



Muskoka Discovery Centre

EVOLVING MUSKOKA:
LIFE ON THE EDGE OF THE SHIELD

OPENING SUMMER 2023

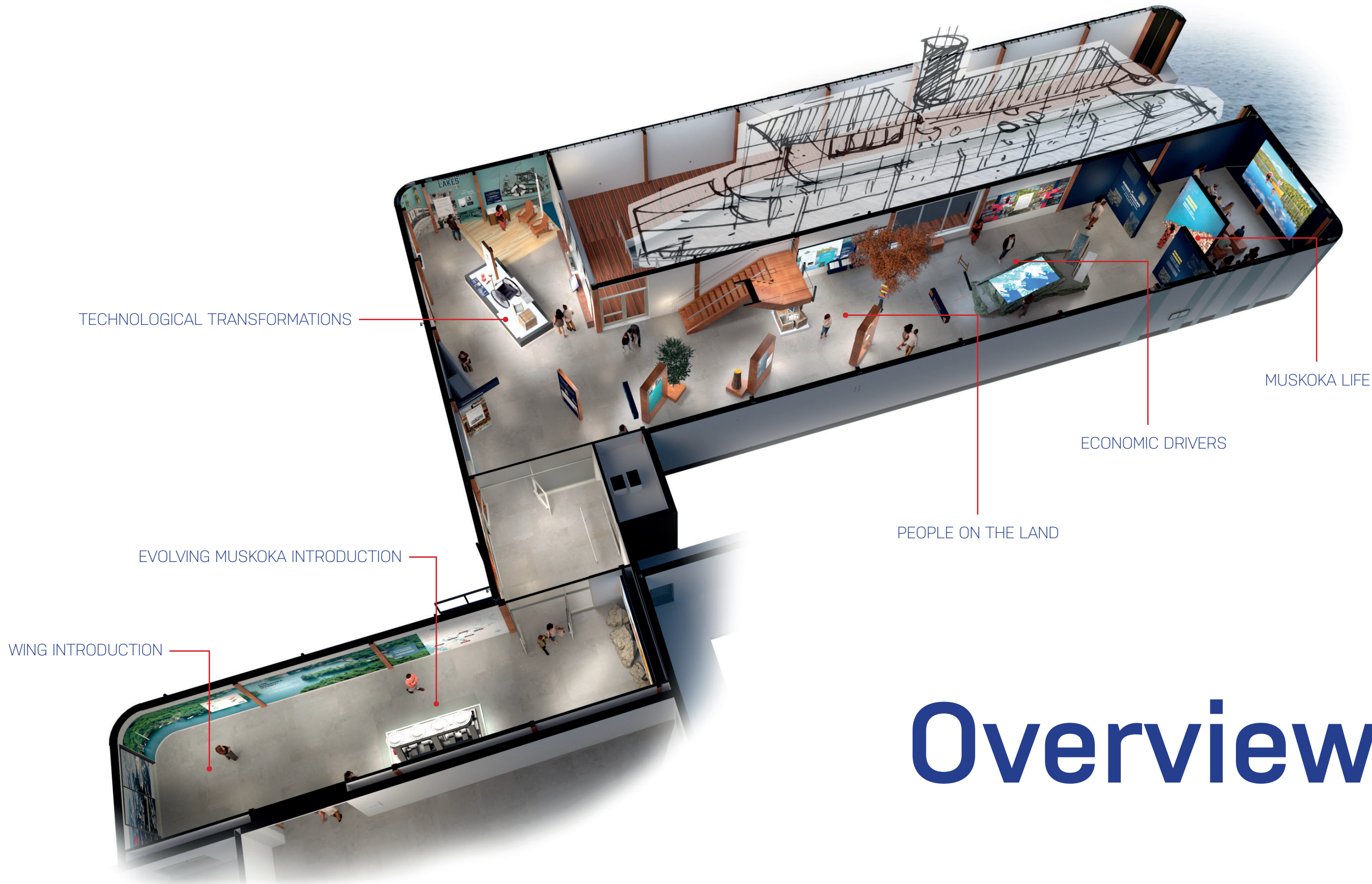


Executive Statement.

Muskoka Discovery Centre's new exhibit *Evolving Muskoka* will encourage audiences to discover Muskoka's character.

Through thematic and dynamic displays, visitors will be immersed in the experiences of living on the edge of the Canadian shield - through the advent of transformative technologies, the arrival of new people and growth of communities, and the development of key industries from the 19th century onward.

The stories presented illustrate an essential paradox for visitors to appreciate: how disruption, destruction and struggle have created Muskoka – a place best known for relaxation and leisure. And poses the question: how best to preserve this special and fragile place for continued enjoyment?



TECHNOLOGICAL TRANSFORMATIONS

MUSKOKA LIFE

ECONOMIC DRIVERS

PEOPLE ON THE LAND

EVOLVING MUSKOKA INTRODUCTION

WING INTRODUCTION

Overview



Misko-Aki (1880)
CONFLUENCE of CULTURES

MUSKOKA
WANDA III

EVOLVING
MUSKOKA

MUSKOKA
DISCOVERY
CENTRE

Example exhibit statement describing each individual visitor experience.
This is an example of how steps to introduce a theme or topic, available at every point size with very words for all large graphic panels.
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FIRST FLOOR
GROUND FLOOR
YOU ARE HERE

THE MUSKOKA STORY:
A MICROCOSM OF CANADA

...use a theme with very words, available at every point size with very words for all large graphic panels.

EVOLVING MUSKOKA

RUGGED LANDSCAPE
HISTORICAL RESILIENCE FROM THE WINDSWEPT PINES
GALAXY SHAPES AND TURBOISE WATERS
OF THE GEORGINA BAY

WANDA III
STEAM ENGINE



TECHNOLOGICAL TRANSFORMATION

TECHNICAL TRANSFORMATION

THE ADVENT OF THE STEAM ERA

THE TWILIGHT OF THE STEAM ERA

This is an introduction for a 50-page story, with a count of twenty-five words about a theme or topic and is available on two or three lines.

This is an example of body copy to introduce a theme or topic, available at thirty-two point size with one hundred and twenty-five words.

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AUTOMOBILES AND AVIATION

This is an example of body copy to introduce a theme or topic, available at thirty-two point size with one hundred and twenty-five words.

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STEAM HEATS A COMEBACK

WIND UP

MUSKOKA LAKES

The 100 Mile Cruise



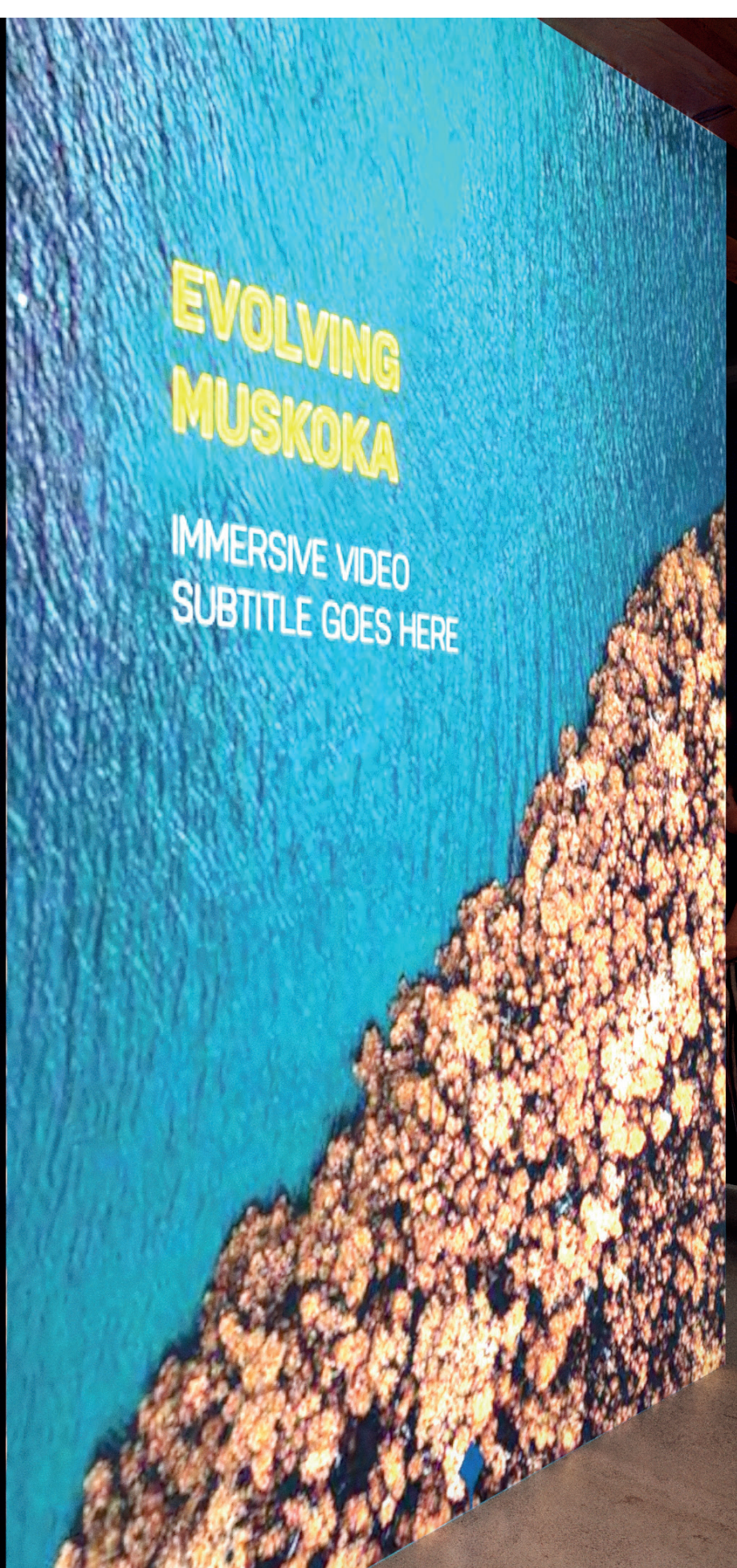
PEOPLE
ON THE LAND

PEOPLE ON
THE LAND

THE
ROBINSON-HURON
TREATY

INDIGENOUS
COMMUNITIES







Closing Statement.

hsd is privileged to be part of the project team that is responsible for the vision of the *Story of Muskoka*.

From the beginning the MDC team have embraced our approach to collaboration fostering a positive working relationship.

This strong collaborative and iterative approach between MDC and hsd, has shaped the stories and ideas around *Evolving Muskoka* into strategies and transformed them into meaningful and inspirational experiences.

We're proud to be part of the team delivering this new world-class museum expansion to not only share the Story of Muskoka with new audiences, but to preserve and celebrate this community and its fascinating history.



Gary Walker-Kerr
Managing Director



MUSKOKA
DISCOVERY
— CENTRE —