



2500 GORDON DRIVE Archiving Project and Commemorative Book

Proposal submitted to Peter Gilgan by Know History Inc.

Any questions about this document should be directed to:

Ryan Shackleton

613-700-8677 | Ryan@knowhistory.ca

384 Bank Street, Suite 300 - Ottawa, ON K2P 1Y4

Dear Mr. Gilgan,

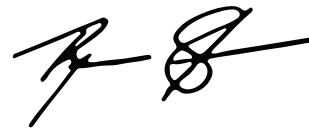
The development underway at 2500 Gordon Drive is unmistakably a groundbreaking and influential project. We thank you and your team for inviting Know History to submit a bid to preserve and share the story of this building, and the innovation driving it.

The below proposal provides an overview of our proposed work plan to catalogue images of the construction in Mattamy's existing corporate archive, and to develop a hardcover commemorative book.

Over the past 12 years, Know History has worked with organizations from across Canada to document, preserve, and share history, including the Juno Beach Centre Association, Parks Canada, and the Columbia Basin Trust. We would be thrilled to add Mattamy Asset Management to our list of collaborators.

Please do not hesitate to contact me if you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Shackleton', with a stylized flourish at the end.

Ryan Shackleton | CEO
Know History

ABOUT KNOW HISTORY

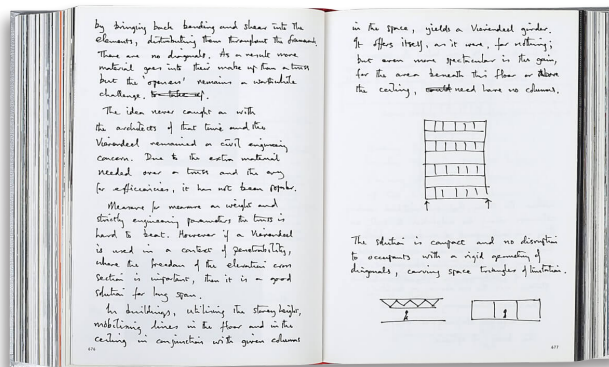
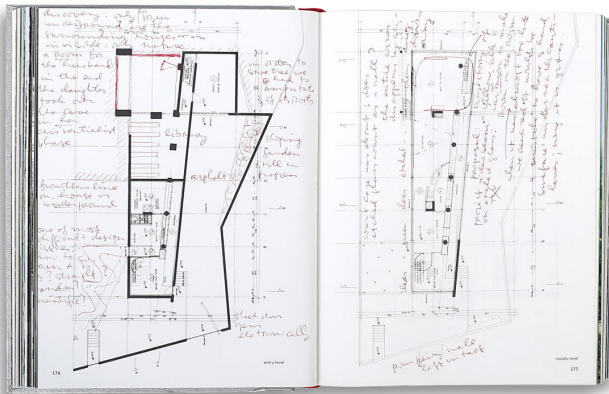
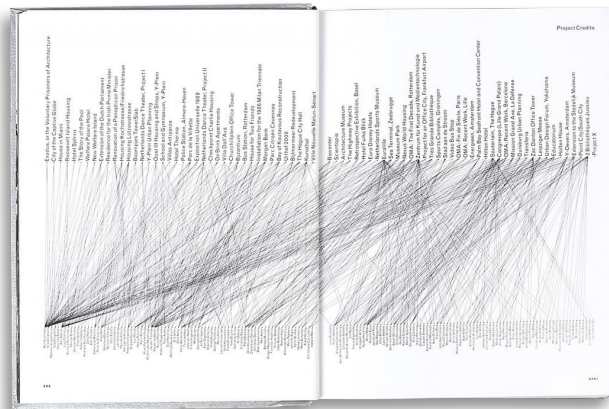
Know History is Canada's leading historical services firm, specializing in researching, documenting, and presenting Canada's past. We have worked with organizations from across the country to complete over 400 projects. Know History has collaborated with companies including Meta and Graham Construction & Engineering, as well as with leading institutions such as Parks Canada, the Canadian Museum of History, and the Juno Beach Centre Association.

History is rooted in storytelling. We have shared stories through commemorative books, physical and digital museum exhibits, documentaries, augmented reality, and expert reports. No matter the final product, Know History's researchers and writers produce carefully researched, high quality, and—most importantly—engaging stories for our clients and their audiences.

We are committed to research excellence, and we have a passion for what we do. We are the only Canadian company to be recognized for Excellence in Consulting by the American National Council on Public History (2018, 2020) and the first private firm to receive the Canadian Historical Association's Prize in Public History (2020).



Know History's Sr. Advisor, Elizabeth Todd Doyle, during a workshop with the Juno Beach Centre Association.



Spreads from *S,M,L,XL* designed
by Chris Rowat

ABOUT CHRIS ROWAT DESIGN

Chris Rowat Design was founded in 2001 by Chris Rowat and Daiva Villa. Chris holds a Bachelor of Architecture from the University of Toronto and is passionate about art and architecture. He has over 28 years of experience designing publications for Canadian and international clients. Before founding Chris Rowat Design, Chris spent eight years as a senior designer with internationally renowned Bruce Mau Design in Toronto. He has worked on a variety of projects with artists, filmmakers, and architects, and most notably, was involved in the design of the award-winning book *S,M,L,XL* by Dutch architect Rem Koolhaas and Bruce Mau, which was voted by TIME magazine as one of the best designed objects of 1996. Since then, he has designed other award-winning books for Zone Books in New York and The Getty Museum in Los Angeles.

Daiva worked as a production manager in the Toronto display industry for 14 years and now has over 20 years of experience designing publications and managing book and magazine production. After founding Chris Rowat Design, she and Chris worked as the graphic designers for the Canadian Centre for Architecture in Montreal, creating promotional content and books, including *The Difficult Art of the Simple*, about the work of architect Mies van der Rohe. Together, Chris and Daiva have designed more than 50 books.



CORPORATE ARCHIVING

Archival records play an essential role in maintaining corporate memory. To ensure that the history of 2500 Gordon Drive is preserved for years to come, Know History will support Mattamy Asset Management in cataloguing the vast photographic collection of the home's development and construction. It is our current understanding that this collection includes approximately 10,000 digital images. This project will be undertaken using the following workflow:

1| **Project Start-Up**

Know History will meet with Mattamy to introduce key team members and discuss the goals of the project. Know History will also implement internal project management structures to ensure the project is completed efficiently.

2| **Media Integration Strategy**

Know History will meet with Mattamy's archivist to discuss the company's existing cataloguing standards, and how the new collection can be effectively integrated into the existing archive. We will work with the archivist to identify data entry standards and archival tags that will be used to catalogue the 2500 Gordon Drive photograph collection. A final Media Integration Strategy will be developed and approved by the archivist before data entry begins.

3| **Catalogue Photographs**

Know History will catalogue the approximately 10,000 photographs of the 2500 Gordon Drive project in Mattamy's AtoM database, following the workflow and data entry standards outlined in the Media Integration Strategy. Researchers will apply the identified cataloguing standards, write descriptions, and add keyword tags. Tags will identify common themes or events in the project's history (e.g., pre-project, demolition, excavation, construction, and completion); different components or characteristics of the property (e.g., exterior, interior, landscaping, solar panels, windows); and key people.



COMMEMORATIVE BOOK

The commemorative book will serve as a lasting record of the work that took place at 2500 Gordon Drive, as well as a valuable keepsake for those involved in the project. It will showcase photographs of the building's construction, highlighting the innovative design that makes this property unique and remarkable. The book will also draw upon interviews with select individuals to tell the story of the project's conception and development. Full-page photographic spreads and thoughtful graphic elements will elevate the book and encourage readers to continue learning about modern, sustainable building techniques.

1| **Discovery Workshop**

We suggest creating a Book Review Committee to provide ongoing feedback and direction on book production. Know History and Chris Rowat Design will prepare and deliver an in-person Discovery Workshop with the Book Review Committee in Toronto, Ontario. During this full-day workshop, participants will discuss the key messages, target audience, storyline, and the look and feel of the book.

2| **Book Plan**

Know History will prepare a Book Plan based on the discussions in the Discovery Workshop. This plan will describe the goals of the book and identify the main audience, themes, and key messages. The plan will serve as a guiding document throughout the project.

3| **Interviews**

Know History will conduct approximately five interviews with individuals involved in the 2500 Gordon Drive project. This could include Peter Gilgan, Randall Stofft, John Cooney, and David Rogers. The interviews will be conducted in person and filmed by a professional videographer. Participants will be encouraged to share their insights, experiences, and personal anecdotes related to the project, enriching the narrative with their stories and memories. The interviews will be transcribed for research purposes. At the conclusion of the project, both the interview transcripts and recordings will be catalogued in Mattamy Asset's AtoM archive.



Inlays from Columbia Power Corporation: A Story of Power, Innovation, and Partnership, created by Know History and Chris Rowat Design, which demonstrate the power of custom photography.

4| Custom Photography

A professional photographer, based in Florida, will be subcontracted to capture targeted, high-resolution photographs of project team members and the building to supplement the existing photograph collection. Based on the interviews and Book Plan, Know History will provide the photographer with a shot list.

5| Design Concept

Chris Rowat Design will develop a document detailing the design strategy and content architecture. This Design Concept will feature examples of layout designs, color schemes, and textures. It will undergo two rounds of review and revisions by the Book Review Committee. Upon approval, this document will set the foundational aesthetics for the book.

6 | Writing

Know History will write the book using the information gathered from interviews and additional research as required. The format and tone of the book will reflect the goals outlined in the Book Plan. Each draft will pass through several rounds of editing at Know History, which will sharpen the text and enhance the storytelling.

Know History will send an early partial draft of the text to the Book Review Committee for revisions and feedback. This will help ensure that the narrative and style align with the committee's goals and vision before we get too far into the project. The text can be reviewed by as many readers as you would like. However, it is the responsibility of the Book Review Committee to pull all of the comments together into one centralized and cohesive document and deliver it to Know History. Know History will schedule a virtual call to discuss the feedback in detail.

Know History will then incorporate the feedback from the Book Review Committee and complete the full draft. The full draft will get two rounds of review by the Book Review Committee (including at least one more virtual meeting) before the manuscript is finalized. Further rounds of review and revision can be requested at an additional cost.





7| Image Selection

At the heart of this book will be photographs of 2500 Gordon Drive's development and construction. The photographer we hire for this project will get new, high-end images of people associated with the project and the home itself, but the vast majority of images will be taken from the 10,000 images archived in Phase 1. If necessary, Know History will also review external archives and image databases to identify additional photographs. This may include historic images of the property and previous buildings, or photographs of key players in the project's story. Know History will obtain licensing permissions and ensure that all images and references are properly cited in the bibliography. This phase will occur concurrently with step 6.

8| Design Layout

Design layout will begin after all the text and images have been finalized. Chris Rowat Design will lay out each chapter of the book digitally and submit the designed chapters to the Book Review Committee for approval. The graphic design will be driven by the story. Each design decision will be carefully considered to create a consistent look and feel that aligns with the stories told in the book.

9| Proofing

After all the layouts are approved, the PDF version of the book will undergo final proofing to ensure that the text is free of errors.

10| Printing

The project team will source quotations from printing companies to ensure the book is printed for the best possible price and at the highest quality. Chris Rowat Design will prepare the book to meet the printer's specifications and deliver the finalized version to the printer. Know History will provide the Book Review Committee with print-ready colour proofs so that committee members can verify the quality. Know History will also obtain an ISBN and register the book with Library and Archives Canada. Know History will work with the printer to confirm the quantity, billing, and delivery instructions. The final books and the PDF will be delivered to the Book Review Committee for distribution.







BUDGET

Phase	Cost
Discovery Workshop	\$8,040.00
Book Plan	\$4,580.00
Interviews	\$14,250.00
Design Concept	\$500.00
Writing	\$62,145.00
Image Selection	\$4,730.00
Design Layout	\$4,720.00
Proofing and Printing	\$4,000.00
Project Management	\$7,420.00
Expenses	
Cameras	\$3,000.00
CRD	\$50,000.00
Custom Photography	\$15,000.00
Subtotal	\$178,385.00
HST	\$23,190.05
Total	\$201,575.05

PROJECT TEAM

Connie Wren-Gunn

Know History, Director of Content and Interpretive Products

Connie is an accomplished writer with a background in corporate communications and extensive experience in historical research, oral history, and project management. Connie oversees the production of Know History's written deliverables and interpretive products, including research reports, books, and educational materials. Most recently, Connie managed the creation of *The Inuit Oral History of the Franklin Expedition*, a book written by Know History for Parks Canada. Connie oversaw content development, image acquisition, consultation, proofreading, and manuscript translations from English to French and Inuktitut.

Victoria Doran

Know History, Project Manager

Victoria is a talented project manager and experienced editor. She has successfully overseen a variety of interpretive writing projects at Know History for clients including Heritage Park, the Municipality of Killarney, and the Juno Beach Centre Association. She is currently managing a similar commemorative project for a large Canadian construction firm, centred on archival design, asset cataloguing, and oral history. Victoria will be the main client contact and will oversee all facets of the archival and commemorative book projects.

Lyndsie Bourgon

Know History, Lead Writer

Lyndsie is an oral historian and writer with over a decade of experience in public history. She has written about environmental topics ranging from traditional land use of the Tk'emlups te Secwepemc to whaling practices in Shetland. Her latest publication, *Tree Thieves*, explores the phenomenon of tree theft along the western coast of North America through oral history interviews and first-hand accounts. As Lead Writer, Lyndsie will conduct much of the archival research and write engaging and accessible narratives that capture the unique spirit of the project.

Emily Cuggy

Know History, Senior Historical Researcher

Emily is a Senior Historical Researcher at Know History. She was a lead writer for *Columbia Power Corporation: A Story of Power, Innovation, and Partnership* and *Columbia Basin Trust: A Story of People, Power and A Region United*. Prior to joining Know History five years ago, Emily worked as a technician at *Canada's History Magazine* and served as a copy editor for academic collections. Emily will provide research, writing, and editing support throughout the lifecycle of the project.

Norman Hillmer*Know History, Editor*

Norman is a published author and professor at Carleton University. In 2016, he was named a Member of the Order of Canada for his contributions to the study of Canadian history. His research and writing have been published by prestigious presses including Oxford University Press and Harper Collins. Bringing five decades of experience in the field, Norman will advise on the writing and publication of the commemorative book.

Chris Rowat and Daiva Villa*Chris Rowat Design, Designers*

Chris and Daiva have over 29 years of experience designing books and magazines for Canadian and international clients. They have worked collaboratively with Know History on numerous projects and have a deep passion for design and architecture. They will oversee all aspects of the book design, from the Discovery Workshop to the final colour proofs.

Julia Rudko*Know History, Archivist & Historical Researcher*

Julia has worked in museums and archives across Alberta, including the University of Alberta Museums and the Royal Alberta Museum. She also served as the History Collections Curator for the Viridian Family Office, overseeing their private corporate collection. Julia will lead the archiving project with support from trained historical researchers at Know History.

Maxime Delaquis*Know History, Videographer*

Maxime is Know History's highly trained and very talented in-house videographer. Maxime brings over a decade of experience as a videographer, photographer, and media editor on content ranging from documentaries and news segments to scripted television. His work has been showcased on CBC, TFO, and TVA. Maxime will record and produce the interviews for this project.

PAST PROJECT EXAMPLES

Columbia Basin Trust: A Story of People, Power, and a Region United

Know History completed a 170-page commemorative book that tells the story of Columbia Basin Trust, an organization created in 1995 to benefit the communities adversely affected by the Columbia River Treaty. Know History conducted extensive archival research and oral history interviews to craft a clear and engaging narrative of the Trust's first 25 years. The finished book includes archival images, as well as custom photography and illustrations. It is available to read online at <https://25years.ourtrust.org/>.



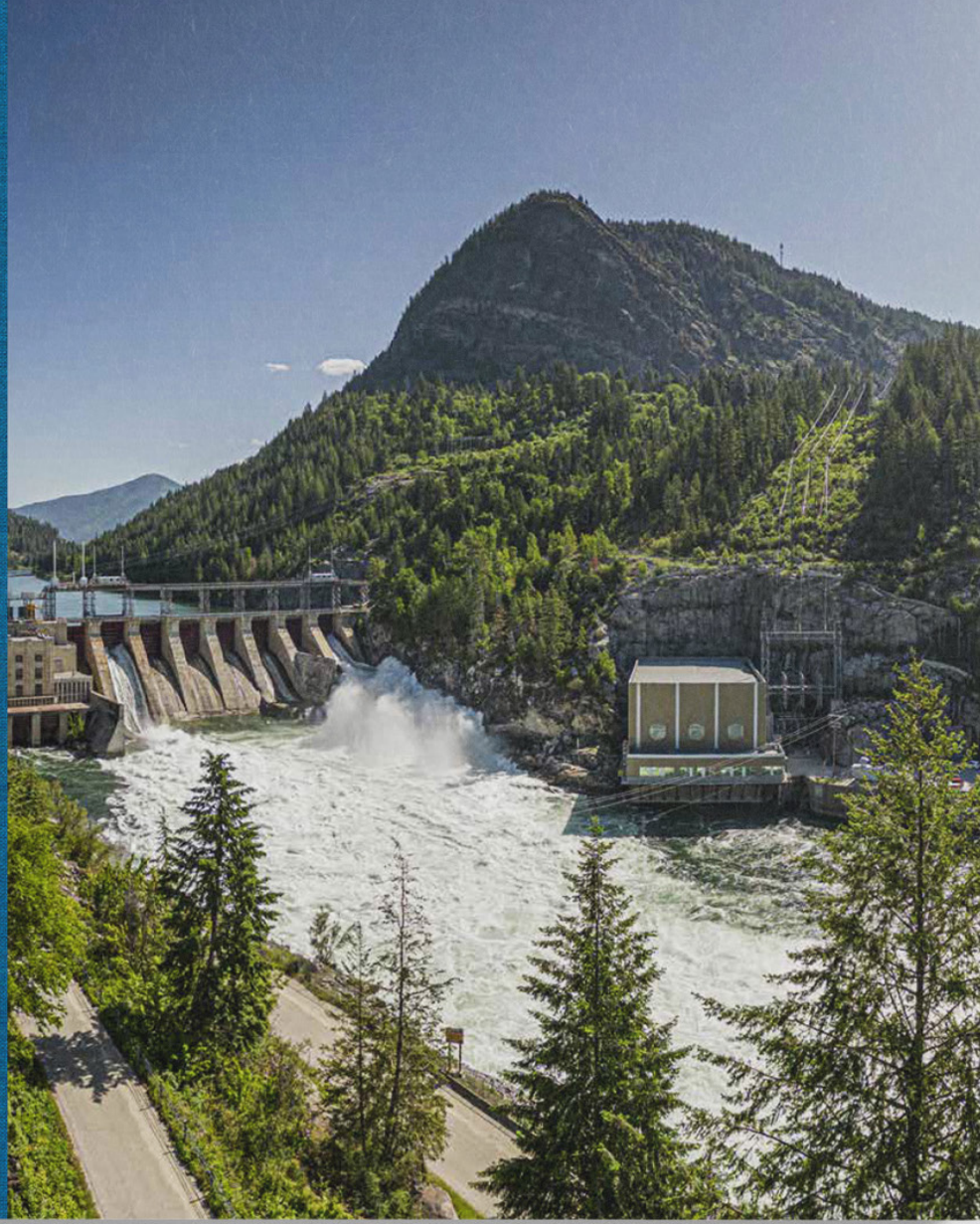
COLUMBIA BASIN TRUST

A Story of People, Power and a Region United



COLUMBIA POWER CORPORATION

A Story of Power, Innovation and Partnership





Columbia Power Corporation Commemorative Book

After the success of the Columbia Basin Trust book, Know History was engaged to write the history of the Trust's partner organization, Columbia Power Corporation. The book chronicles Columbia Power Corporation's completion of three hydroelectric projects in British Columbia's Kootenay region. Designed for a general audience, the narrative balances technical language with the more human stories behind the corporation's success. The book will be completed in November 2023.



Parks Canada, Nunavut Field Unit, Photo Collection Project

The Nunavut Field Unit of Parks Canada maintains a large database of images of national parks for use in communications products. In 2014, Know History was retained to organize and apply metadata tags to this collection. We conducted a user needs assessment with Parks staff to determine how this collection should be organized and catalogued to ensure its relevance and usefulness. In addition to adding tags and other metadata, our team scanned and catalogued an additional 2,500 images. In total, Know History reviewed more than 240,000 photographs for Parks Canada, and selected the top 4,300 for the organization's image collection.



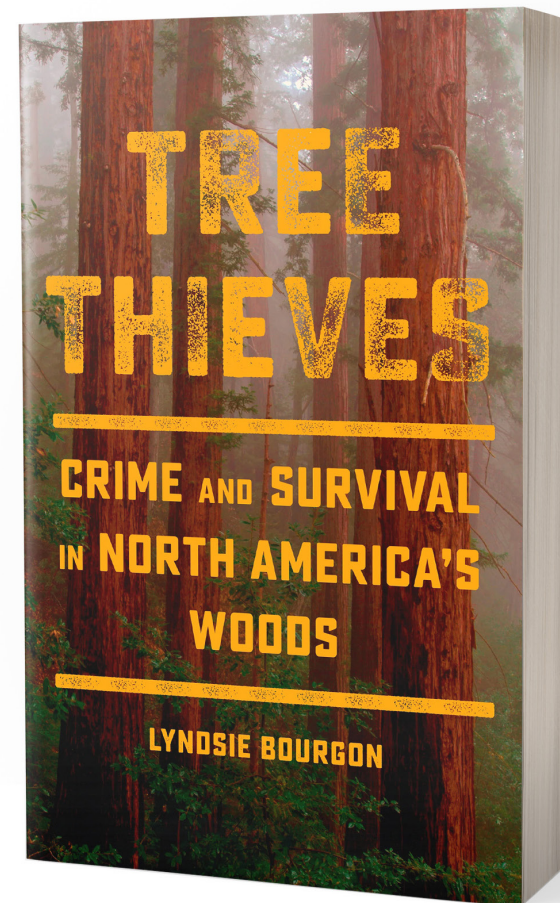


Nunavut Portal, Nunavut Tunngavik Inc.

Over the past decade, Know History has worked on behalf of Nunavut Tunngavik Inc (NTI) to research and collect cultural resources including photographs, maps, and oral histories, and database those resources into a cultural inventory. There are currently over 15,000 entries, and though most of the collection is restricted to communities, some information is available in a public version of the website (<http://nunavutculturalportal.ca/>). The project involved thousands of hours of research, as our historians have worked to locate images and documents held at archives, libraries and other institutions across Canada and then digitally reproduce the relevant objects in the community portal. Our team also travelled throughout Nunavut and worked with community liaisons to conduct Traditional Knowledge mapping interviews.

Tree Thieves Book

Tree Thieves is an in-depth exploration of the billion-dollar timber black market and its intricate connections to environmentalism, class dynamics, and culture. Authored by oral historian Lyndsie Bourgon, this project is based on oral history interviews and meticulously dissects the world of the illegal timber market. Lyndsie's comprehensive analysis revolves around three compelling timber theft cases, providing a nuanced understanding through the lens of law enforcement, forensic wood specialists, and the inhabitants of former logging communities. Through research and oral history interviews, Lyndsie collected diverse perspectives from environmental activists, international timber cartels, and Indigenous communities, offering a well-rounded view of the complex issues at hand. Delving into the moral dimensions of tree poaching and conservation, the project explores the intricacies of these subjects, addressing the challenges faced by uprooted and marginalized communities. It sheds light on the catastrophic outcomes of neglecting preservation initiatives and land protection efforts. Lyndsie's investigative reporting and political analysis serve as the driving force, revealing a concealed world of crime and intrigue, making this project an excellent use of oral history to uncover and understand the timber theft.





in der Ruhe, aquarelle, Edward Dickett, dessinateur d'architecture
h - étude préliminaire avec paysage, 1945, Aquarelle sur
papier calque, 33 x 63,5 cm
Ruhe, watercolour, Edward Dickett, dessinateur d'architecture
with landscape, 1945, Watercolor on tracing paper, 33 x 63,5 cm
la terrasse et le porche octobre/novembre 1945
ce and porch, October/November 1945
from the ground to the terrace
to the open porch that has
a void where the glass
floor plane itself con-
aining living spaces
always indebted to
always the canopy
h is not a
rimed
and up

Know History

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