



# RECLAIMING THE WAYS



Welcome to Aanischaaukamikw Cree Cultural Institute - museum, teaching centre, cultural hub, and primary location for the preservation of the physical objects that form the James Bay Crees' material culture. Nestled in the UN award-winning village of Oujé-Bougoumou, the building reflects the very essence of the culture it safeguards. Its arched laminated beams evoke the structure of the traditional sabtuan dwelling, as well as the ribs of both the canoe and the animals that have fed and clothed and provided tools for over 5,000 years.



Since its June 2012 Grand Opening, Aanischaaukamikw has enjoyed enormous success, making a real impact on Canada's cultural landscape. The Institute has won major national and international awards for its design and engineering.

Major Canadian and international museums have struck long-term sharing and lending agreements, and the initial collection is breathtaking. Every week, Aanischaaukamikw receives busloads of students as well as families and individual visitors from all over Canada and the United States, and tens of thousands of extended virtual visits through its award-winning interactive web environment.

More than anything else, the Aanischaaukamikw Cree Cultural Institute is a dramatic symbol of the Crees' quest to "complete the circle" of full control over all aspects of their lives, communities, and cultural destiny.





# INSIDE THE INSTITUTE

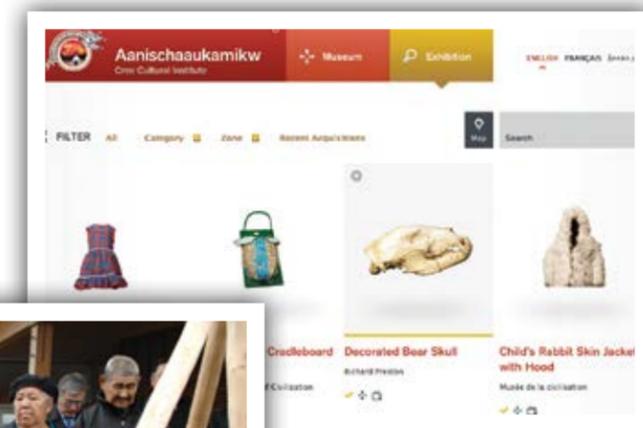
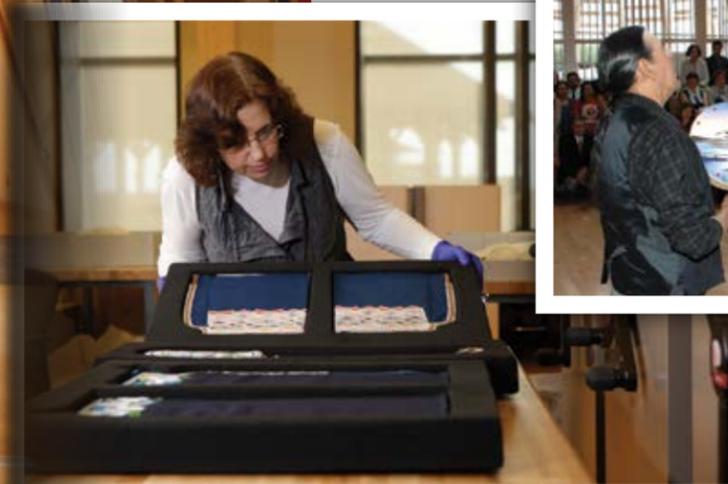
Aanischaukamikw is a striking two-level, 30,000 square foot structure. Architects Douglas Cardinal and Rubin Rotman designed a physical structure that meets the highest international museum standards, making it possible to share and showcase Cree treasures from the world's major institutions.

The Institute features:

- **Gathering Space:** greeting of guests; performance space for music, film, and video;
- **Exhibition Space:** Permanent and temporary/traveling exhibits, visible storage and displays
- **Documentation and Research Centre:** Photographs, film, sound recordings, priceless printed historical records
- **Demonstration spaces:** Sites inside and outside the building for teaching of traditional pursuits
- **Administrative, laboratory, and climate-controlled storage space**

Aanischaukamikw's advanced interactive capacity and on-site wireless applications let viewers "tour" the building guided by their own hand-held devices. Virtual visitors can manipulate objects in the collection, play multimedia files, and examine documents.

25 professional staff, led by Executive Director Dr. Stephen Inglis, are fortified by a team of volunteer Elders, artisans, storytellers and crafts persons, who interact on a daily basis with guests.



# THE CAMPAIGN

## Moving Confidently Into the Future

To build the physical structure, a major fundraising campaign raised over \$25 million from governments, Cree organizations, and from regional and national corporations, foundations, families and individuals.

A forward-looking Board of Directors, led by Cree leader Dianne Ottereyes Reid, ensures the execution of a dynamic vision for the Institute's future. The Aanischaaukamikw Foundation, chaired by Abel Bosum, has executed strategic oversight of the past and present fund raising campaigns, and is charged with stewardship of the funds raised.

Now it is time to secure two key elements that will ensure Aanischaaukamikw assumes its rightful place as a model for institutions of its kind worldwide: an outstanding collection, and an endowment program that allows it to grow and meet its long-term goals. A unified campaign to secure the needs of both Funds been launched, with a goal of \$13 million.



*The building of a nation is based upon pillars. One of the key pillars is the preservation of culture and language. It's a long journey, and the Crees have identified the importance of recording our history and our*

*language, and showcasing them in a centre that can be a source of inspiration.*

*We must preserve every detail of our way of life so we can promote it and share it with young people so that they and their children and grandchildren can visit and reflect on where we came from, the struggles we went through and the successes we've known.*

*I have been deeply gratified by the number of people and enterprises and institutions and governments who have understood our quest, and have stepped forward as true partners in Aanischaaukamikw. And I am confident that more people will step forward and show that the future of this Institute is a worthy cause and that Aanischaaukamikw is an important Canadian institution.*

*I think Aanischaaukamikw will be an inspiration, will build hope, will cause people to rise up and believe in themselves and affirm that they can do anything. And for a hunting and fishing and gathering people who live off the land, imagine how powerful it is to be able to say 'Yes, I think we can do it.'*

**Dr. Matthew Coon-Come**  
Grand Chief,  
Grand Council of the Cree (Eeyou Istchee)

# STRATEGIC ACQUISITIONS

## \$5 Million Goal



Initially, Aanischaaukamikw's initial exhibitions and programmes will rely on loans from other museums and private collections around the world, but very soon we must build a substantial permanent collection.

Funds raised will enable the acquisition of objects, documents, and development of technology, all leading to the careful restoration, display, study, and reproduction of Aanischaaukamikw's assets. We will focus on:

- **Archaeology:** Transfer of selected archaeological collections from a variety of sources in Canada
- **Ethnology:** Gathering objects representing the traditional lifestyle and material culture of the Crees; engaging skilled crafts persons to replicate objects
- **Crafts:** Finding the best examples of contemporary and traditional crafts; digital capture of the techniques as demonstrated by Cree artists and artisans
- **Political history:** Acquisition of priceless documents related to historic agreements between the Crees, governments, and industry
- **Contemporary and historical art and music:** Gathering and cataloguing works from musicians and artists; providing recording and performance opportunities
- **Archival material:** Films, texts, tapes, photos, marriage records, and other priceless information from families, churches, governments, and other sources



## THE ENDOWMENT PROGRAM

### \$8 Million Goal

Aanischaaukamikw now resonates with the ever-changing tempo of programming. But creating critical mass is not enough: the Institute must be fortified with an endowment program that will allow it to move confidently into the future. A strong Endowment Fund will allow Aanischaaukamikw to achieve essential strategic objectives including:

- **Stewardship of the collections:** Fastidious care must be taken to digitize and restore existing and future physical assets, particularly delicate film, documents, and photographs
- **Building the future of the Aanischaaukamikw team:** Scholarships, placements, and apprenticeships that will prepare young Crees to join Aanischaaukamikw's staff
- **Attracting expertise and fostering a climate of educational exchange:** Programs related to sharing of both physical assets and human resources with the best institutions in the world
- **Research:** Financing research projects ranging from archaeology to language study to sociology, political science and history, and attracting top scholars devoted to study of indigenous cultures
- **Physical plant:** Securing the advanced technical needs of Aanischaaukamikw's challenging maintenance and mechanical improvements
- **Moving technology forward:** Ensuring expansion of the technologies that enable access to the collections and programs from anywhere in the world; developing and licensing the tools that will keep the Aanischaaukamikw virtual offering at the cutting edge

## YOUR ROLE IN AANISCHAAUKAMIKW'S FUTURE

Since the very beginning, the Aanischaaukamikw Cree Cultural Institute project has broken new ground as a true Cree and non-Native partnership, and its future will be built on the strengthening of these key alliances and the building of these relationships.

Those who choose to invest in this fund clearly see the true value of regional cultural institutions like Aanischaaukamikw as vital, dynamic, and important expressions of our national identity. The donors we seek know that cultural understanding is the key toward building stronger, more sustainable relationships between all Canadians.

Your investment will help the Aanischaaukamikw Cree Cultural Institute build a world-class collection, develop strategic linkages with major institutions around the globe, and grow in a measured, sustainable way. Your generosity and thoughtfulness will help Aanischaaukamikw take its place among the most innovative indigenous-centred cultural institutions in the world, and fuel its ability to share its priceless lessons with individuals, families, and nations around the world.

Your gift to the Aanischaaukamikw Acquisitions and Endowment Fund is a unique and powerful opportunity to contribute to this extraordinary physical expression of the James Bay Cree culture.

Even more, it is an opportunity to contribute to the growth of a rich cultural landscape here in Canada, and to help this Institute serve as an inspirational model so others like it may be created by indigenous peoples around the world.

Campaign Information  
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