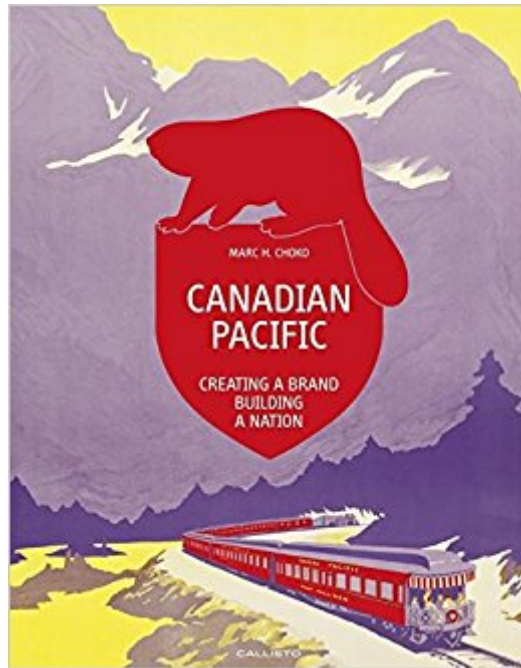


The book was found

Canadian Pacific: Creating A Brand, Building A Nation



Synopsis

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 rebranding 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.

Book Information

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Customer Reviews

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)

Matthias C. Hühne: 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. Hühne 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, Hühne's books have received numerous glowing reviews in leading media around the world.

Amazing book, well worth the cost. Of interest to not just those interested in the railroad, but graphic designers, advertisers, history buff, etc.

Great book on development and history of Canadian Pacific, its trains, art and posters.

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