replica of Stephenson's Rocket from Britain.

But there is more to EXPO 86 than man in motion. Peru will bring the greatest gold display ever seen outside its country, and Egypt will show the priceless treasures from the Great Hall of Ramses II.

There will be plenty of cultural communication too in the World Festival, during which The Royal Ballet from Britain, the Kirov Ballet from Russia, a People's Art Theatre from China, the Philadelphia Symphony Orchestra and artistes from Japan, Germany, Korea and France will be among those performing.

Visitors will also enjoy the world's largest Omnimax theatre and be able to see images floating in space at Canada's Teleglobe Theatre.

In short, there will be something for everyone, as Canada welcomes the world and points the way to the 21st century.

Conferences, special events and specialised periods
EXPO 86 has 14 specialised periods during which conferences, seminars, exhibitions and special events relating to a specific theme will be staged.

Here is a run down of these specialised periods, the dates when they will take place and the topics they will cover.

May 5 — 11	Polar Transportation and Communications
May 12 — 18	Search and Rescue
June 9 — 15	Trucks and Intercity Buses
June 16 — 30	Urban Transit
July 6 — 19	Automobiles
July 20 — 25	Communications and Mobility for Elderly and Disabled People
July 21 — 31	Marine Commerce
August 1 — 10	Aviation
August 8 — 17	Alternative Fuel and Power Systems for Transportation
August 18 — 24	Transportation for Recreation
August 25 — 31	Human Powered Transportation
Sept 7 — 13	Communications
Sept 12 — 21	Underwater and Offshore Resources
Sept 29 — Oct 5	Modern Rail

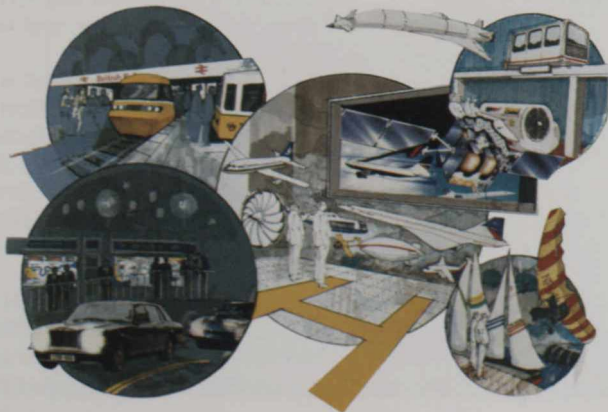
British exhibits at EXPO focus on the future

British Prime Minister Margaret Thatcher will be visiting Canada this summer, and will be at EXPO 86 on July 12, during British Week (July 8 — 13).

British participation at EXPO will include performances of the Royal Ballet at the Queen Elizabeth Theatre, there will be concerts by military bands, and Royal Navy ships will visit the city. The British Airways Concorde will also be on display, at the Abbotsford Air Show nearby.

Britain was the first overseas country to sign up for EXPO 86 and so had the advantage of first choice for the site of its pavilion.

Four years of planning have resulted in a pavilion full of exciting exhibits, plus a cultural programme that is a feast of sights and sounds.



To a large extent, the British pavilion has chosen to turn its back on Britain's past contributions to the development of world transportation and communication. Visitors will, instead, see Britain's achievements of today.

These will include exhibits covering aerospace technology, light aircraft, rail and urban transit, road and marine transportation and the proposed passenger-carrying space transportation system known as hotol.

The British pavilion offers a one-way, five-section tour showing British achievements in theatrical settings that represent the British scene. For example, in a section called 'national movers', the complete front of a new British Rail 125 train sits at a level crossing (complete with sound effects) illustrating Britain's achievements in high-speed railway development.

Exhibits in the 'frontiers movers' section show that Britain is still at the forefront of transport and communications. They include an exhibit telling the story of a British Aerospace proposal for a space shuttle that uses orthodox runway take-off procedures; and an information area and shop where visitors can use an electronic information retrieval system to enquire about any aspect of Britain and the British way of life.

All in all, the aim of the British pavilion is to create the image of a nation with a great future as well as a proud past.

Each province communicates

EXPO 86 ready to go —

All of Canada's provinces and territories will be taking part in Expo 86. Here is just a taste of what some of their pavilions will have to offer.

Alberta

The design of the Alberta pavilion reflects the life of the province itself — a life that has a formal civic side and an informal rural side.

The pavilion has been designed to be viewed from a distance and has a seven-storey tower revolving on a three-storey glass brick base. The tower becomes a backdrop for a 40ft promotion of the 1988 Winter Olympics (to be held in Calgary).



Alberta pavilion

The colours used on the pavilion are symbolic of the golden crops, the red earth, the blue lakes, rivers and skies and the white shimmering glaciers of the province.

The exhibition itself is a walk through experience — about 20 minutes of sight-and-sound collage intended to leave the visitor with a strong sense of the vibrant place that Alberta is.

It deals generally with transportation as it has influenced Alberta's development, and the sequences of experiences have been loosely organized according to the province's chronological history, geography, seasons and technological advances.

The final phase of the exhibition is the Travel Alberta Information Centre, which leads onto an arcade that houses an Olympics 88 display.

The ground level of the pavilion also accommodates a restaurant from which diners can see live performances by some of Alberta's artists.

The second floor of the pavilion has a restaurant too, and an informal waiting area with direct access to a presentation lounge one floor above.

The third floor contains an administration area, and a presentation lounge equipped to serve business and protocol functions.

British Columbia

Rising on 4.5 hectares at the heart of the 70 hectare EXPO site on False Creek, the BC pavilion is one of the major gateways to the exposition.

The main building is constructed of aquamarine glass on a graceful latticework of steel; it rises 29 metres from its footings in the waters of False Creek.

From within, visitors will have a spectacular view of the EXPO site and the mountains and water beyond.

More than 6000 square metres of exhibit space will display examples of leading-edge technology, including a new 70mm film system featuring technology unique to the EXPO site.

From this pavilion, visitors can stroll out onto the Plaza of Nations where more than 10,000 people at a time will gather under a glass canopy to celebrate events such as the opening and National Day ceremonies.

The Plaza is the major activity site — day and night — for EXPO, and its steps form an amphitheatre where visitors can watch aspects of logging, water sports, marine displays and night-time fireworks.

In the second BC pavilion, visitors will be able to look at displays of the resources, innovations, people and skills on which the future of BC will be built.

Government agencies and private companies in many areas of business and industry are co-operating to ensure that the message of efficiency, innovation and ability is carried to the province's customers and markets worldwide — and to ensure that business people who visit the exposition are shown the province's mills, factories, dams, mines, research facilities and the nature of the people who operate them.

The BC pavilion will, in fact, feature conference and special reception facilities so that the broad messages provided through the exhibits can be presented in specific terms to business visitors.

Special attention will be given to BC's tourism industry. Many of the film images and exhibits in the main pavilion will entice visitors to move on to the sights and experiences BC has to offer once their visit to EXPO is over.

Ontario

Ontario plans to entertain visitors to its pavilion in extraordinary new ways.

Visitors will be able to stand *inside* Niagara Falls, watch a Canadarm circulate above them, stroll through a 5000-year-old forest, enjoy a 3-D film of Ontario's best features, and wine, dine and relax with live entertainment.

Ontario's Light Exhibit is a stylised portrait of Ontario industry; a selection of transportation products designed and manufactured in Ontario are suspended from steel tubes in the roof. Hang gliders, canoes, the Canada space arm, airplane wings, all-terrain vehicles and a model of the light rapid transit system make up some of the 60-80 pieces in this 120-metre display.

The so-called Dark Exhibit, on the other hand, is a magical mystery tour where mirrors, smells and changes in temperatures are used to create an illusion of a journey through history.



Quebec pavilion

its special personality

Ontario pavilion



Visitors are taken from primeval forests through the exploration and settlement of Ontario to the technology explosion of today.

To let visitors experience Ontario almost first hand, there is a 750-seat theatre featuring one of the world's first 70mm, 3-D, multi-image movies, which takes visitors on a heart-stopping tour of the province.

Saskatchewan pavilion

Saskatchewan

Saskatchewan exhibits in the Hall of Innovation will give visitors a glimpse of the province's advances in transportation and communications.

The story of Saskatchewan people will be told in the Horizons Theatre, while a visit to the gift shop will offer the opportunity to see the work of 25 artists and artisans and to watch demonstrations of their skills.



Rising ten storeys high, the Saskatchewan tower will let visitors see how grain elevators work, give them a scenic view from its observation deck and thrill them with a ride into a potash mine. ♦



Club Canada spearheads a major new drive for tourists

In 1986, the Canadian government will be promoting Canada to travellers in a way that it has never done before. Not only will it be changing the way that Canadian travel opportunities are promoted to

consumers, but it will also be changing the way in which holidays are marketed to the travel industry.

This year, Canada will be presented as a country of cosmopolitan cities, sunshine and hospitality, not just a country of spectacular scenery and the big outdoors. And that will add to the wide range of packages that are already on offer.

Canadian travel products and services will be marketed to the travel industry through a unique information service and incentive scheme called Club Canada.

Club Canada was launched late last year by a consortium of Canadian travel suppliers known as Canadian Holidays and Travel Associates (CHTA). Already the club has more than 3000 travel agencies on its membership books, and more than 10,000 individual travel industry members.

The travel sellers who belong to Club Canada can participate in a wide range of educational and sales incentive programmes, and they can compete for a variety of awards, including a trip for two to Canada. They can also receive bulletins, brochures, special mailings, and Club Canada diaries, and gain instant access through Prestel to up-to-the minute, specially compiled computerized information on Canada and Canadian holidays.

This initiative to help the travel industry in the UK sell more Canadian holidays will be followed later this year by a promotion campaign to consumers.

The consumer campaign will also have as its highlight the opportunity to win a holiday for two to Canada. ♦



Canada launches Olympic Coin Programme

'The Pursuit of Excellence' is the slogan that the Royal Canadian Mint has given to its new Winter Olympic Coin Programme Series.

The first two in a 10-coin series are now on sale in the UK; the balance of the coins will be released in pairs at six-month intervals leading up to the Winter Olympic Games in Calgary, Alberta, in 1988.

Revenue generated from the sale of the coins will be used to help fund the construction of the Olympic facilities in Calgary. Also, it will be used to support amateur athletes throughout the world.

In the UK, the coin programme has been fully endorsed by the British Olympic Association. Some of the revenue from coin sales here will be used to support British amateur athletes.

Each of the sterling silver coins depicts a different winter sport and has a face value of \$20. Each contains one Troy ounce of pure silver; has a diameter of 40 millimetres; is lettered-edge; and is available in 'proof' finish only – that is, with a brilliant background with a frosted relief.

The obverse of all coins bears the effigy of Queen Elizabeth II, along with the date of their year of issue.

The coins combined mintage has been limited to 5 million worldwide. Of that number, 3.5 million coins (350,000 sets of ten) have been set aside for subscription sales.

These 350,000 subscription sets are available on a

first-come, first-served basis until September, 1986. A certificate of authenticity will be given to all subscribers to the ten-coin set.



The two coins now available depict downhill skiing and speed skating, and may be purchased in the UK by mail order from the Royal Canadian Mint, PO Box 14, No 1 Warehouse, Horley Row, Horley, Surrey RH6 8DW.

The other coins in the series illustrate the following sports: hockey and biathlon; cross-country skiing and free-style skiing; figure skating and curling; ski-jumping and bobsled.

In addition to this series, the 1987 issue of the Royal Canadian Mint's 22-carat \$100 gold coin will have an Olympic theme. ♦

Erickson exhibition reveals the architect's design process

Arthur Erickson, who was born in Vancouver, British Columbia, in 1924, is a contemporary Canadian architect with an outstanding international reputation.

He is renowned for the unusual sensitivity he has shown in his designs to the neighbourhood, environment, ecology, topography and climate of the sites of his buildings.

This sensitivity has led him to collaborate with experts in the fields of botany and landscape gardening, as well as engineering and urban planning, the disciplines that architects are more usually associated with.

An exhibition of the work of Arthur Erickson

will be held at the Canada House Cultural Centre Gallery, Trafalgar Square, London, from April 10 to May 6, 1986.

This exhibition is associated with the conference, *Glass in the Environment*, which is being organised by the Crafts Council, the Royal College of Art and the Royal Institute of British Architects.

It has been planned by the Canadian curator, Barbara Shapiro, and documents 14 years of Erickson's work. It concentrates on 19 of his projects, and is intended to explain and illustrate the evolution of Erickson's style.

Arthur Erickson has consistently emphasised the significance of context, both physical and cultural, in design. Yet his own work remains to be 'placed' within the broad perspective of post World War II architecture. Perhaps this is because the quality and quantity of his architecture continue to consolidate, and its variety of concept and effect promises further development.

Yet his early triumphs in the 1960s fostered the misleading popular view, in Canada at least, that he

was a kind of architectural superstar. The increasingly international character of his practice had tended to reduce awareness of his recent work in Canada, while he remains a comparative newcomer to the ranks of what can be termed world class architects. (In 1984 he was awarded the Chicago Architecture Award and a Gold Medal from the French Academy of architecture, as well as the medal of the Royal Architectural Institute of Canada).



Simon Fraser University
near Vancouver

The evolution of Erickson's career

As a boy Erickson was fascinated by animal and plant structure, from which he began to paint abstracts. Vancouver, British Columbia, the city Erickson grew up in, also provided a visual stimulus for him. It boasted some interesting examples of Art Deco and conservative Modernist design, together with a superb natural setting. However, Erickson's interest in architecture only materialised after war service in the Far East. When he returned to Canada he first considered a diplomatic career, but embarked on his true vocation after reading an article in *Fortune Magazine* on Taliesin West, and its 'Welsh guru' Frank Lloyd Wright whom he was to visit in 1950.

By that date, Erickson had nearly completed his professional training at McGill University at the outset of the first phase of his career.

In his graduating year, Erickson was awarded a travelling scholarship. This scholarship was to have taken him directly to London in time for the Festival of Britain, but the ship on which he worked his passage across the Atlantic was diverted to Egypt. From there, Erickson meandered throughout the Mediterranean basin and became acquainted with the ancient springs of western architecture.

Thus, aware of the heritage of Mediterranean civilization, he returned to Canada, via London — more of an internationalist, if still a modernist.

The first phase of Erickson's career, distinguished by the award of two of the eight Massey Medals he was to win, ended with his 1961 tour of Japan and the Far East.

There he came to comprehend the sophisticated interplay between nature and artifice in Japanese design, declaring of Katsura, 'It is the most complete work of art in Japan, and, I think in the whole repertoire of architecture it demonstrates the sense of refinement, of restraint, of serenity, of melancholy, of simplicity that the Japanese can achieve.' Then he added an equally illuminating phrase: 'it can be an albatross to the development of a new tradition.'

The second phase of Erickson's career began in 1963, when he progressed from being a gifted regional domestic architect to become nationally recognised for his institutional and corporate commissions.

That year he won first prize, with his partner Geoffrey Massey, in the provincial competition for Simon Fraser University built on top of Burnaby Mountain near Vancouver, British Columbia.

Museum of Anthropology

The third phase of Erickson's career is marked by buildings that range from the MacMillan Bloedel Headquarters in Vancouver to the Museum of Anthropology at the University of British Columbia. Their ability to resolve practical specifications with imaginative expression, and hence attract a diverse clientele, is immediately evident.

Erickson's maturing talent for discovering appropriate architectural solutions is equally well demonstrated in the three pavilions he designed for the Canadian Government: Tokyo International Trade Fair; Montreal Expo's Man in the Community building; and Osaka World's Fair.



Where freed from a pre-determined architectural setting, Erickson was unashamedly inventive, the Museum of Anthropology embraces the environment out of which the North-west Coast Indians created the objects displayed within, by means of a series of flat arches enclosed by walls of glass. Entering through a lower arch, the visitor walks down past display bays housing progressively large artifacts, towards the magnificent panorama of the Strait of Georgia.

Erickson establishes his own company

Erickson ended a partnership he had had with Geoffrey Massey in 1972 and the fourth phase of his career followed. His wish to control design standards was achieved by establishing Arthur Erickson Architects, initially in Vancouver but subsequently with offices in Toronto and the Middle East, and now in Los Angeles and Kuala Lumpur.

He assumed a position of creative leadership amidst a diverse group of gifted designers and technicians, presiding over discussions with clients, the analysis of specifications from conceptual sketches to critical interchange around models, to final working drawings. As a result there has been a great broadening of Erickson's practice in types of commission and their location. Among them the church (Christ Church Cathedral, Vancouver); the concert hall (Roy Thomson Hall, Toronto), and the government office (Courthouse and Provincial Government Offices, Vancouver). The last exemplifies the creativity of Erickson's mature work. Replacing a proposed tall office building, the complex subordinates the legal and bureaucratic agencies to the society each serves and provides a garden oasis in the downtown core. The public space flows over and through the official accommodation, while the tiered structure, with its trees, shrubs and waterways, harmonizes with the West Coast environment. Emulating the disciplined, yet variegated, naturalism of

Simon Fraser University



Erickson exhibition reveals the architect's design process

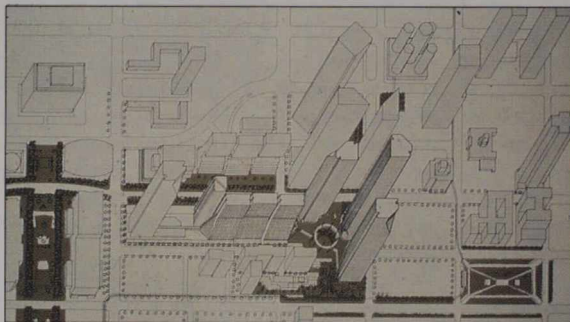
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Museum of Anthropology,
University of British
Columbia



Japanese landscaping, his design received the President's Award of Excellence from the American Society of Landscape Architects. (see front cover photo).

Erickson's increasing awareness that 'architecture is no more than a reflection of the concept of the culture behind it', contributed to his ability to win major commissions from the late 1970s in the Middle East, Far East, Britain and the United States.



California Plaza,
Los Angeles

The California Plaza commission, awarded Erickson in 1980 but still being refined, heralds a fifth phase in Erickson's career, anchored in the United States. (He is currently developing the design of the Canadian Chancery, Washington, D.C.). The huge scale of the Los Angeles complex and diversity of its facilities manifest a new mastery of the monumental which yet promises to retain his sensitivity to landscaping.

The relation of nature to architecture has been one of several fundamental preoccupations, conceptual and formal, that unite the phases of Erickson's career. His interest in site, light and materials is well known. Less appreciated, since little of the correspondence from his travels has been published, is Erickson's fascination with cultural tradition.

'I am always thrilled by the great buildings of the past' Erickson remarked in 1978, adding no less significantly, 'though there is no direct influence. The Parthenon of Athens, of course, Katsura and Ise in Japan, the Imperial buildings of Peking, Machu Pichu in Peru, the works of Hadrian, the great Islamic buildings like the mud brick and tile architecture of Iran or the early mosques of Egypt, the last Moorish work of Spain, the great Romanesque buildings through Europe. Each has taught me something save for the Gothic buildings, which have impressed me but never given me anything; the Renaissance — Brunelleschi, Palladio, Borromini, which I have admired and the gardens, the great command of landscape and cityscape of the baroque period. But then everything has some fascination.

One can never see enough nor begin to understand sufficiently.'

The all-embracing compass of that statement, and shunning of copyism, explain the liberal eclecticism of Erickson's work. Notwithstanding his caveat, even Gothic motifs can be traced in his buildings.

Hi-tech style developed

Erickson's eclecticism has always encompassed contemporary architectural developments. The glamour of the new glass technology appealed to Erickson, as it is less intrusive and provides greater light and more efficient internal climate control. The renewed formal geometry that it spawned in design has also affected him, and the mixture of hard-edged mass and mechanistic detailing of the 'hi-tech' style has entered his domestic vocabulary.

The inventive rather than imitative nature of Erickson's references to the evolving pattern of current international design is typified by the tremendous variations existing between his Napp Pharmaceutical Laboratory at Cambridge, England, and Norman Foster's Sainsbury Centre of the Visual Arts, University of East Anglia, Norwich, England (1974 — 1978).

Though he has kept up a lively competition with his peers, Erickson has continued to be inspired by the 'founding fathers' of modernism.

The urbane adaptation of ancient and modern sources is a component of the creative polarities contained within Erickson's design. Throughout each phase of his development, it is possible to discover not merely historical and current allusions, but also regional and international aspirations, romantic (picturesque) and rationalist or intimate and monumental qualities, artistic and pragmatic ideals.

In a 1978 interview he averred that, 'My work method is crudely described as "by the seat of the pants". However, the one important aspect of it is to bring out the unconscious rather than conscious responses to a subject. This becomes sometimes confusing and disturbing to those working around me since it means postponing decisions and pursuing explorations for as long as possible without making any emotional, intellectual or sensible commitment.'

The fact that the final decisions are also governed by material specifications and respect for the values of the client explains why Erickson has been sought out both by wealthy patrons and by commercial developers, governments and institutions.

Taken from the critical biography by Rhodri W Liscombe in the exhibition catalogue.

