

Press release

The web site *Tipatshimuna, Innu stories from the land*, is awarded the 2006 Canadian Museums Association Award for Outstanding Achievement, Multimedia section.

Gatineau, September 29, 2006 - Tipatshimuna was launched by “The Rooms” Provincial Museum of Newfoundland and Labrador, in collaboration with the Virtual Museum of Canada, the Canadian Heritage Information Network (CHIN), the Innu community and Idéecllic.

This web site has won the 2006 *Canadian Museums Association Award for Outstanding Achievement* in Multimedia. The awards were presented at the Canadian Museums Association (CMA) annual meeting in St. John, New Brunswick, May 3rd, 2006.

“It presents Inuit culture and provides the Inuit community a way to document, share and promote their culture, and to control and ensure access to the site.”
- CMA web site

Idéecllic collaborated, from January to July 2006, with delegates from “The Rooms” museum, CHIN, the Innu community and the guest curator, Peter Armitage. The Idéecllic team worked on planning and conception of the site, as well as graphic design, encoding and fine tuning.

Original art works from Innu artists are incorporated into the graphic design of the site, while testimony in the Innu language tells stories of traditional family travel in the Innu’s ancestral territory. Tipatshimuna provides access to a digital collection of Innu objects and a search engine. It offers a real tool for the Innu community to take back control over their heritage. Portraits of elders, youth and Innu artists give a real face to the community.

The project was presented at the 3rd International Museology Conference supported by AVICOM – ICOM, in Mytilini, Greece. As part of the “Audiovisual Media and Intangible cultural heritage” section, the presentation was done by Wendy Thomas from Canadian Heritage, Peter Armitage, the guest curator, Alain Massé from Idéecllic and Nympha Byrne a delegate from the Innu community.

Idéecllic has promised the Innu community and its partners that they will keep on hosting Tipatshimuna at no charge, and continue to support the site’s development.

You can visit Tipatshimuna at: www.tipatshimuna.ca.



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