

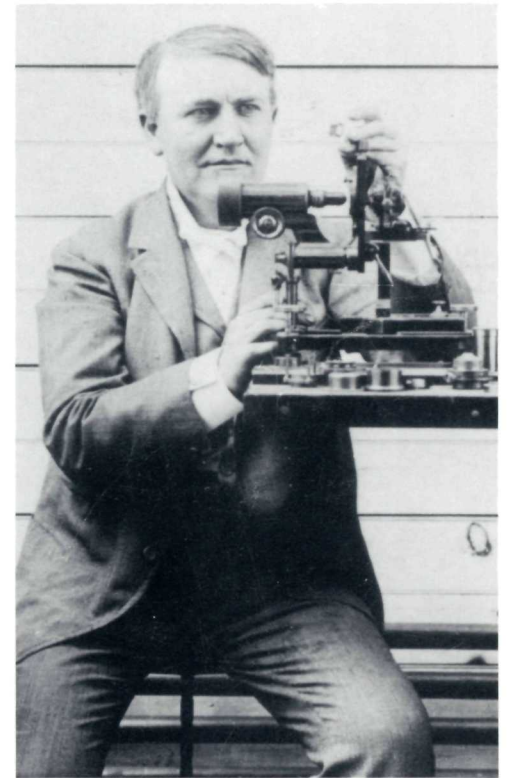


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TREASURES  
of the  
N A T I O N

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*America's  
National Parks*



*Yellowstone National Park,  
Wyoming  
photo: William Henry Jackson*



*The national park landscape  
is the geography of the American spirit;  
in these American lands dwell the treasures of the nation.*



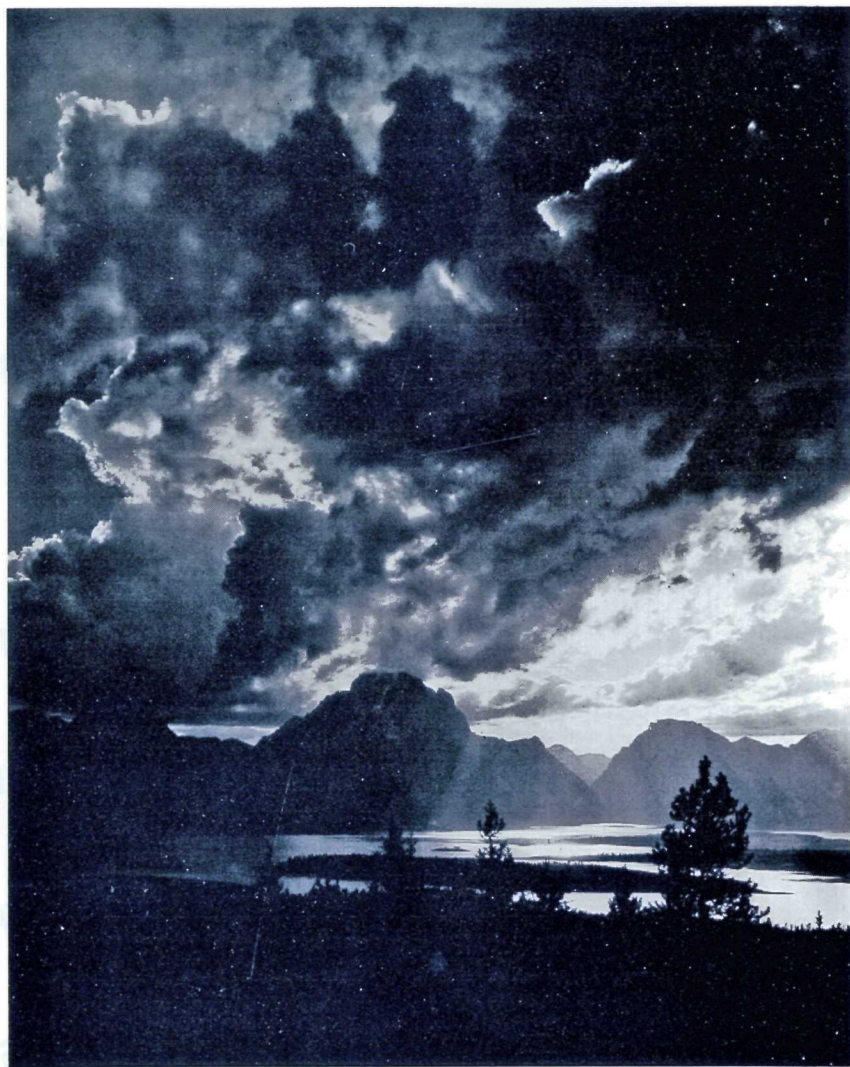
*on the cover:*  
*Thomas Moran watercolor*  
*from the 1879 Teton*  
*Expedition,*  
*Jefferson National Expansion*  
*Memorial, Missouri*

*Thomas Edison at work,*  
*Edison National Historic Site,*  
*New Jersey*

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## EXECUTIVE SUMMARY

**O**n the occasion of its 75th anniversary, the National Park Service proposes to initiate a landmark traveling exhibition and IMAX film entitled TREASURES OF THE NATION—AMERICA'S NATIONAL PARKS.

To share with the public the richness and diversity of America's heritage, TREASURES will present a broad spectrum of natural and cultural artifacts, national icons, and magnificent still and moving images drawn from the more than 350 areas within the national park system, and assembled for the first time ever in a single event.

By creating public awareness of the fragility of our heritage, TREASURES will serve to deepen commitment across the nation to protect the public lands where that heritage is preserved.

Commencing in August 1991 with a 2-hour television special, the Exhibition and Film will open in October 1991, and travel to six major American museums and one foreign city, with a 3-month average length of stay at each venue. The Exhibition and IMAX film are coordinated presentations which complement and strengthen each other. Viewed

independently, however, they will each convey the essence of the program.

A coordinated series of associated special events and community programs, as well as the release of a major publication will heighten public awareness of the exhibition, further guaranteeing that TREASURES will be an important national celebration.

The Exhibition will occupy between 8,000-10,000 square feet, and will feature over 200 artifacts; conditions involving the handling of those artifacts will meet stringent criteria for security and environmental protection. Together with the approximately 30-minute IMAX film, the event is projected to attract more than 3,800 visitors per day, or a minimum of 2.6 million visitors at U.S. venues alone.

Initial negotiations to host TREASURES have included: The Smithsonian Institution—Washington, D.C.; The Museum of Natural History—Denver, Colorado; The Museum of Science—Boston, Massachusetts; The Museum of Science and Industry—Chicago, Illinois; The California Museum of Science and Industry—Los Angeles, California; and The Pacific Science Center—Seattle, Washington.

The total project cost, not including the television special and major special events, is \$7.6 million.

*opposite:*  
*Grand Teton National*  
*Park, Wyoming*  
*photo: George A. Grant*





## THEMATIC STATEMENT

**t**he overriding theme of this exhibition and film is that ours is a nation shaped in important ways by the land, which is perhaps our most valuable treasure. In the land, continually reshaped to our needs, also lies our future.

From **Yellowstone** to **Independence** to the **Great Smoky Mountains**, the parks stand as earthbound symbols of the nation. The national park landscape forms the geography of the American spirit. In the vast wilderness of North America lie the reservoirs of individual freedom and seemingly unbound potential for discovery and growth. In the land's abundance and diversity exist the raw materials upon which the creative mind thrives and civilization prospers.

The vastness of the land, its abundance and diversity, are all brilliantly reflected in the character of the nation and in its artifactual record. And as the land helped form our character, so has history reshaped the land.

Establishing national parks is a uniquely American idea embodying the recognition of the land's effect on our charac-

ter and national identity. Once formed, the idea immediately posed a challenge for the future.

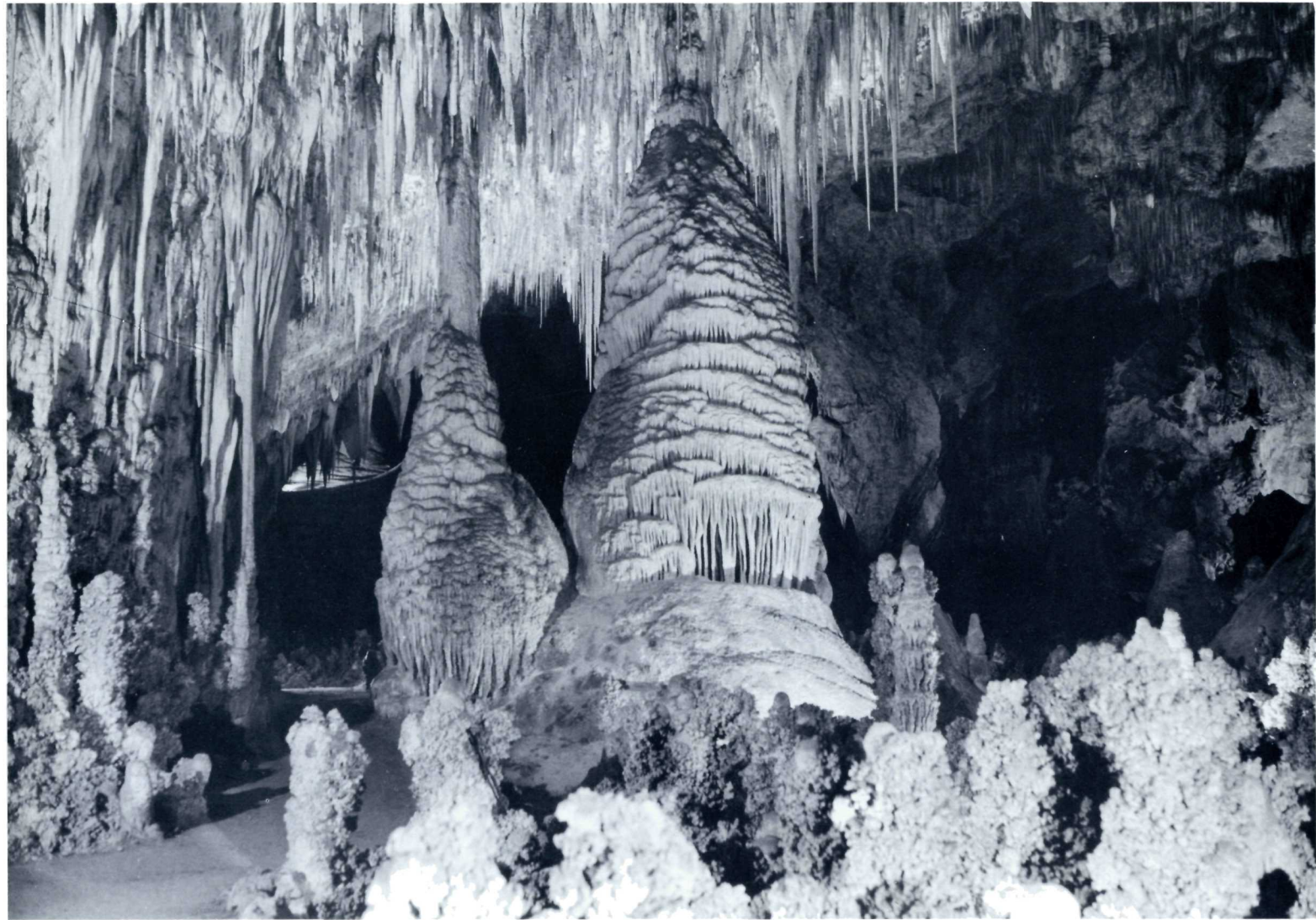
These pieces of the parks, the material presented in **TREASURES**, come from the land and the human events that redefined the land and shaped America's cultural landscape, giving tangible form to our national character, past and future. They exist as touchstones to both past and future, landmarks of ourselves, forever pointing back to the landscape and its promise for the American spirit. In these American lands dwell the treasures of the nation.

*Mounted bald eagle,  
Independence National  
Historical Park,  
Pennsylvania*

*opposite:  
President Theodore  
Roosevelt and John Muir  
in Yosemite*







## IMAX FILM

**a**

30-minute dramatic IMAX film forms an integral part of the exhibition and underscores the beauty and vulnerability of our national treasures and celebrates their preservation. Ten times the scale of 35mm film, the IMAX and Surround Sound format offers clarity and scope that let visitors experience first-hand a sense of the vast American landscape from which the objects in the exhibition are drawn. Projected on the world's largest movie screen, up to 7-stories high, the huge size and crisp detail almost magically create a sense of heightened dimensionality which has the effect of pulling the audience inside the screen.

TREASURES offers the opportunity to bring to the IMAX screen, as never before, the cinematic beauty and grandeur of the land as well as the courage and pathos of human events that brought us independence and forged the nation.

Initially, distribution of the IMAX film will be limited to promote overall attendance at TREASURES OF THE NATION. Following the life of the exhibition, the film will be released to IMAX and OMNIMAX theaters worldwide,

*opposite:*  
*Carlsbad Caverns*  
*National Park,*  
*New Mexico*

exposing an additional 6 to 12 million people to the TREASURES OF THE NATION.

### **APPROACH:**

The theme of the exhibition, the effect of the land on our national identity, is expanded further in the film: man's reshaping of the land increasingly threatens our heritage. Parks cannot survive as islands — our commitment to preserving our heritage must extend beyond park boundaries. The dilemma of balancing use and preservation within parks mirrors the larger choices we now face in continuing our existence on the planet earth.

Biologically, culturally, we choose what to save of our heritage and what to let go.

Our past choices reveal who we are — our future choices reveal who we will become. Parks reflect our common destiny.

The images used to tell this story will come from our park lands — flying over a 1,000 foot eruption at **Hawaii Volcanoes**, breathless aerials of **Yosemite** and the **Grand Canyon**, white water rafting through **Bryce Canyon**, a 24-hour time lapse of the **Grand Tetons**, a snowshoe trek to the winter-bound geysers of the **Yellowstone**, underwater discoveries of





wrecked ships off the **Cape Hatteras** lighthouse, or a quiet moment on the bank of Brooks river in **Katmai** watching a 900-pound grizzly bear fishing for salmon; looking down the throats of 5,000 civil war re-enactors re-creating Pickett's charge at **Gettysburg**; or a child reaching out to the liberty bell — these are the images of America, her preserved treasures, her shared heritage.

Filling a screen 7-stories high, the dynamic natural forces of a forest fire surround viewers with the spectacle of noise and heat. They will explore first-hand critical biological relationships that sustain intricate webs of life found in park ecosystems, from the interdependencies among populations of buffalo, elk and bear at Yellowstone, to the effect of fresh water supplies on the Everglades, where, for many species, life hangs by a thread. Viewers will further witness the drama of the historical landscape and the ebb and flow of human events.

Through the powerful IMAX sound track, audiences will experience the magic of wolves howling on **Isle Royale**

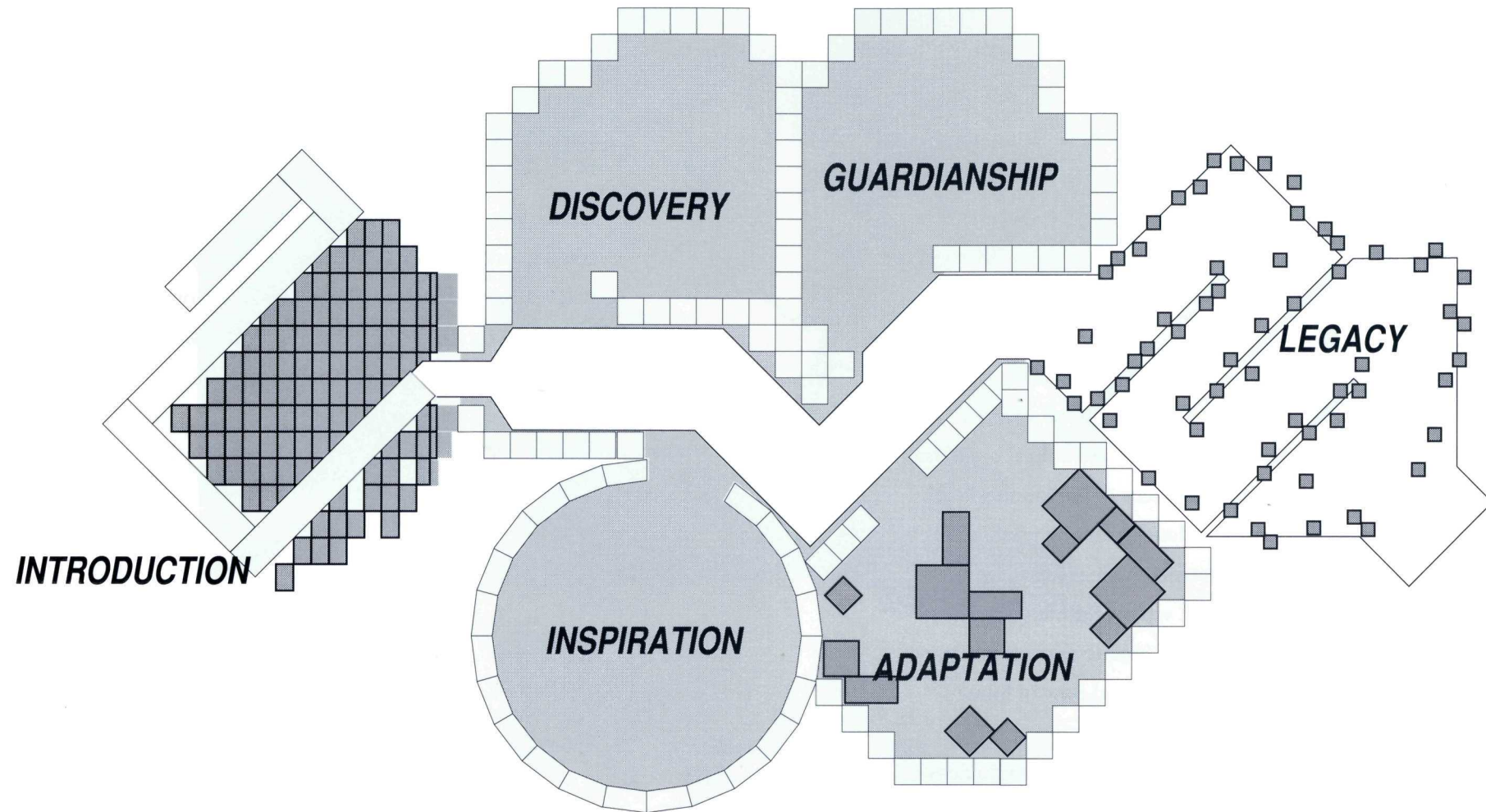
or the remarkable noise of thousands of bats rising from **Carlsbad Caverns**.

The film will take viewers to numerous park environments, where each can feel a part of his or her heritage and come to understand its richness, diversity and fragility. They will realize that we are all partners in the ongoing protection of this nation's treasures. In this effort resides the geography of the American spirit.

*opposite:*  
**Bryce Canyon National  
Park, Utah**  
*photo: Tom Gray*



*floorplan of the  
Exhibition*



## The E X H I B I T I O N

**t**he collections of America's national parks display an astonishing diversity. Many, like the **Independence National Historical Park** collections, have near-iconic value to the nation. Others, like those from **Great Smoky Mountains National Park**, embody both strong cultural traditions and biological diversities vital to our future. Most importantly, what sets these collections apart from other artifact assemblages is their specific association with the parks. These collections are all firmly tied to the landscape or to human events played out on the landscape.

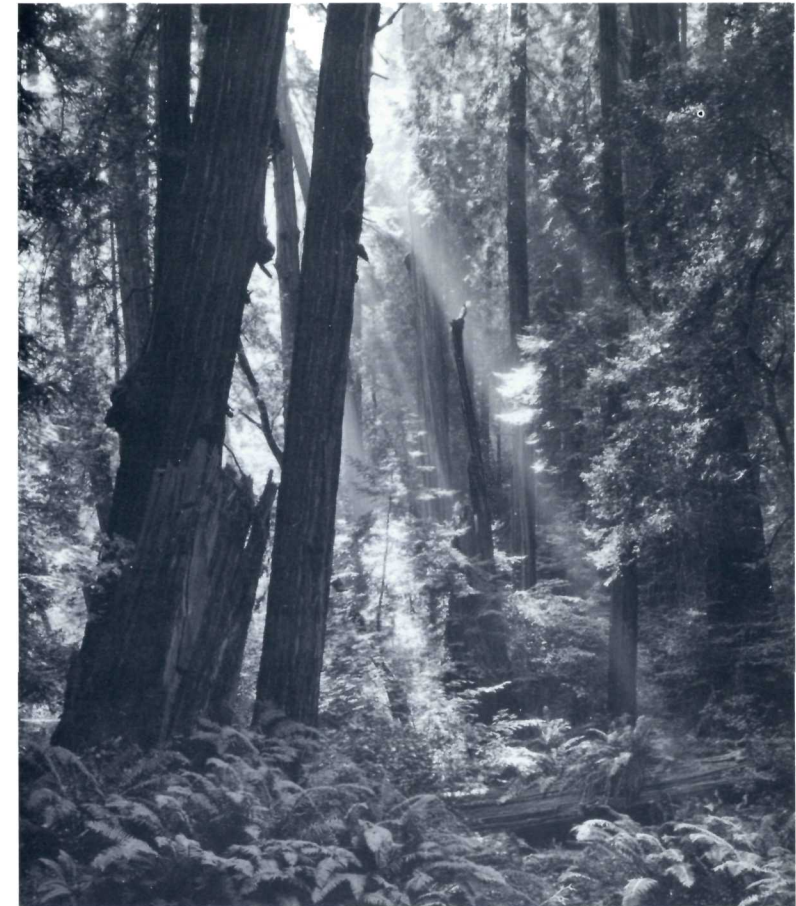
Accordingly, the design of this exhibition is dedicated to revealing the geographical context for this rich artifact assemblage, to transporting visitors from the artifacts to the national parks themselves.

All visitors enter the exhibition by ramping up and across a video bridge of vivid moving and still imagery of the parks. This *"Introduction"* is like being suspended above the landscape as the images change and flow; it not only provides a unique perspective on the breadth and scope of the parks,

*Boston National  
Historical Park,  
Massachusetts*



*right:  
Muir Woods National  
Monument, California  
photo: George A. Grant*

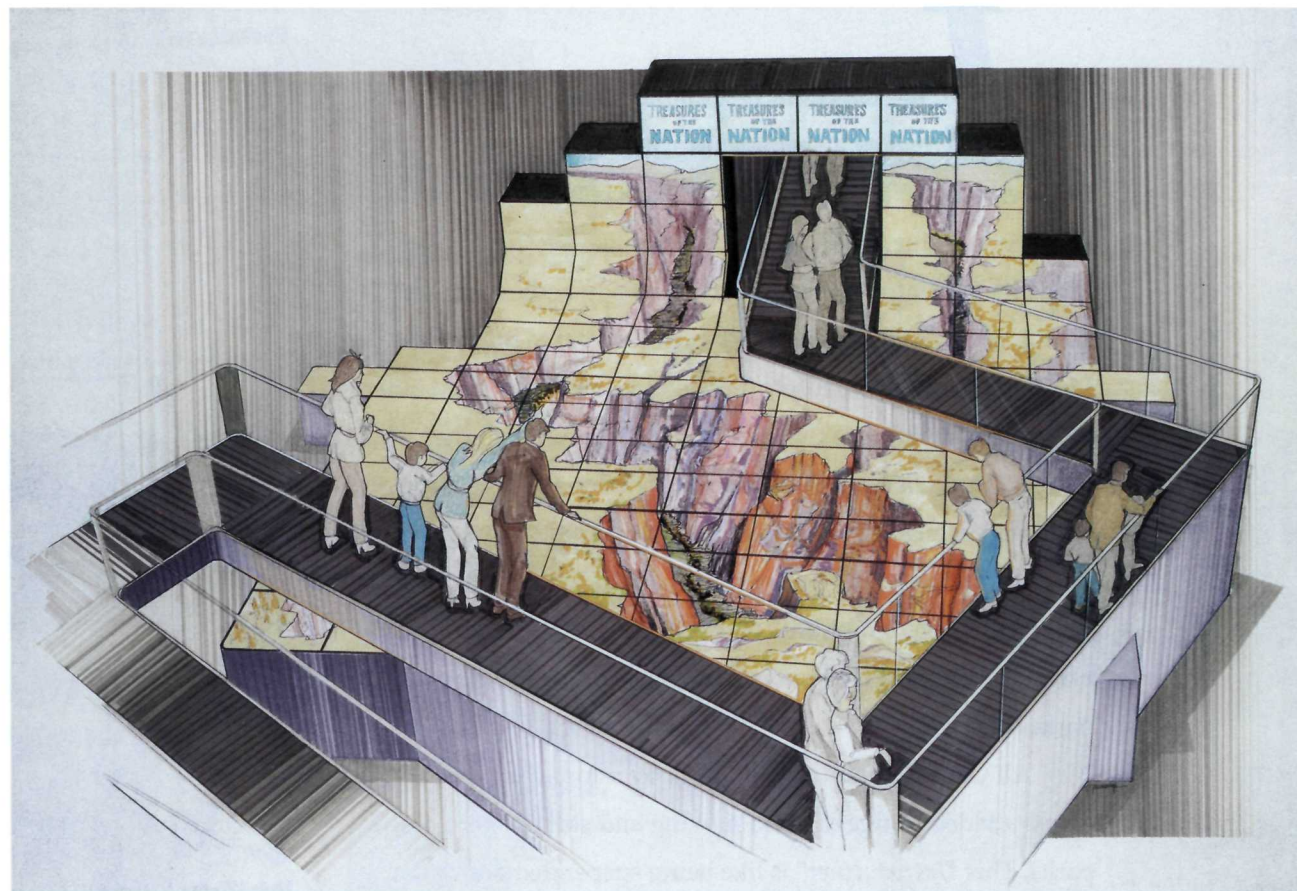




but also creates a sense of wonder at their innate beauty and amazing diversity. From **Denali** to the **Everglades**, **Yosemite**, **Mesa Verde**, **Acadia** and **Hawaii Volcanoes**, expansive aerial views and close-ups will combine to bring breathtaking views to the visitor.

Drawn now to the archway that leads into the heart of the exhibition, visitors are confronted with a metaphoric journey through America's national parks, in which they will have their choice of moving continuously along a direct route from entry to exit, or stopping from time to time to explore in-depth one of several interpretive opportunities, or chambers, arranged so as not to constrain the traffic flow.

Along the direct route, juxtapositions between natural and cultural material, urban landscapes and wilderness, all bear witness to the richness and diversity of the park system, while the chambers focus on four fundamental relationships with the land — *"Discovery," "Inspiration," "Guardianship,"* and *"Adaptation."*



**Multi-video Bridge**  
**Introduction**

Within the chambers, visitors will interact physically with the exhibition in ways symbolic of those fundamental relationships, thereby enhancing their appreciation for the dynamic land relationships presented in the exhibition.

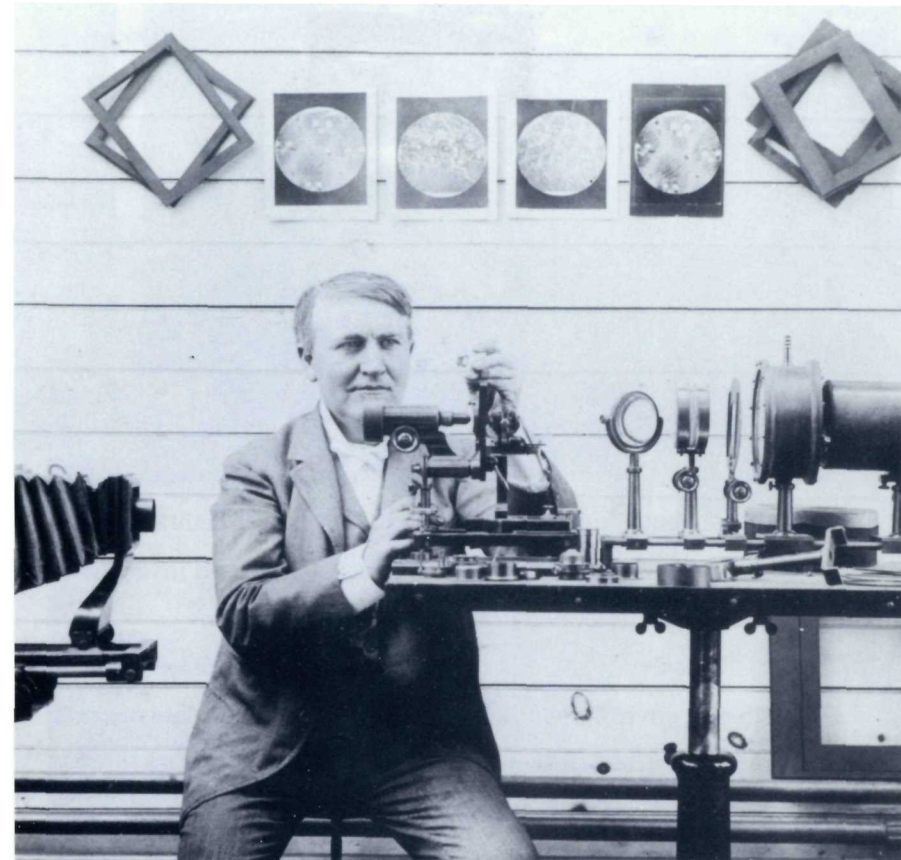
In the first chamber, titled *"Discovery,"* visitors might encounter archaeological finds, such as the woven sandals left by prehistoric inhabitants of **Mammoth Cave National Park**, paired with video animation showing cave formation. A graphic presentation of the paleo environment of **Petrified Forest National Park** would provide the geographic framework for a 30-million-year-old phytosaur skull. Edison's first phonograph might be set in the context of his working laboratories at **Edison National Historic Site**, enlivened with sound recordings.

These, and many other exhibits in this chamber, illuminate man's exploration of the land, discoveries of the continent's biological and geological history, and human inventions and discoveries that shaped new relationships



*Prehistoric twig figure,  
Grand Canyon National  
Park, Arizona*

*Thomas Edison at work,  
Edison National Historic  
Site, New Jersey*

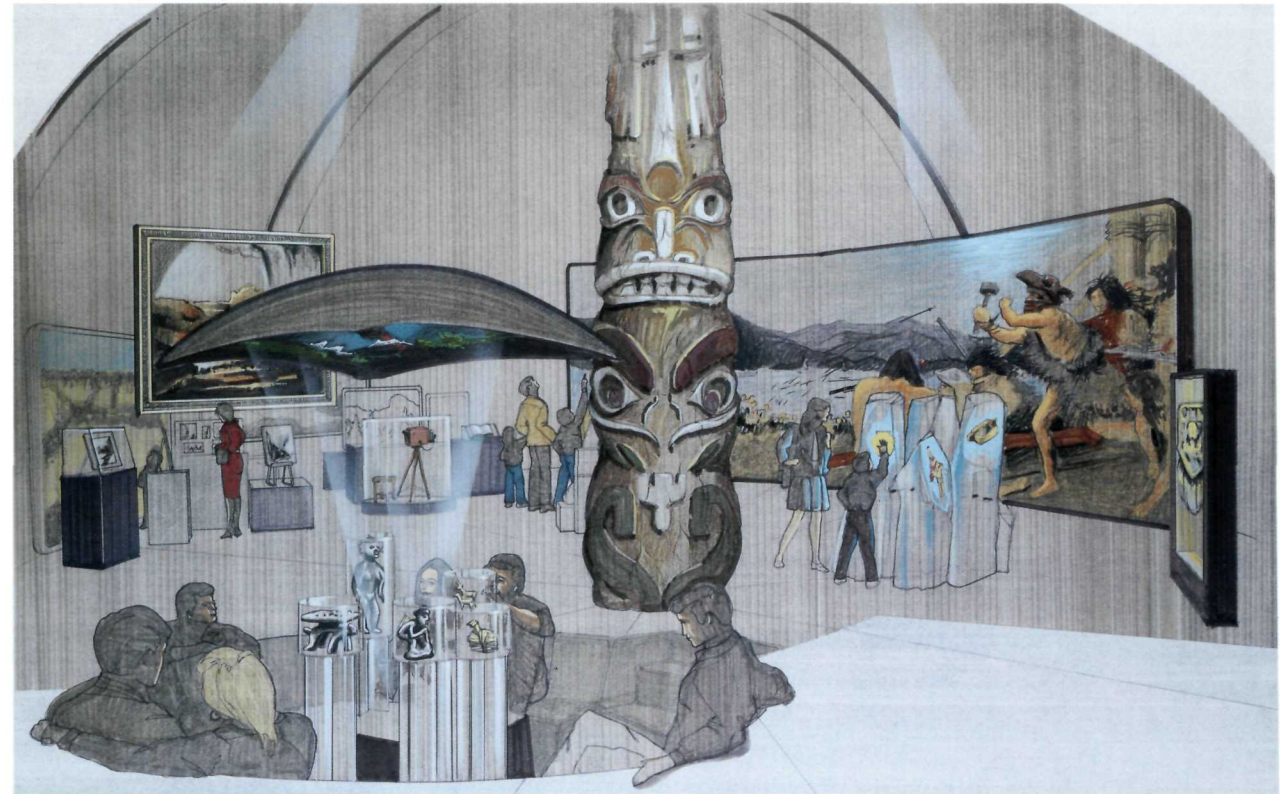






between man and his environment. Visitors will embark upon their own “discovery” process as they explore and investigate, turn corners and open doors to these discoveries.

The second chamber draws visitors into a completely different environment, where they might contemplate premier examples of Tlingit carvings from **Sitka National Historical Park** as well as Thomas Moran’s landscape paintings and watercolors of **Yellowstone** and the **Grand Canyon**. Record-

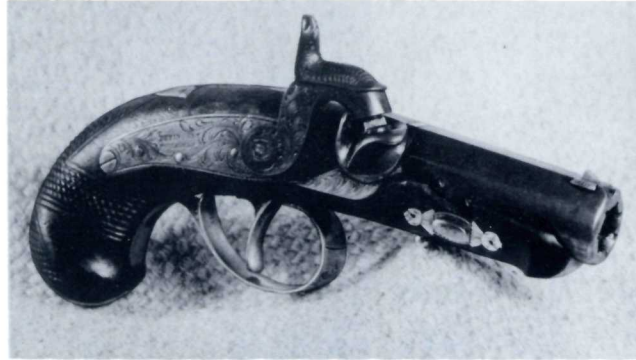


*"Inspiration"*

*left: Tlingit bentwood box, Sitka National Historical Park, Alaska*

ings of Appalachian Mountain music will transport the visitor to the traditional culture preserved at the **Blue Ridge Parkway**. Eero Saarinen’s designs for the Arch at **Jefferson National Expansion Memorial** might also contribute to this eclectic assemblage titled *"Inspiration,"* which combines diverse expressions of spiritual, artistic, and even patriotic relationships to the land.

Here the exhibit mood is dramatically changed from the



*The Booth derringer,  
Ford's Theater National  
Historic Site,  
Washington, D. C.*

previous chamber as visitors enter a cathedral-like setting where low lighting, music, sound effects, and poetry combine to create a contemplative, even reverential mood.

Leaving this area, visitors continue along the direct route or enter a third chamber where a theatrical environment brings to life the artifactual record of historical events that shaped the nation. Three-dimensional imagery of **Ford's Theater** sets the context for the derringer that John Wilkes Booth used to assassinate President Lincoln. The oldest mounted specimen of the American bald eagle, once displayed live in **Independence Hall**, generates an exploration of this American landmark. A cast of the clasped hands of Susan B. Anthony and Elizabeth Cady Stanton leads the visitor to **Women's Rights National Historical Park** where the historic struggle for women's equality was launched.

These exhibits all form touchstones to our past, each

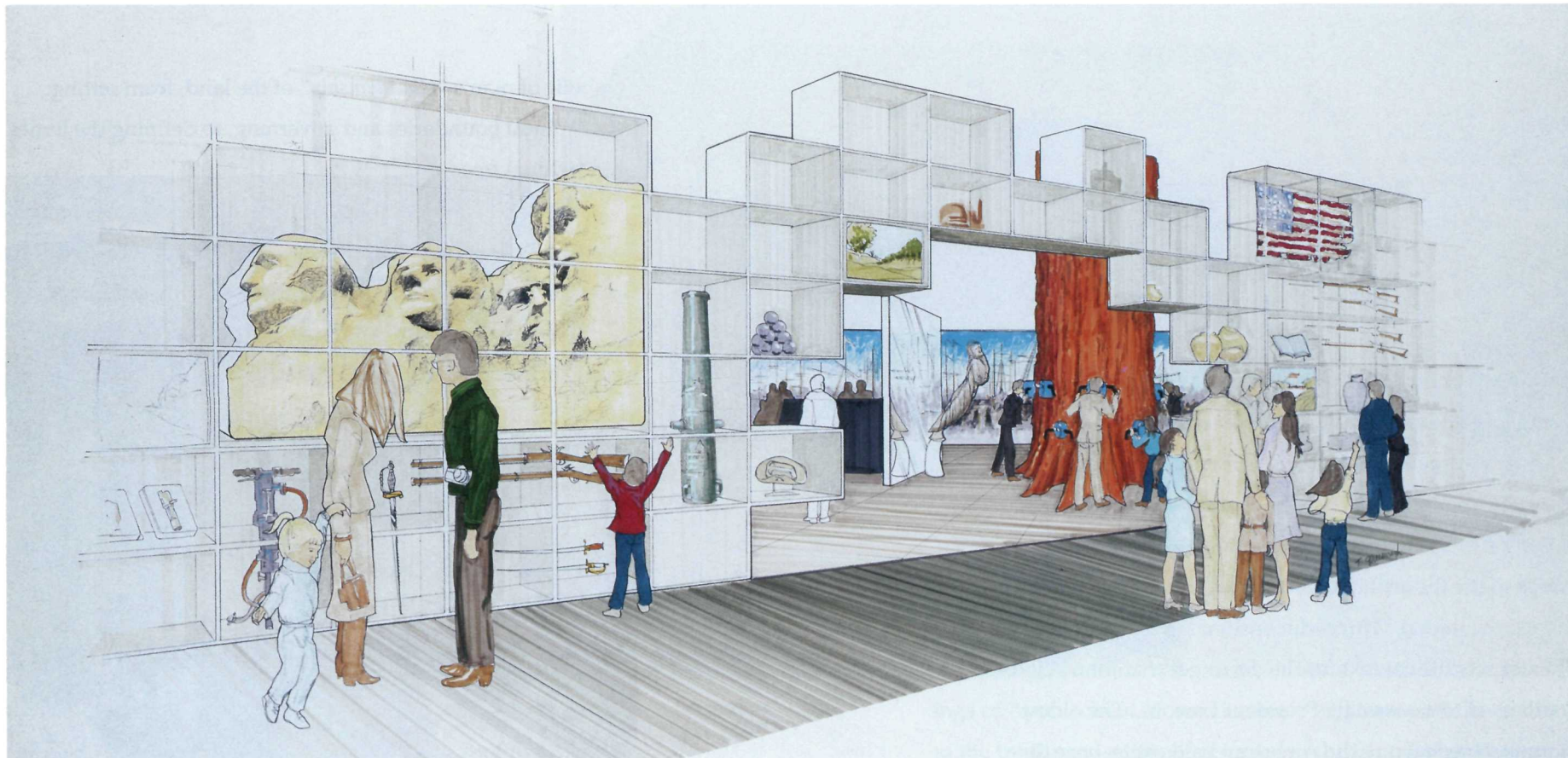
symbolic of man's "*Guardianship*" of the land, from setting geographical boundaries and governing, to defining the limits of individual freedom.

With still another change of pace, visitors can next enter a dynamic space enclosing a composite sculptural garden of materials the earth has given man to work with, tools man used to adapt to the land and, in turn, to shape the land to his needs. In "*Adaptation*," photo enlargements of the Walker Sisters' life in the **Great Smoky Mountains** might establish



*Walker Sisters' cabin,  
Great Smoky Mountains  
National Park, North  
Carolina/Tennessee*





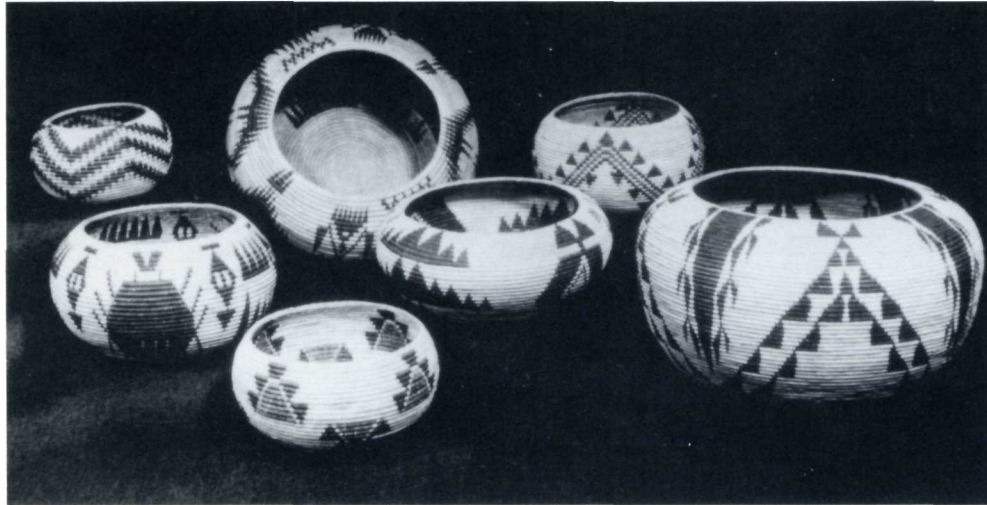
the setting for the baskets and coverlets that helped sustain their mountain existence. Juxtaposed with the monumental carved figurehead from the ship *Balclutha* is exhibitry on the maritime economy of the **San Francisco Bay**. Historic photos of the early logging industry in the Pacific Northwest appear with a section of a giant **Sequoia** tree, which, in turn, leads to

#### *"Adaptations"*

diagrammatic explanations of forest fire succession. Archaeological treasures from **Chaco Culture National Historical Park** reveal daily patterns of prehistoric Anasazi Indian life.

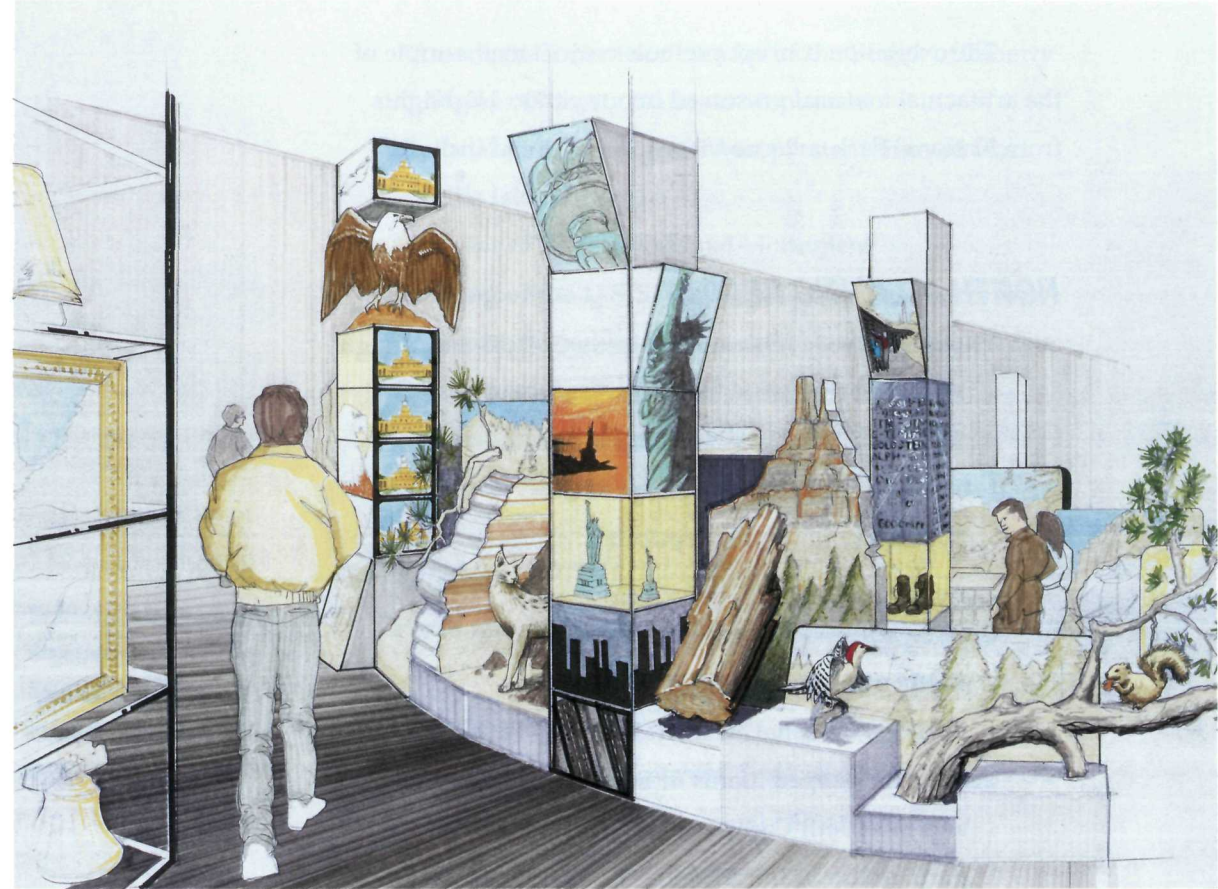
Set into a variety of natural material surfaces, viewing tubes might provide "penetrating" video images helping to demonstrate these artifacts in use. Through raw materials,





animation, objects and video, *"Adaptation"* presents a broad spectrum of artifacts used to live off the land, to sustain body and spirit, and to build society and endow civilization. Exhibitory will focus on leading the visitor from this artifactual record to the abundant natural resources preserved in the national parks.

As visitors entered the national park landscape through a multi-video introduction, in macro-scale, to the beauty, abundance and diversity of park resources, they will all exit through a metaphorical forest titled *"Legacy,"* in which they will find powerful reminders of the fragility of these resources. In *"Legacy,"* visitors are brought into intimate contact with the delicate balance between man and the biosphere.



### *"Legacy"*

*upper left: Field Days  
baskets, Yosemite  
National Park, California*

It is with pride in their heritage, a heightened awareness of its precarious strength, and a deepened commitment to preserving our nation's treasures for future generations, that visitors will end their journey through America's national parks — the Treasures of the Nation.



The exhibition concept presents only a small sample of the artifactual material preserved in our parks. Highlights from National Park collections are extensive and include:

### ***NORTH ATLANTIC REGION***

**Theodore Roosevelt's service issue Colt .45 and Rough**

**Rider hat from the charge up San Juan Hill**

Sagamore Hill National Historic Site

**Julia Ward Howe's manuscript of the**

**"Battle Hymn of the Republic"**

Minute Man National Historical Park

**Cannon surrendered to General Gates at the**

**Battle of Saratoga**

Saratoga National Historical Park

**Cast of the clasped hands of Susan B. Anthony**

**and Elizabeth Cady Stanton signifying their  
partnership in the struggle for women's rights**

Women's Rights National Historical Park

**Studies for soldiers' heads for the Shaw Memorial and**

**other pieces from an extensive collection of sculpture  
by Augustus Saint-Gaudens**

Saint-Gaudens National Historic Site

**Augusta Penniman's pictorial whaling journal**

Cape Cod National Seashore

**Selections from a major collection of scrimshaw in-**

**cluding walrus teeth, jaggging wheels, and swifts**

Cape Cod National Seashore

**Carved head from the Salem Custom House eagle**

Salem Maritime National Historic Site

**George Washington's Inaugural sword**

Morristown National Historical Park

**Portrait of George Washington by Gilbert Stuart**

Morristown National Historical Park

*Clasped hands of  
Susan B. Anthony and  
Elizabeth Cady Stanton,  
Women's Rights National  
Historical Park, New York*





*Soldier, model for the  
Shaw Memorial,  
Saint-Gaudens National  
Historic Site, New  
Hampshire*

- Painting of the Washington Family by Thomas Sully**  
Morristown National Historical Park
- Society of the Cincinnati Chinese export punch bowl**  
Morristown National Historical Park
- Springfield manufactured M-1 Rifle**  
Springfield Armory National Historic Site

- "American Committee" model of the Statue of Liberty**  
Statue of Liberty National Monument
- Pictorial immigrant graffiti on plaster removed from Ellis Island**  
Statue of Liberty National Monument
- Painting of the U.S.S. Constitution by Thomas Birch**  
Home of Franklin D. Roosevelt National Historic Site
- Edison's original tin foil phonograph and working drawings**  
Edison National Historic Site

## **NATIONAL CAPITAL REGION**

- Personal memorials left by visitors at the Vietnam Veterans Memorial**  
National Capital Parks
- Frederick Douglass' plaster death mask and hand casts**  
Frederick Douglass National Historic Site
- John Wilkes Booth's derringer**  
Ford's Theater National Historic Site
- General Robert E. Lee's mess kit and field desk**  
Arlington House, The Robert E. Lee Memorial
- Sharps carbine used in John Brown's raid**  
Harpers Ferry National Historical Park

**Doors from the Engine House where John Brown  
was captured**

Harpers Ferry National Historical Park

**Selections of White House furniture and  
decorative arts**

The White House (The National Park Service shares  
curatorial responsibility for White House collections.)

## **MID-ATLANTIC REGION**

**George Washington's campaign tent  
and dining marquee**

Colonial National Historical Park and Valley Forge  
National Historical Park

**Surrender cannon from the Battle of Yorktown**

Colonial National Historical Park

**Regimental flags carried by opposing sides into  
Pickett's charge at the Battle of Gettysburg**

Gettysburg National Military Park

**Abraham Lincoln's Gettysburg Address saddle cover**

Gettysburg National Military Park

**Portraits of John Paul Jones and of Indian Chief Joseph  
Brant by Charles Willson Peale**

Independence National Historical Park

*John Paul Jones by  
Charles Willson Peale,  
Independence National  
Historical Park,  
Pennsylvania*



**The oldest mounted American bald eagle, first exhib-  
ited live at Independence Hall and used as the  
model for many versions of the national symbol**  
Independence National Historical Park

**Benjamin Franklin's Philadelphia kneehole desk**

Independence National Historical Park

**Philadelphia Armchairs from Congress Hall**

Independence National Historical Park



**Declaration Broadside, the earliest public edition of  
the Declaration of Independence**

Independence National Historical Park

**Army of the Potomac type case used at Appomattox for  
issuing paroles to the Confederate Army.**

Appomattox Court House National Historical Park

## ***SOUTHEAST REGION***

**Prehistoric effigy of kneeling man from**

**Pittsburgh Landing, Tennessee**

Shiloh National Military Park

**Sewing machine used in building the Wright Flyer**

Wright Brothers National Memorial

Cape Hatteras National Seashore

**Appalachian mountain furniture, baskets and coverlets  
from the Walker Sisters' cabin**

Great Smoky Mountains National Park

**Mounted specimen of the now extinct**

**Passenger Pigeon**

Great Smoky Mountains National Park

**U.S. Garrison flag present during the opening shots of  
the Civil War**

Fort Sumter National Monument

**Prehistoric woven sandals and textile fragments**

Mammoth Cave National Park

**Florida tree snail color forms**

Everglades National Park

**Civil War prisoners' albums of marine algae**

Fort Jefferson National Monument

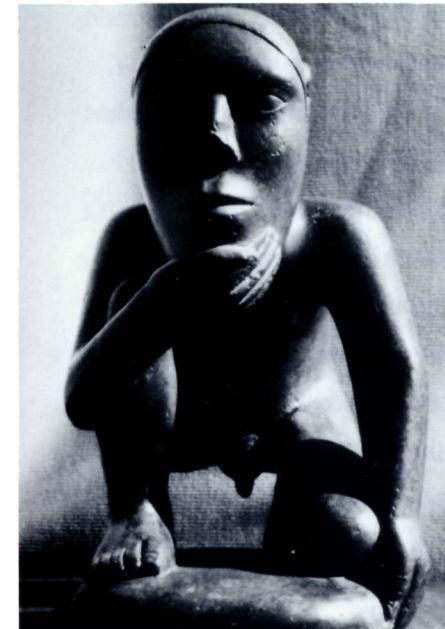
**Selected specimens from George Washington Carver's  
fruit collection**

Tuskegee Institute National Historic Site

**Carl Sandburg's typewriter**

Carl Sandburg Home National Historic Site

*Prehistoric figure from  
Pittsburgh Landing,  
Shiloh National Military  
Park, Tennessee*



**MIDWEST REGION**

**Titian Ramsey Peale's outfit and specimen collecting  
apparatus from the Stephen Long Expedition**

Jefferson National Expansion Memorial

**Selections from a major collection of  
Jefferson Peace Medals**

Jefferson National Expansion Memorial

**Eero Saarinen's designs for the Arch**

Jefferson National Expansion Memorial

**Selections from the James H. Cook Collection of  
Plains Indian materials**

Agate Fossil Beds National Monument

**Selections from a major collection of photographs  
and watercolors by William Henry Jackson**

Scotts Bluff National Monument

**President Harry S Truman's wedding suit**

Harry S Truman National Historic Site

**President Abraham Lincoln's rocking chair and  
shaving stand**

Lincoln Home National Historic Site

**Selections from a major collection of Indian pipes**

Pipestone National Monument

**Hopwellian Culture copper falcon and  
other animal forms**

Mound City Group National Monument

**Prototype Evinrude outboard motor**

Isle Royale National Park

**ROCKY MOUNTAIN REGION**

**Colter stone signifying the discovery of the  
Teton-Yellowstone country**

Grand Teton National Park

**Selections from the Vernon Collection of  
Plains Indian artifacts**

Grand Teton National Park

**Model and tools used by sculptor Gutzon Borglum  
at Mt. Rushmore**

Mount Rushmore National Memorial

**Selected fossil mammal specimens from the Badlands**

Badlands National Park

**Dung bolus from a mammoth incorporating  
indicators of the paleo environment**

Glen Canyon National Recreation Area

**Homemade skis used in great snow of 1913**

Rocky Mountain National Park





*Jefferson Peace Medal,  
Jefferson National  
Expansion Memorial,  
Missouri*

- Selections from paintings and photographs by  
Thomas Moran, William Henry Jackson,  
J. H. Twachtman and others, including Moran's  
Grand Canyon of the Yellowstone sketches used  
to help establish the park  
Yellowstone National Park
- Prehistoric "duck" jars and other primary examples of  
Pueblo Indian pottery and basketry  
Mesa Verde National Park
- Historic photographs of the Kohrs Ranch operations  
Grant Kohrs Ranch National Historic Site
- Guidon carried in the Battle of Little Big Horn  
Custer Battlefield National Monument

- George Armstrong Custer's Civil War Journal  
Custer Battlefield National Monument
- Femur and other selected dinosaur bones  
Dinosaur National Monument

## ***SOUTHWEST REGION***

- Prehistoric Pueblo Indian colored ax heads  
Salinas National Monument
- Prehistoric Pueblo Indian canteens  
Salinas National Monument
- Navajo silver harness  
Hubbell Trading Post National Historic Site
- Navajo silver concho belts  
Hubbell Trading Post National Historic Site
- LBJ's western saddle, boots and hat  
Lyndon B. Johnson National Historical Park
- LBJ's amphibious car used on his Texas ranch  
Lyndon B. Johnson National Historical Park
- Willim Henry Jackson's model of Taos Pueblo  
Bandelier National Monument
- Printing plates from U.S. boundary surveys  
Chamizal National Memorial

## WESTERN REGION

**Fossil, Phytosaur skull**

Petrified Forest National Park

**Prehistoric carved game board on human figure tripod**

Hawaii Volcanoes National Park

**Painting, Mauna Loa erupting by D. Howard Hitchcock**

Hawaii Volcanoes National Park

**Figurehead from the ship *Balclutha***

San Francisco Maritime National Historic Site

**Historic photos of Pacific Northwest shipping**

**operations, from the Hester, Proctor and**

**Morrison collections**

San Francisco Maritime National Historic Site

**Cross section of a Giant Sequoia**

Sequoia National Park

**Historic photos of the logging industry**

Sequoia National Park

**Selections from a major collection of paintings and**

**photographs by artists working in Yosemite, from**

**Eadweard Muybridge and Thomas Hill**

**to Ansel Adams**

Yosemite National Park

**Mono Lake Paiute and Southern Miwok**

**Field Days baskets**

Yosemite National Park

**John Muir's field glasses and herbarium**

John Muir National Historic Site

**Death Valley Scotty's western saddle and boots**

Death Valley National Monument

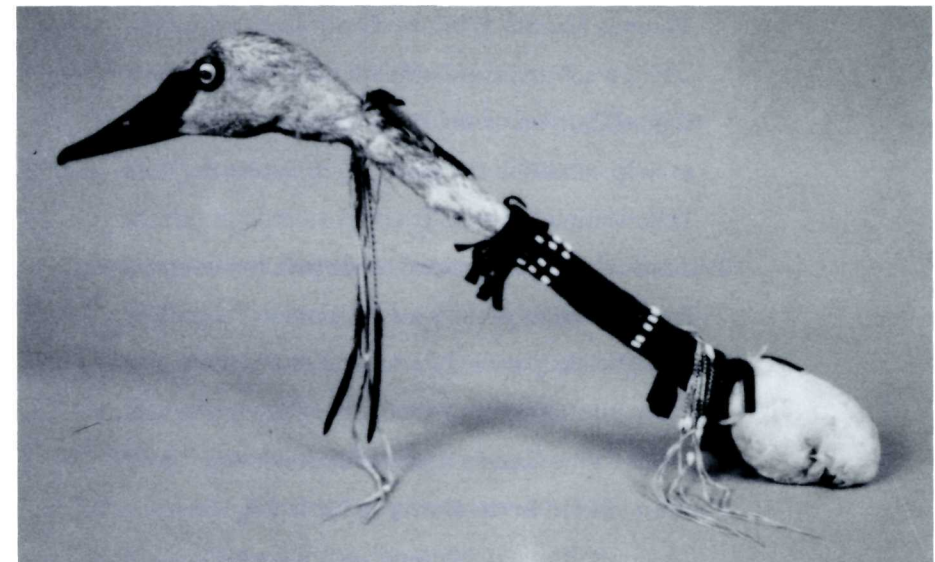
**Fossilized camel and mastodon tracks**

Death Valley National Monument

**Colorado River boat, *Defiance***

Grand Canyon National Park

*Swan's head wand,  
Nez Perce National  
Historical Park, Idaho*





**Animal shaped twig figures made by prehistoric cave dwellers in the Grand Canyon**

Grand Canyon National Park

**Art from the American Indian occupation of Alcatraz**

Golden Gate National Recreation Area

**Historic eruption photos of Lassen Peak from the Loomis Collection**

Lassen Volcanic National Park

***PACIFIC NORTHWEST REGION***

**Selected mammal specimens from the John Day Basin**

John Day Fossil Beds National Monument

**Watercolors of Crater Lake by Chris Jorgensen and Gunnar Widforss**

Crater Lake National Park

**Marcus Whitman's Bible**

Whitman Mission National Historic Site

**Toy cradleboard of young Louise Sager, taken captive at the massacre**

Whitman Mission National Historic Site

**Swan's head medicine wand and beaded otter effigy**

Nez Perce National Historical Park

**Chief Joseph's tomahawk**

Nez Perce National Historical Park

***ALASKA REGION***

**Katlean's hammer from the 1804 Battle of Sitka**

Sitka National Historical Park

**Chilkat robes, "Herring Rock" and "Frog Coming out in Season"**

Sitka National Historical Park

**Tlingit bentwood box, pre-European contact**

Sitka National Historical Park

**Russian Possession plaque of 1799, the only European marker recovered on American soil**

Sitka National Historical Park

**Prehistoric armor made of antler**

Bering Land Bridge National Preserve

**Handmade crampons used on the first ascent of Mt. McKinley**

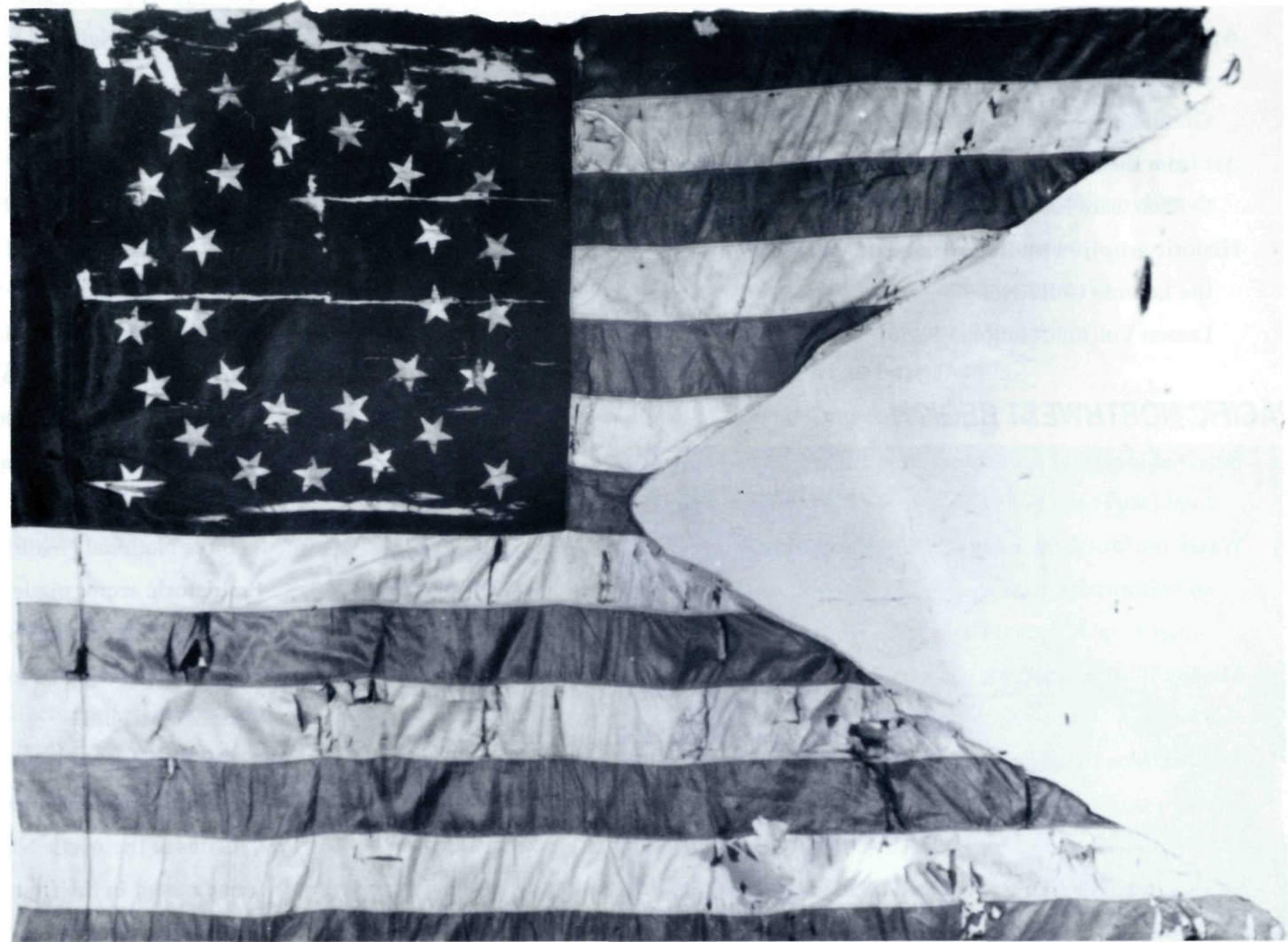
Denali National Park and Preserve

**Koyukuk River Eskimo fishing tools**

Gates of the Arctic National Park and Preserve

**Ice adz used in the first attempt to ascend Mt. St. Elias**

Wrangell-St. Elias National Park and Preserve





## SPECIAL EVENTS

**t**REASURES OF THE NATION—AMERICA'S NATIONAL PARKS will provide a catalyst for a unique series of special satellite events that will enhance the public's awareness and appreciation of our national parks and provide a focus for the 75th anniversary celebration. These events are proposed at the national, regional, and local level to achieve the following objectives:

1. To establish public awareness for TREASURES OF THE NATION.
2. To maximize attendance, thereby insuring the continuous financial success of the Exhibition and IMAX film.
3. To provide sponsors of the Exhibition with maximum opportunities for exposure.

### **National:**

At the national level, a 2-hour television special to be aired in August 1991 on the occasion of the 75th anniversary of the National Park Service would introduce TREASURES OF THE NATION. It would create credibility for the project and

*opposite:*  
*Guidon, 7th Cavalry,*  
*Custer Battlefield*  
*National Monument,*  
*Montana*

act as the major vehicle for advance ticket sales. The special would also afford sponsors the opportunity to publicize their involvement through national exposure. In addition, portions of the program would provide film footage for regional and local promotions.

This special would be filmed in as many national park sites as possible with performances by celebrity talent, such as singers, actors, dancers and musicians. The possibilities are endless — John Denver from the **Rocky Mountains**, Liza Minelli from the **Statue of Liberty**, Ray Charles from the **White House**, Willie Nelson on the **Natchez Trace Trail**, Robert Redford at **Yellowstone**, and Charlton Heston at **Yosemite**. Their performances would focus on the richness and diversity of the national parks, as well as conservation issues.

As Liberty Weekend brought the country to New York Harbor, this television special would unite America in the celebration of our national treasures and the preservation of our cultural and natural heritage.

### **Regional:**

Regional events, staged in the exhibition cities and national park facilities within a day's drive of the exhibition,

would provide a focus for the celebration of the 75th anniversary and maximize attendance potential for the exhibition and film. These regional events would call attention to national parks in the area and would result in greater awareness of park resources. Among the events which should be considered for development and funding are:

- **The Anniversary Pageant**

This would be a major event, a spectacular of music, narration, fireworks, sound and lasers, along with live production numbers depicting historical events, that would tour the major cities exhibiting TREASURES OF THE NATION.

The show could be headlined by a celebrity entertainer or well-known vocal group, but its supporting cast would come from the community — college and university musicians, massed choral or dance groups, and local entertainers. The format of the show would remain consistent, although the performers would change in each new location. Only the nucleus of a small staff and some technical personnel would accompany the touring show.

- **Special Days in the Parks**

These special days would focus on school groups and service organizations (Boy Scouts, Girl Scouts, Kiwanis, senior citizens, etc.) with activities focused on particular

interests of each organization.

In addition, some special events would build on national holidays such as Independence Day, Dr. Martin Luther King Jr.'s Birthday, and Thanksgiving Day, as well as local dates significant to the location.

Historical pageants, re-enactments, concerts and theatrical presentations would also be produced in park facilities.

Special Anniversary Passports would be sold and an expanded program of stamps or stickers available for park visitors.

### ***Local:***

Local events would be structured to complement the public relations and advertising programs, thereby stimulating ticket sales and attendance. The events would insure constant media coverage of the exhibition, guaranteeing the on-going success of the project.

Examples of local events that should be considered are:

- **Exhibition Preview/Pre-Opening Gala**

Special opportunities for viewing the exhibition prior to opening would be provided to groups associated with the parks, Associates of the Host Museums, members of the press, official sponsors and special groups. In addition, the exhibi-



tion would be made available to organizations as part of a fundraising program. It must be realized that this concept works best when the exhibit is basically sold out.

- **Opening Ceremonies**

An opening ceremony format should be developed involving political and community leaders, the Park Service, celebrities and sponsors. These ceremonies would incorporate regional themes and would be designed to generate newspaper and television coverage.

- **VIP Celebrity Visits**

Whenever possible, visits of celebrities, politicians, community leaders, notables and newsworthy individuals would be highlighted to focus public attention on the attraction.

- **School Programs**

A very extensive school program should be developed around an educational kit, classroom instruction and field trips. Where field trips are not feasible, students would be encouraged to visit the exhibition with their families.

- **Youth Programs**

Special events, such as children's art contests, essay contests, clean-up campaigns and other participatory activities would be developed for young people to focus attention on

TREASURES OF THE NATION and local Park Service facilities.

- **Concerts Choreographed to Fireworks**

A concert combining live music and fireworks, this "pyromedley" would incorporate local or military bands, or orchestras synchronized to lasers. Low and high level pyrotechnics could be developed as a special presentation in park venues.

- **Community Pageantry**

As part of the exhibition, flags and banners would be displayed throughout the community as well as at National Park facilities. In addition, posters would be placed throughout the community and sponsors and merchants encouraged to develop appropriate displays.

## ***PUBLICATIONS***

In order to generate greater awareness of the national parks and maximize attendance at TREASURES OF THE NATION, a series of publications and promotional aids will be developed over the entire life of the project. These publications will incorporate the highest quality graphic design and printing along with a standard format and identity. The fol-

lowing outlines specific publications as well as suggested target dates for availability.

- **Graphics Manual — March 1989**

Upon the development of an exhibition logo and a conceptual plan, a manual will be produced setting forth guidelines for all graphic reproduction of official logos and terminology.

- **Newsletter — Spring 1990 – December 1993**

Quarterly information to museums, sponsors, Park Service, press, etc.

- **Poster — August 1990**

Pre-publicity listing of exhibit sites and sponsors.

- **Press Kit — January 1991**

Including a fact sheet, press releases, photos - black and white and color transparencies, camera-ready art and ads.

- **School Kit; Souvenir Poster; Special Flag / Banner; and**

**Promotional Video — May 1991**

- **Presidential Proclamation — August 1991**

( 75th anniversary)

- **Coffee Table Book — August 1991**

High-quality, large format illustrated book on the national parks based on TREASURES OF THE NATION. This

oversized, elegant, principally photographic book would contain at least 100 pages featuring the parks and the exhibition.

- **Stamp / Medallion — August 1991**

Both the stamp and medallion would commemorate the 75th anniversary of the National Park Service and would be available at many locations. In order to be available by 1991, discussions should be initiated promptly with both the Postal Service and the United States Mint.

- **Exhibit / Film Flyer — August 1991**

Free handout listing local and regional special events.

- **Souvenir Program — October 1991**

20-30 page, four-color, 8-1/2 inch-by-11 inch, soft cover, for sale during exhibition.

- **Souvenir Items — October 1991**

In addition to a wide variety of items drawn from national park association outlets across the country, a full range of quality museum shop commemoratives will be developed for sale during the exhibition including: clothing, post cards/posters/books, reproductions, pins/patches, stamps/First Day of Issue Covers/medallions, educational items and jewelry.



In order to facilitate touring TREASURES OF THE NATION, an operations manual will be produced approximately 6 months prior to opening in October 1991. This material, which will be periodically updated, will incorporate sections on organization, artifact treatment and security requirements, shipping, receiving, installation, dismantling, insurance, publicity, advertising and special events.





## IMPLEMENTATION

**t**he National Park Service, through its Interpretive Design Center at Harpers Ferry Center, West Virginia, will provide direction and oversight for all aspects of the project.

Implementation of the project will be unusually efficient by virtue of the fact that both the contract and complete project team are already in place, obviating the necessity for continuous bidding from phase to phase. As a consequence, it will be possible to implement the project in as brief a performance period as eighteen months.

The vertical structure of the project team provides continuity and tight control over the design and production processes. Led by the museum design firm, **BHA Design, Inc.**, (**BHA**) under the leadership of President and Creative Director Barry Howard, all aspects of project implementation will occur simultaneously or in sequence as the project dictates, incorporating the talents of each team member as required.

**BHA Design, Inc.** is an internationally recognized interpretive design firm whose many projects include: the

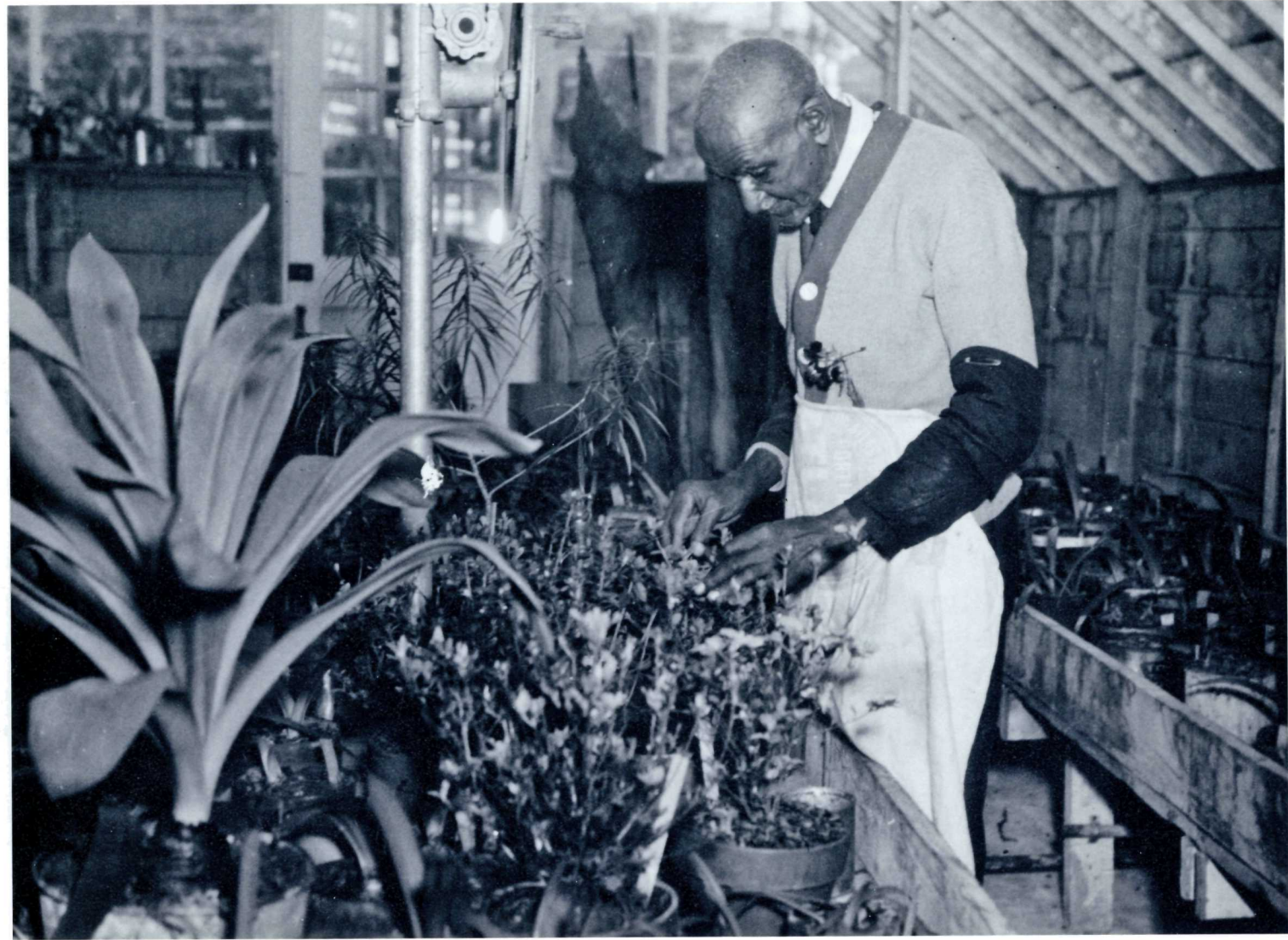
just-opened National Automobile Museum in Reno; The California State Railroad Museum; The American Freedom Train; the Indian Arts Museum; and the Hoover Dam Visitor Center (opening in 1992). They were recently chosen as designers for the 1992 United States Pavilion in Seville.

In addition to **BHA**, key members of the team include **MacGillivray Freeman Films**, producers of the IMAX film, whose long list of highly successful IMAX films include: "To Fly"; "Behold Hawaii"; "Flyers"; and "Dance of Life", along with their newest release "To The Limit".

**Petr Spurney Associates**, responsible for tour management, special events and marketing, has served as either a consultant, General Manager or Chief Executive Officer for a variety of major events over the last 20 years, including the 1984 Louisiana World Exposition; the 1980 Lake Placid Winter Olympic Games; and the 1975-76 Bicentennial American Freedom Train.

Finally, with more than 30 years experience in every type of exhibit fabrication, **Universal Exhibits** will provide comprehensive exhibit engineering, construction and installation services.

*opposite:*  
*Death Valley National*  
*Monument, California*  
*photo: George A. Grant*





E C O N O M I C S

In October 1989, the **Harrison Price Company**, internationally recognized experts in the field of recreation economics, were retained to generate an economic pro forma on TREASURES OF THE NATION with the following objectives:

- To determine how many people, in what markets, will be exposed to the project;
- To analyze the economic viability of the project, and suggest the basis for its operation throughout its life without further subsidy.

Based on an analysis of the market support at those venues identified as appropriate host museums with IMAX/ OMNIMAX theaters, and a review of the success of past comparable traveling exhibitions and other IMAX films, the pro forma projected attendance at both the IMAX film and exhibition at 3800 visitors per day, or 2.67 million over 660 days at six U.S. venues. This figure would, of course, increase with an overseas booking. Post-exhibition distribution of the IMAX

opposite:  
George Washington  
Carver, Tuskegee Institute  
National Historic Site,  
Alabama

film will attract additional attendance estimated at 6 to 12 million.

The study further concluded that the economic prospects for TREASURES are favorable, indicating that the exhibition and film could generate enough income to offset a portion of the development costs.

BUDGET

EXHIBITION	\$ 3,200,000
IMAX FILM	2,800,000
PUBLICATIONS (non sales)	400,000
TOUR MANAGEMENT AND	300,000
MARKETING COORDINATION/	
SPECIAL EVENTS COORDINATION*	200,000
CONTINGENCIES	700,000
	<hr/>
TOTAL	\$ 7,600,000

\* Development costs for the television special, or for major special events are not included in this budget.



*As the nation's principal conservation agency, the Department of the Interior has responsibility for most of our nationally owned public lands and natural and cultural resources. This includes fostering wise use of our land and water resources, protecting our fish and wildlife, preserving the environmental and cultural values of our national parks and historic places, and providing for the enjoyment of life through outdoor recreation. The department assesses our energy and mineral resources and works to ensure that their development is in the best interests of all our people. The department also has a major responsibility for American Indian reservation communities and for people who live in island territories under U. S. administration. The department promotes the goals of the Take Pride in America campaign by encouraging stewardship and citizen responsibility for the public lands and promoting citizen participation in their care.*

*Project designers: B H A Design, Inc.*



