

# NUNA

SUSTAINABLE LAND  
OF THE INUIT



# **PART 1** | **RESEARCH AND EARLY DEVELOPMENT**





## DESIGNING CONCIENCIOUSLY

This exhibition presents the culture and people of the Inuit, who have often been misrepresented in museums and exhibits worldwide.

With this in mind, the creation of this exhibition was done with extensive research on contemporary Inuit lives. By fostering understanding and empathy, we hope our visitors leave inspired by Inuit technology, methods, and ways of living.



# THE INUIT CIRCUMPOLAR COUNCIL

The Inuit Circumpolar Council (ICC) is a non-governmental organization that represents the Inuit people across the Arctic regions of Canada, Greenland, Alaska, and Chukotka (Russia).

A pressing concern for the ICC is how climate change is already impacting Inuit communities in ways much of the world has yet to experience. Many Inuit live atop permafrost, which is now melting and releasing methane—a potent greenhouse gas that accelerates climate change.

**This exhibition will be derived from the ICC's work and initiatives, by promoting Inuit-led climate initiatives, sustainability efforts, and the protection of native lands from disruptive practices like fracking.**



## RECOGNIZING ICC CONCERNS

A pressing concern for the ICC is how climate change is already impacting Inuit communities in ways much of the world has yet to experience. Many Inuit live atop permafrost, which is now melting and releasing methane—a potent greenhouse gas that accelerates climate change.

This exhibit addresses the ICC's concerns by promoting Inuit-led climate initiatives, sustainability efforts, and the protection of native lands from disruptive practices like fracking.



## EXHIBIT OVERVIEW AND MAJOR THEMES

This exhibition, Nuna (Inuktitut for “land”), immerses visitors in the sustainable traditions of the Inuit people, showcasing how they live in harmony with nature by using every part of animals, crafting from natural resources, and respecting seasonal cycles.

Visitors see how Inuit communities adapt to change while preserving ecological balance, inspiring a similar commitment to sustainability. Through stories and insights from Inuit communities, Nuna emphasizes the need for collective climate action to protect Arctic landscapes.





# NUNA

SUSTAINABLE LAND  
OF THE INUIT

## ABOUT

Nuna (Inuktitut for “land”), immediately conveys major themes of the exhibition. The type was chosen for its strong stance and contemporary style.

# HIGHLIGHTING INUIT VOICES

A large purpose of this exhibition is to provide Inuit voices a platform to directly teach audiences about Inuit living. Throughout our exhibition there are many first-person Inuit stories and shared knowledge.

We aim to collaborate with Inuit artists, curators, community members, and leaders through the ICC and Inuit Art Foundation. Featured voices include Sheila Watt-Cloutier, Eleeshuse Parr, Victoria Kakuktinniq, Jerry Natanine, and Aqqaluk Lynge, among other Inuit members.



Image via Inuit Circumpolar Council

# TYPOGRAPHY

**CHIDO**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890

Chido is used for the logo,  
and section headers always  
in all caps.

**FIVO SANS  
MODERN MEDIUM**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890

As the primary typeface,  
fivo sans is used in it's  
medium weight. Larger in  
all caps for headers and  
smaller for body copy.

**FELT TIP WOMAN BOLD**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890

This type is used sparingly  
for interactive points and  
call outs, always in all caps  
and paired with orange.

## EXAMPLE:

### HEADER

Libus numur ina, dit  
acchuit; nonloca  
eludactam, vis vis, Catui  
sa mantemus nos obsente  
cotesil latuscia Sp. Mod  
sercer achum abemulus;  
inatus, ut oressit

### SECTION

TOUCH  
HERE!

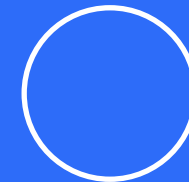


## ABOUT

The vibrant and hyper colors call to the modernity of the exhibit style and to the currency of the exhibit themes.

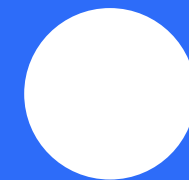
Complimentary colors were chosen by their relationship on the color wheel.

## COLORS



BLUE

HEX: #2d6cf9  
CMYK: 100,84,3,0.20  
PANTONE: 2746C



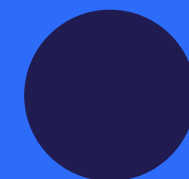
WHITE

HEX: FFFFFFFF  
CMYK: 0,0,0,0  
PANTONE: 11



ORANGE

HEX: #d24949  
CMYK: 4,91,75,.04  
PANTONE: 021



BLACK

HEX: #1b1950  
CMYK: 100,100,34,33  
PANTONE: 2757



# **PART 2** | **GRAPHIC DEVELOPMENT**

# KEY IMAGERY

## ELEESHUSHE PARR

Eleeshushe Parr (1896–1975) was an Inuit artist from Cape Dorset, known for her intricate drawings that captured Inuit daily life, animals, and landscapes.

Her works contributed significantly to the Cape Dorset art movement, helping to preserve Inuit traditions and perspectives during a time of cultural change. Parr’s art is held in collections across Canada and remains a vital record of Inuit heritage and storytelling.

Vectors of her work will be used as visual motifs throughout the exhibit and promotional pieces.



SEAL

PTARMIGAN

CARIBOU

## KEY PHOTO

The key photo features a striking image of Inuit land, centered on a young girl to highlight the deep connection between the Inuit and their environment. It emphasizes the importance of protecting this land for future generations. From National Geographic.



## IMAGE TREATMENT

To highlight the deep connection between Inuit people and their land in a contemporary way, imagery of people among the land are outlined in a jagged, ice treatment.





# PROMOTIONAL

POSTER



BANNER

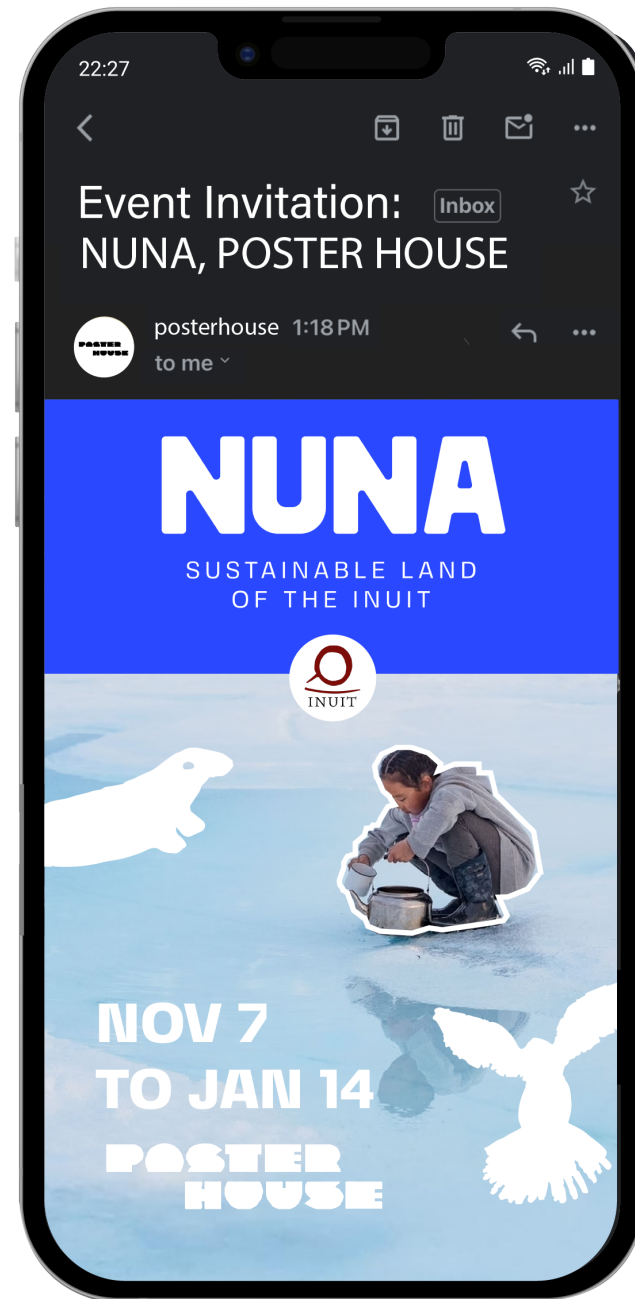


TRANSIT AD





## E-VITE





# BROCHURE

# NUNA

SUSTAINABLE LAND OF THE INUIT



POSTER HOUSE

## ABOUT

This exhibition immerses visitors in the evolving traditions and sustainable practices of the Inuit people.

highlighting the ingenious ways in which the Inuit have historically lived in harmony with their environment, using every part of the animals they hunt, respecting seasonal cycles, and crafting tools, clothing, and shelters from natural resources.

Learn more and access accessible features through our app.



## NUNA MEANS

"land" in Inuktitut

The title reflects the profound spiritual and physical Inuit connection to land.

This exhibition shares current Inuit lifestyles, with key anecdotes and information from Inuit communities. Understanding Nuna also applies to our collective ability to create climate action and protect Arctic land.



## FIND ANIMALS

THROUGHOUT THE EXPERIENCE

Spot these animals throughout the space to see how versatile the Inuit are in using resources.





## THE INUIT CIRCUMPOLAR COUNCIL

Founded in 1977, the ICC advocates for Inuit rights, culture, and sustainable development in the Arctic, while also addressing issues such as climate change, environmental conservation, and indigenous sovereignty.



# BROCHURE



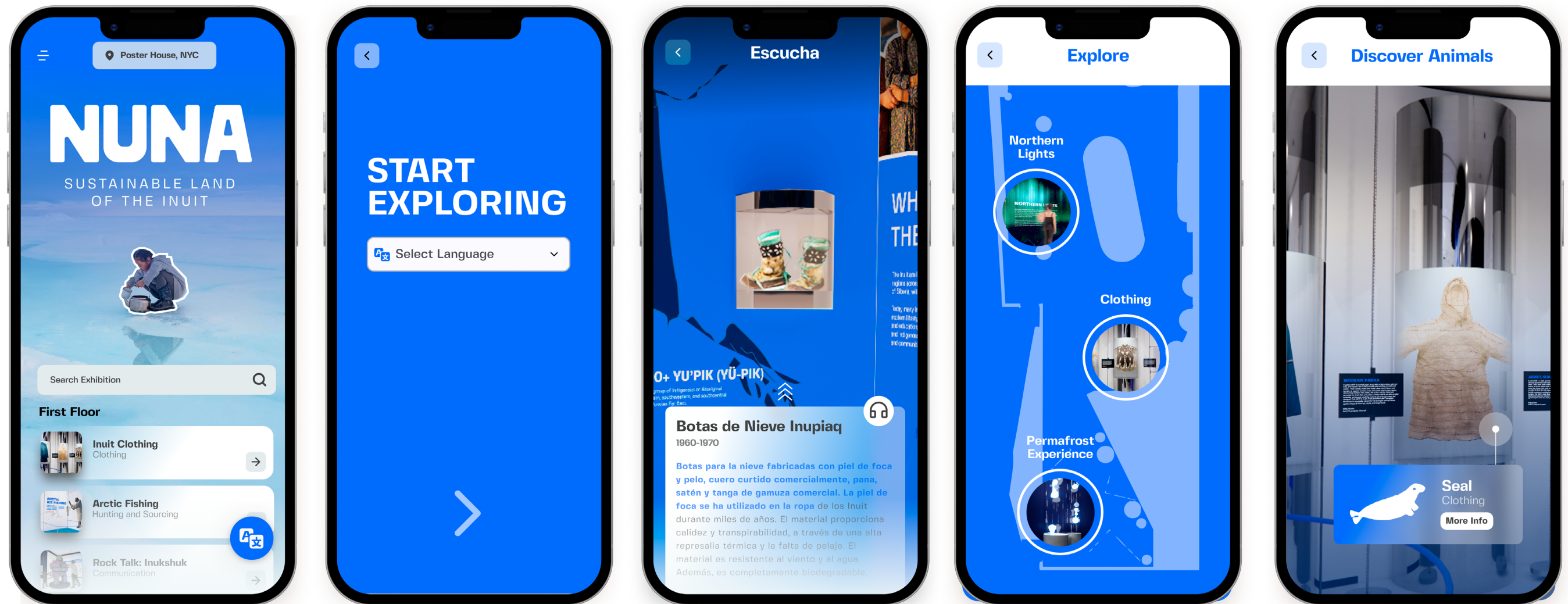
## POSTER

The back of the brochure features Inuit landscape art, allowing guests to take home a piece of the deep connection between Inuit people and their land.

There will be variations of the brochure, so that different modern artists are spotlighted.



# APP



## ACCESIBILITY FEATURES

The NUNA Exhibition app adds improved accessibility features to make the exhibition available to a wider audience. It includes various language options to translate graphics and information for any visitor. The app also has a listening feature so visitors can hear information read throughout the exhibition.

## INTERACTIVE MAP

The NUNA Exhibition App includes an interactive map that highlights key experiences and key animals found throughout the exhibition. Using AR, visitors can scan displays to discover animals throughout the exhibition.



# WINDOW GRAPHICS

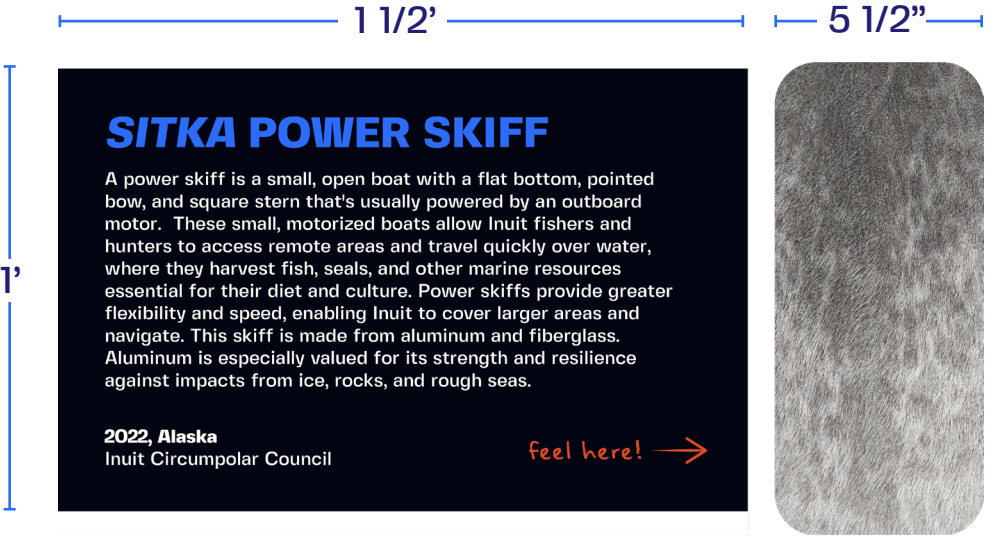




# OBJECT AND SECTION PANELS

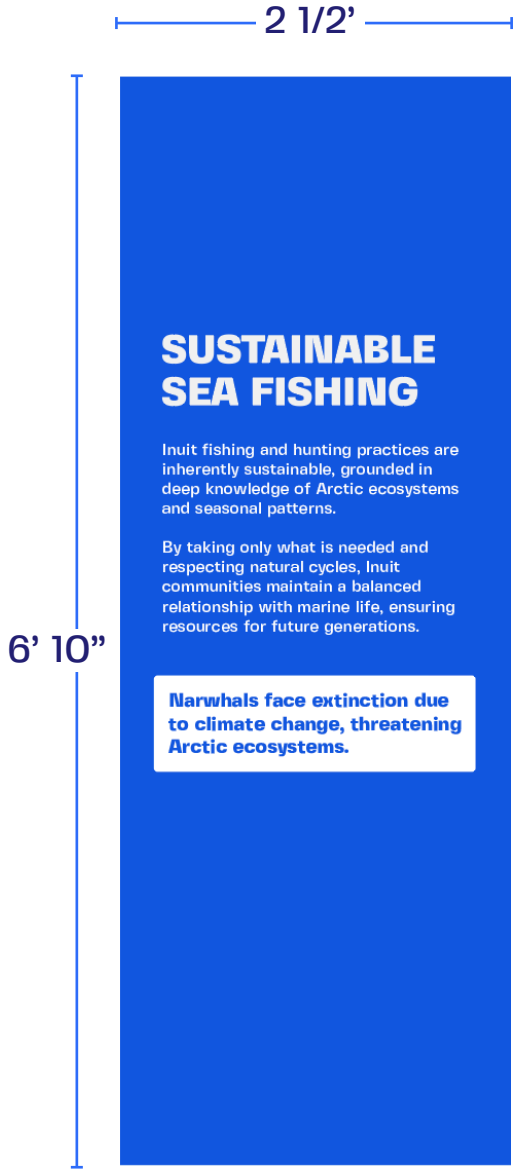
## OBJECT LABEL

Object labels use the darker color palette, and are sometimes accompanied by an interactive to feel a texture or material.



## SUSTAINABILITY CALL OUT

Each section has a blue panel to call out the key theme of sustainability and how it relates to the section theme. This can be how the Inuit practice sustainable methods, followed by the threats of climate change to their way of life.



## SECTION

The section graphics title the area, using the same rock-like and strong typeface of the exhibit's logo. These graphics are applied on vinyl to the wall, whereas others are second surface printed onto acrylic.



# **PART 3** | **3D DEVELOPMENT**

# LOCATION

## POSTER HOUSE NYC

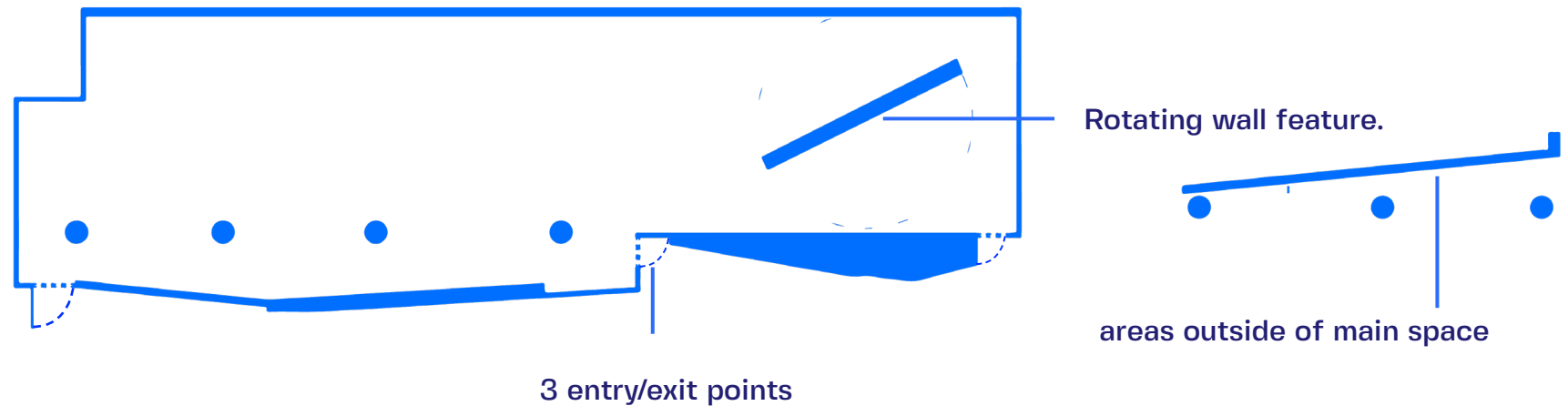


## ABOUT

Traditionally an exhibition space exclusively displaying posters, Nuna will take over Poster House to spread the ICC's message to engaged audiences.

Poster House is located in Chelsea NYC, with two floors containing activity and educational spaces, a cafe, shop, and a main exhibition space.

## PLAN





# SECTIONS

## INTRO

This section highlights the Inuit’s deep connection to the land, emphasizing sustainability and the impacts of climate change on Inuit land.

- Permafrost Emphasis
- Fracking Information
- What is Nuna?
- Land and Population Info
- ICC Info

## COMMUNICATION

This section delves into the cultural and social practices through which the Inuit foster a deep connection to their environment and live sustainably.

- Northern Lights and Pollution
- Personal Stories of Connection
- Animal Connections
- Land Communication - Rock Talk

## CLOTHING

The exhibit begins with the essentials for surviving the cold, showcasing how the Inuit create clothing in harmony with the environment.

- Traditional clothing
- Clothing Materials
- Modern Sustainable Clothing

## CONCLUSION

The exhibit concludes with a call to action, transforming the urgent message of Arctic preservation into opportunities for visitors to actively contribute to solutions.

- Anti-fracking Petition
- Takeaway Information

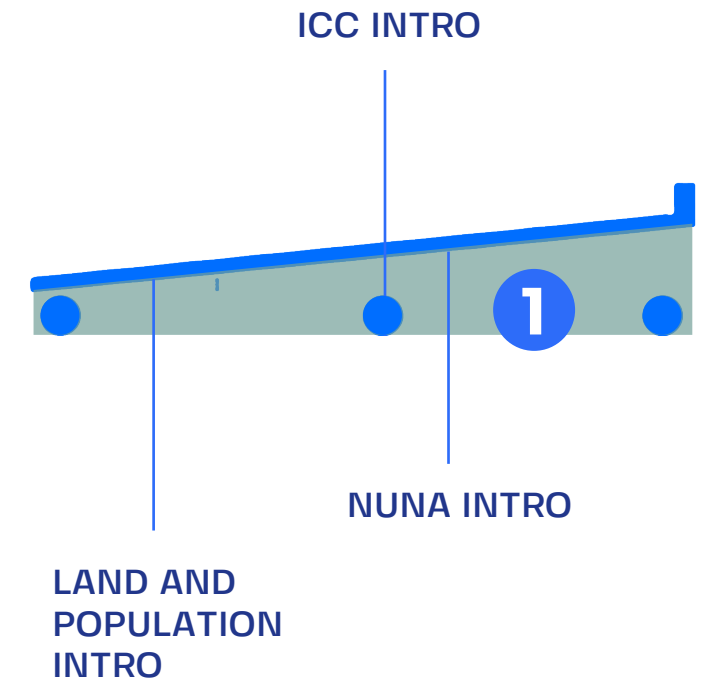
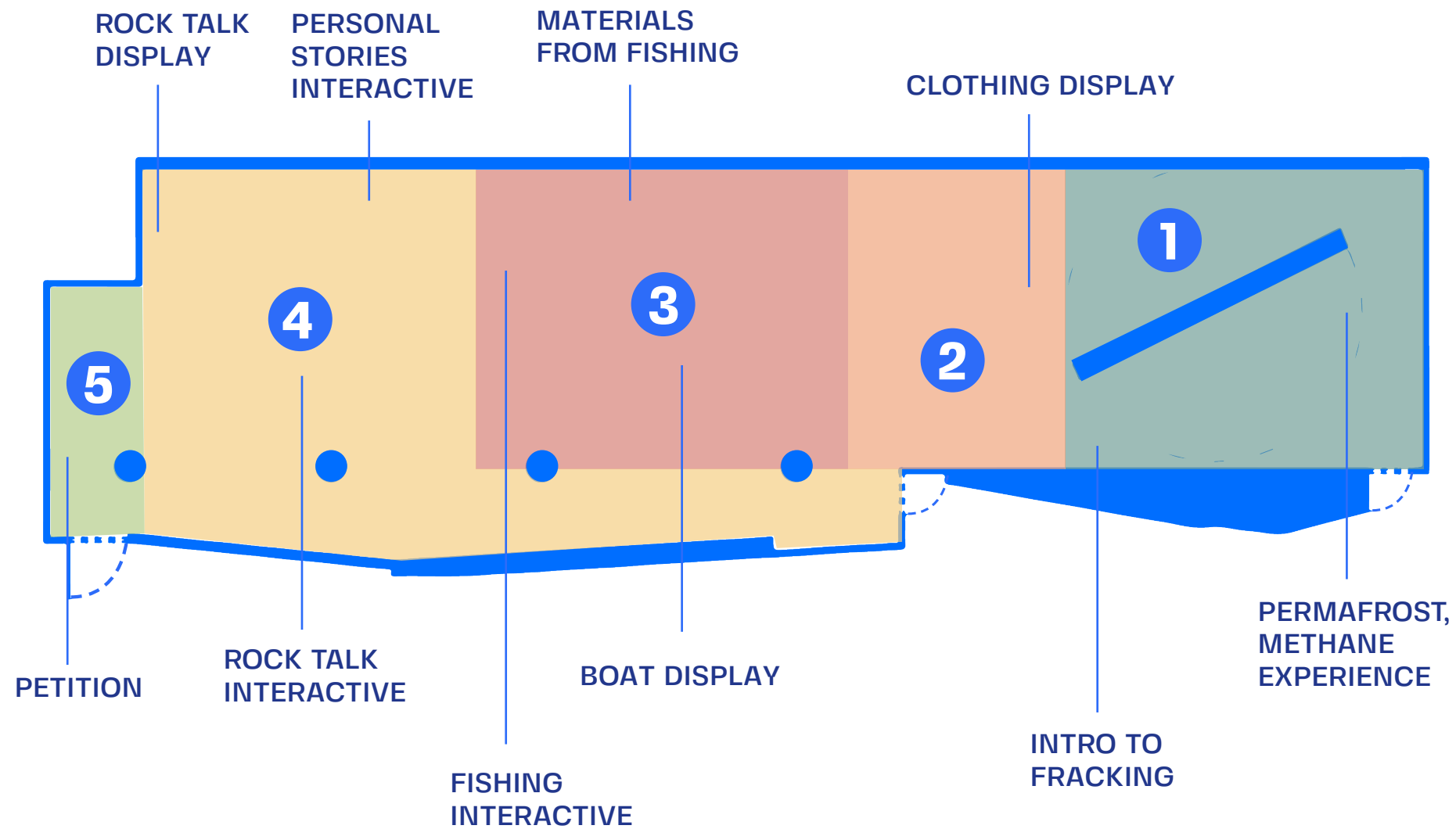
## SOURCING

This section explores the Inuit’s sustainable hunting and fishing practices, contrasting them with the external activities that have endangered local wildlife.

- Fishing Practices
- Materials Used from Fishing (other than for food)
- Boats Used in Fishing



# SECTION PLAN



**1** INTRO

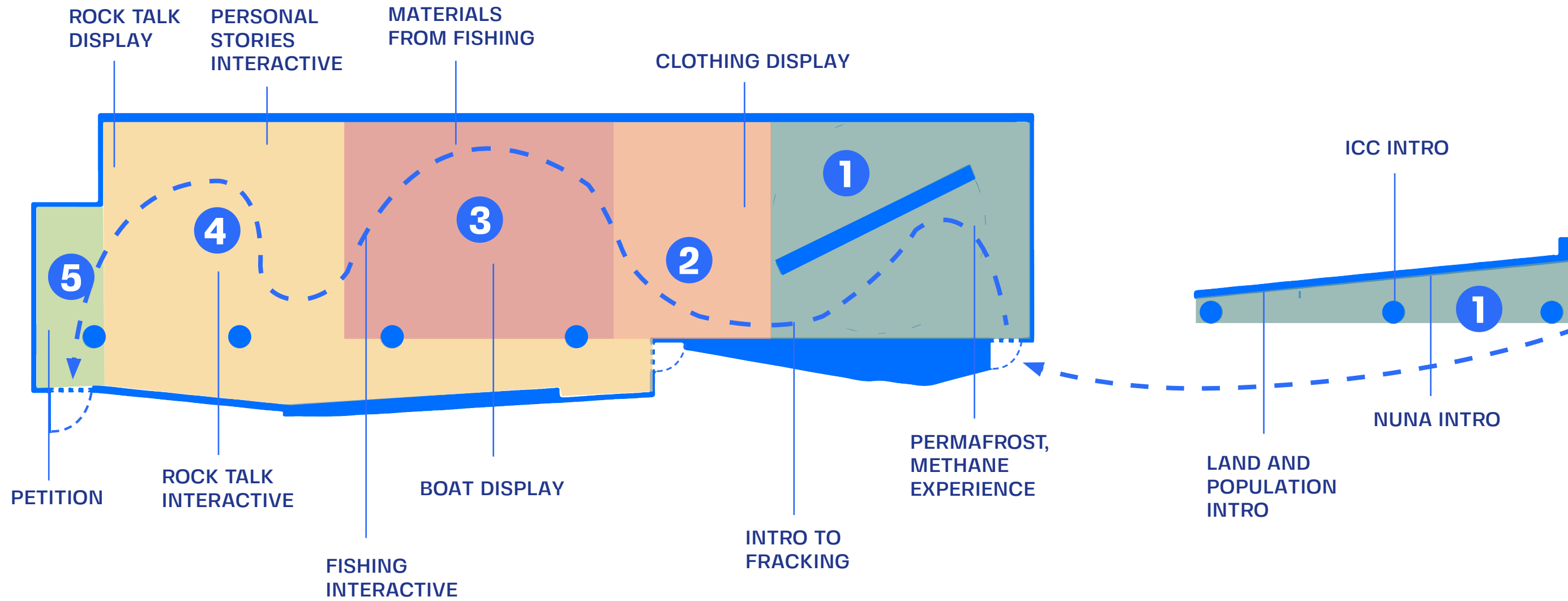
**2** CLOTHING

**3** FOOD

**4** COMMUNICATION

**5** CONCLUSION

# VISITOR FLOW



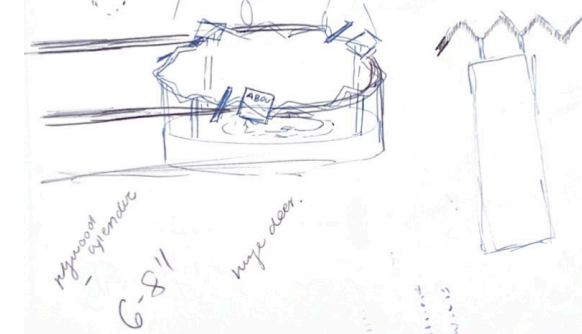
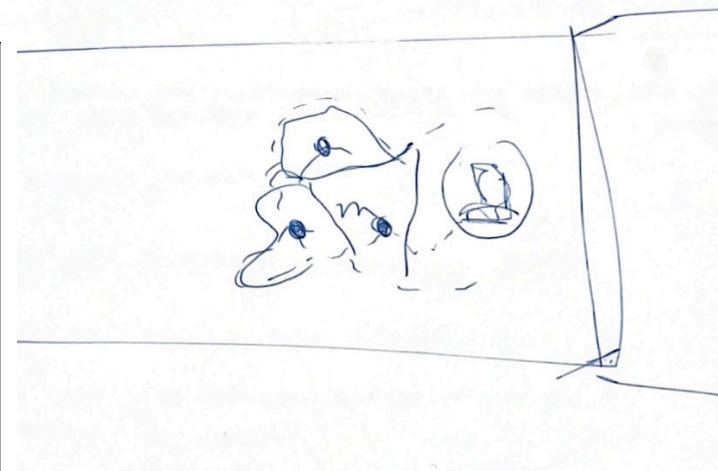
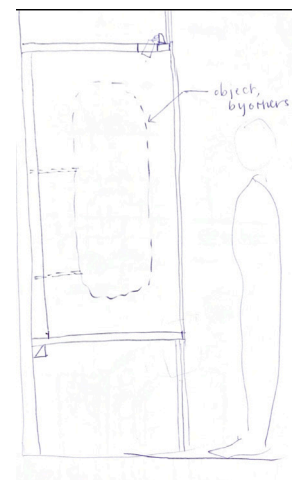
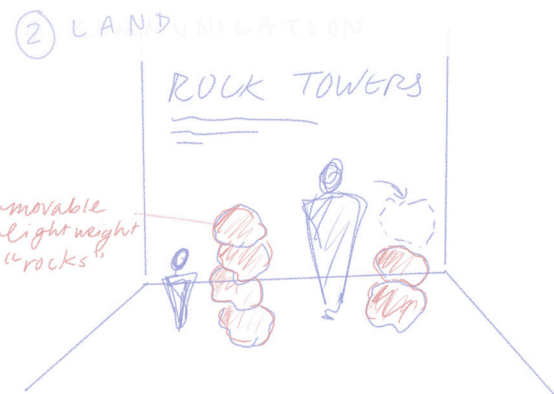
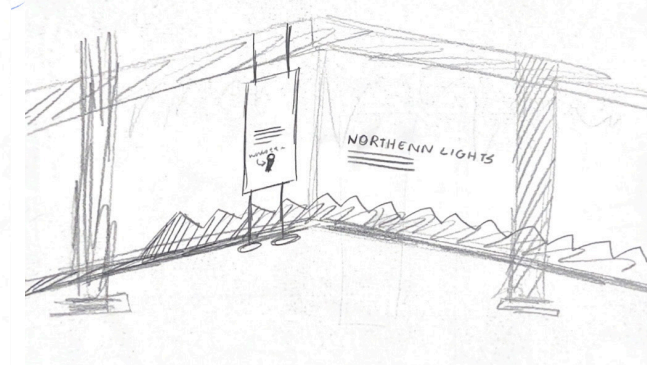
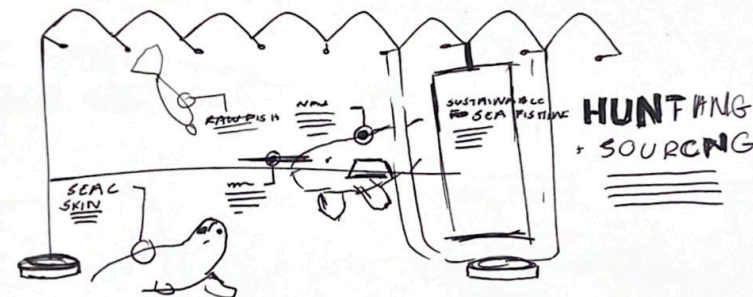
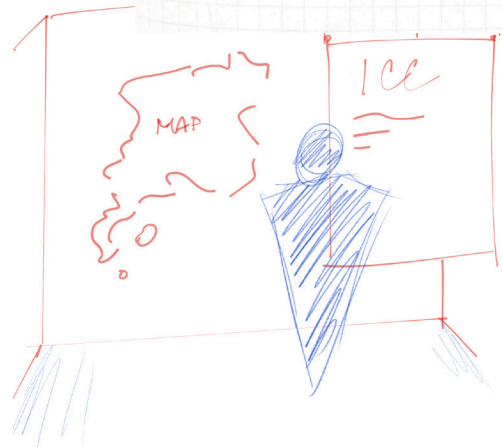
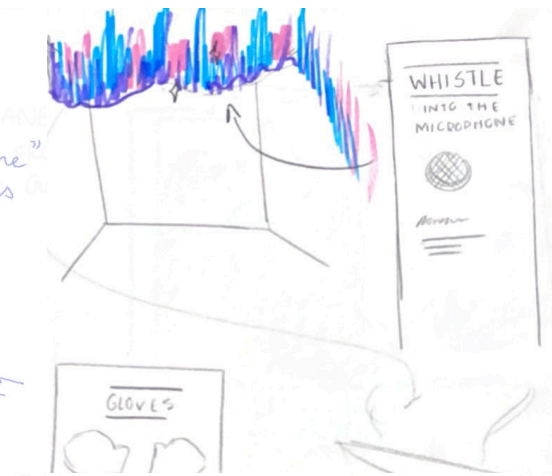
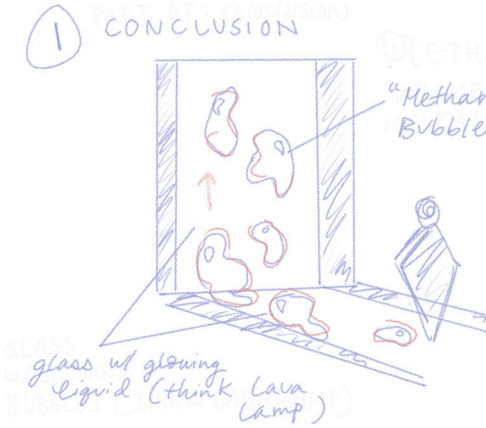
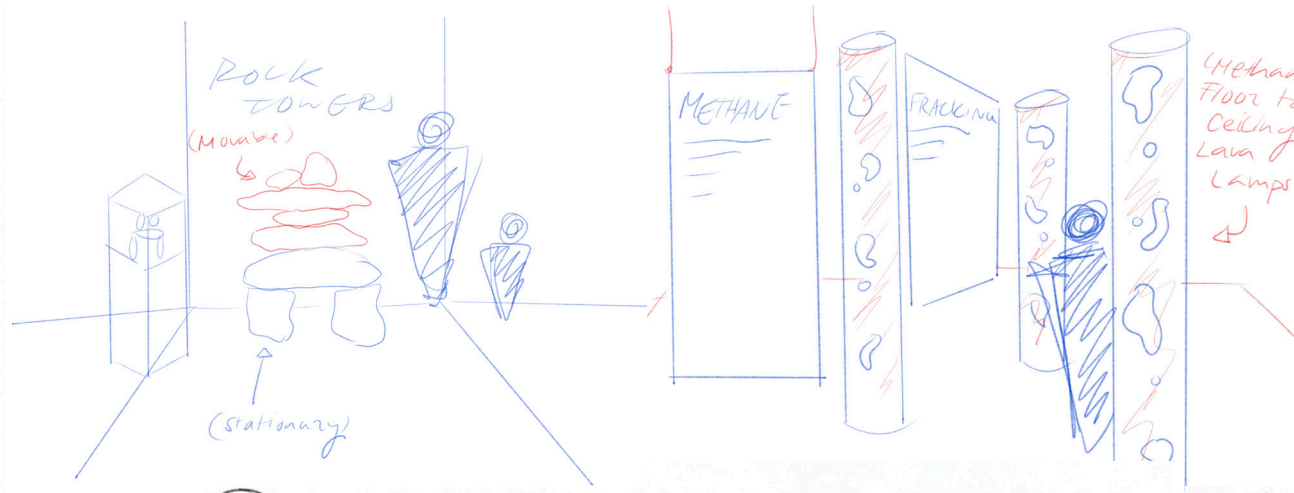
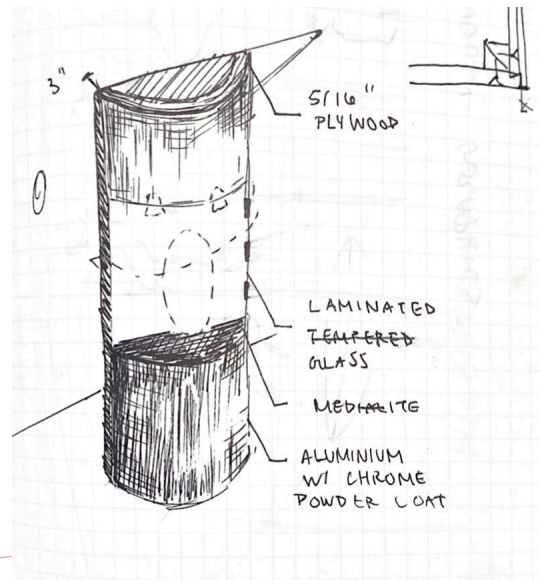
The experience opens with an introduction: first, wall graphics present the major themes, followed by an immersive display of methane bubbles and an educational video that intensifies these themes.

Visitors journey through key exhibits that highlight aspects of Inuit daily life, showcasing sustainable practices and traditions.

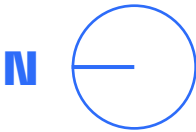
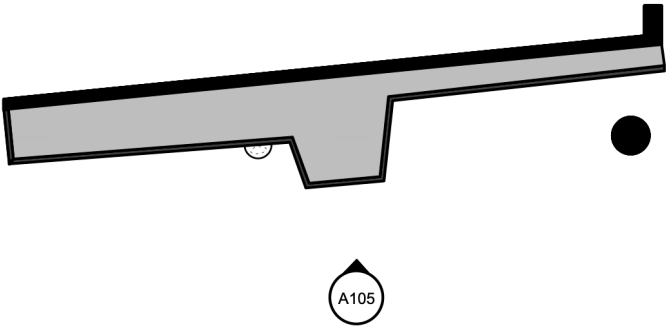
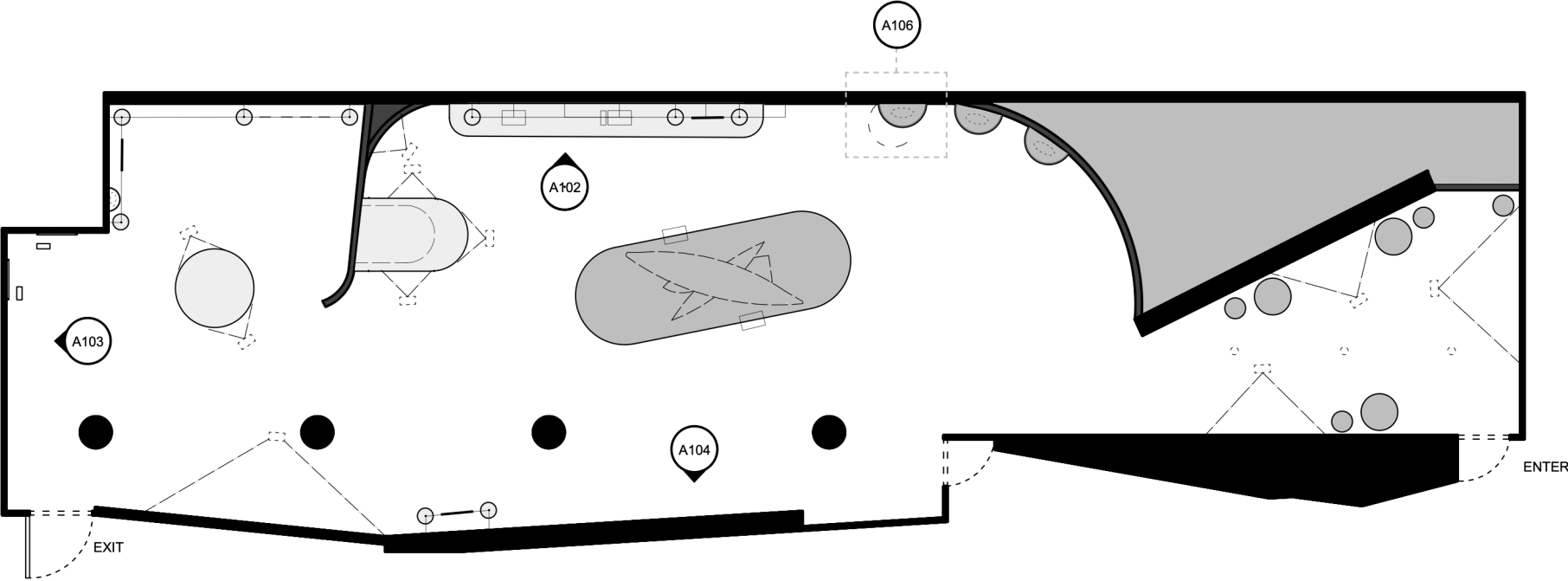
The experience concludes with a call to action, offering information and petitions to support the protection of native lands.



# SKETCHES



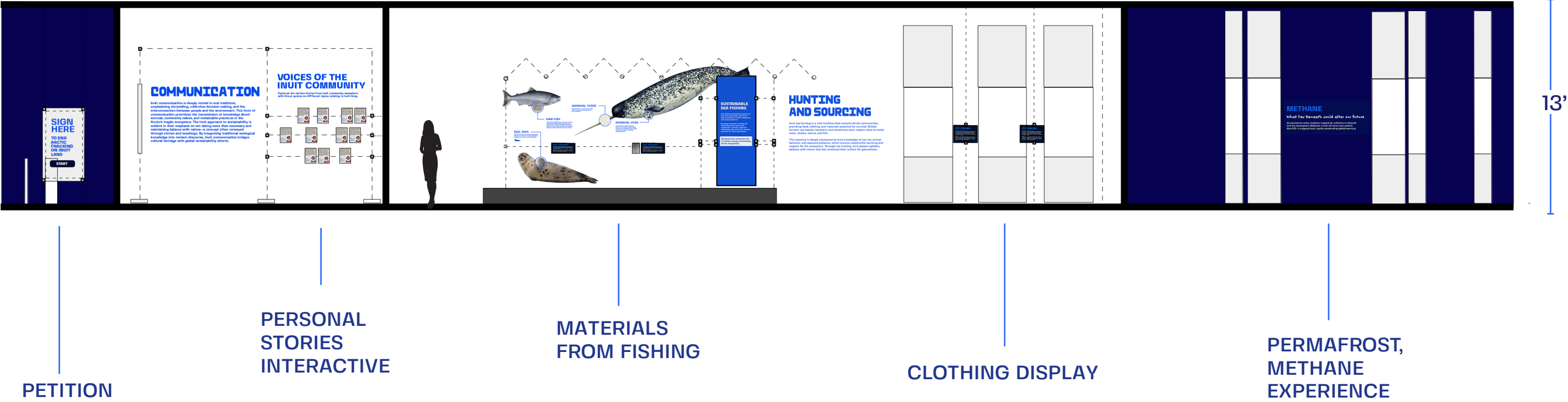
# FLOOR PLAN



SHEET: <b>A101</b>	SCALE: 3/32"=1'-0"	DRAWING: Floor Plan	PROJECT: Nuna; Sustainable Land of the Inuit
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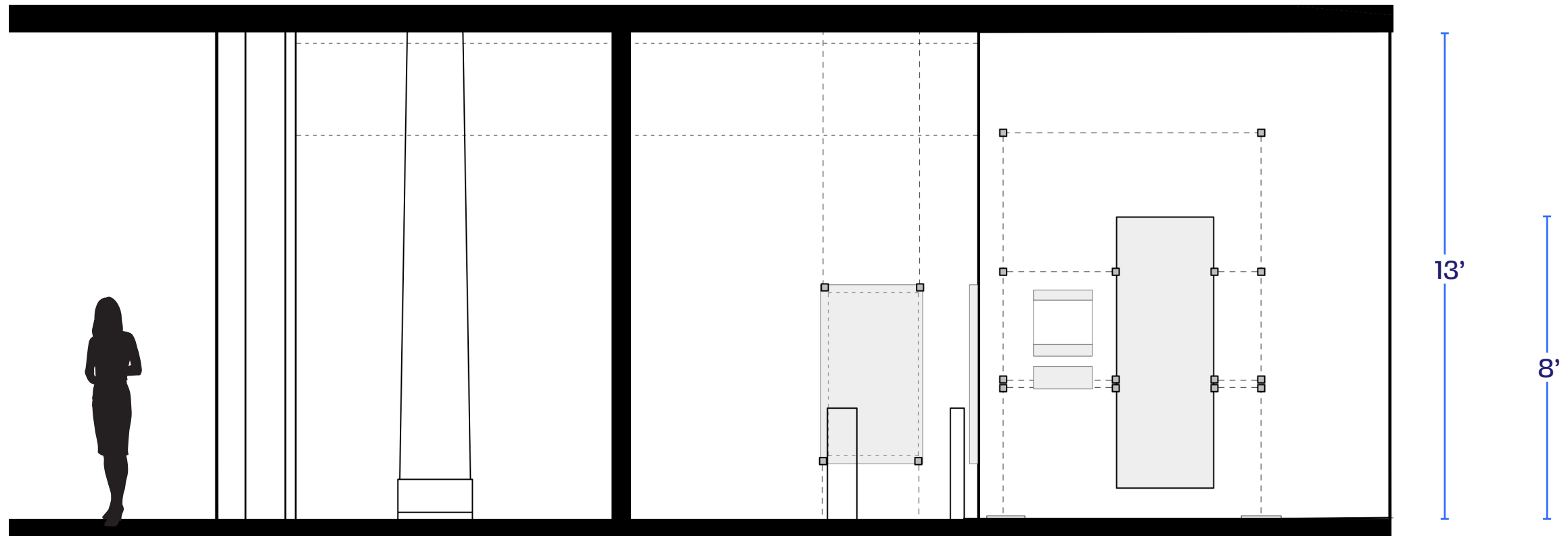


# ELEVATIONS



SHEET: <b>A102</b>	SCALE: 1/8" = 1' - 0"	DRAWING: East Elevation, Graphic	PROJECT: Nuna; Sustainable Land of the Inuit
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# ELEVATIONS



SHEET: **A103**

SCALE: 1/4" = 1'-0"

DRAWING: North Elevation

PROJECT: Nuna; Sustainable Land of the Inuit

# ELEVATIONS



SHEET: **A104**

SCALE: 1/4" = 1'-0"

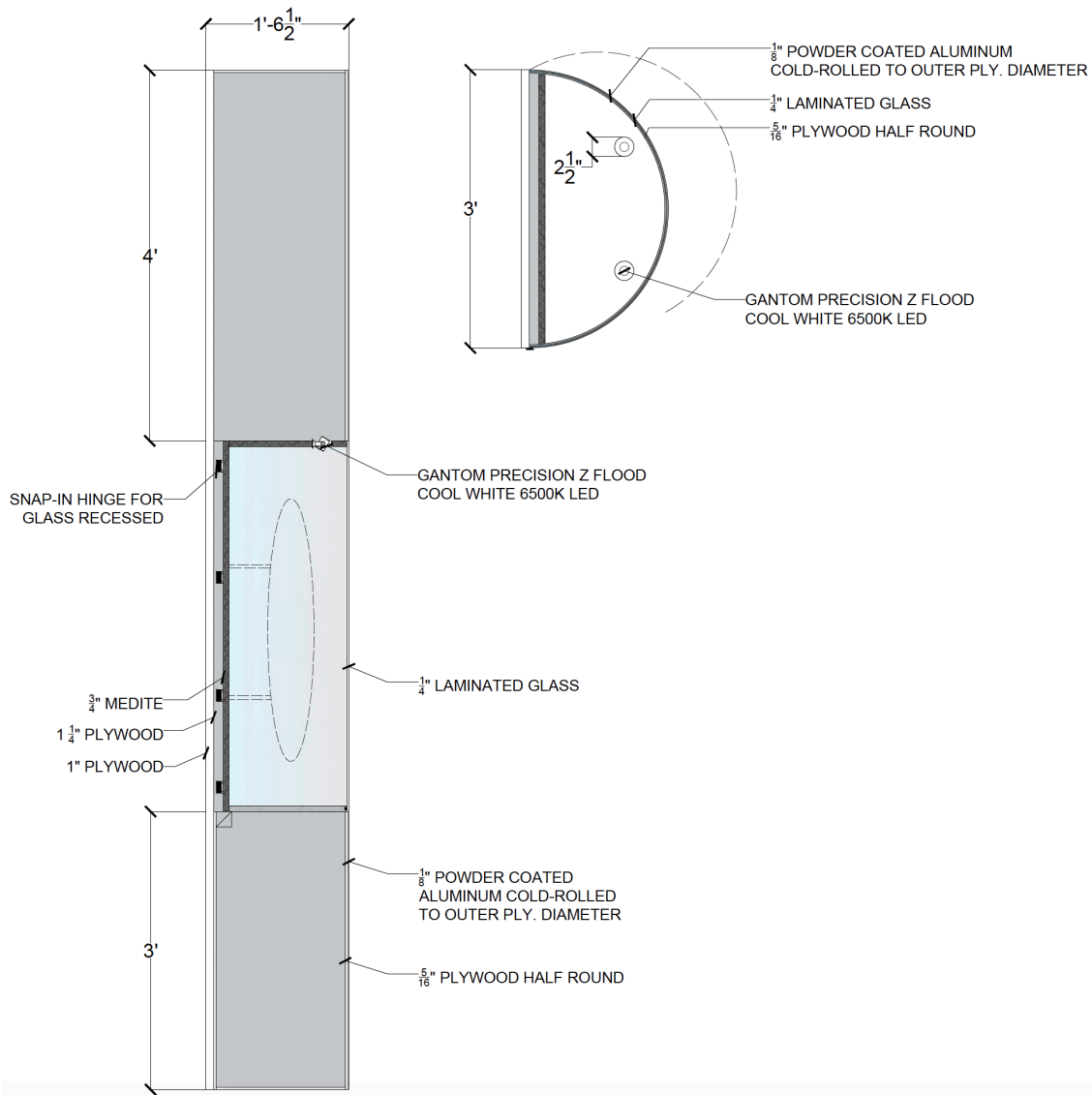
DRAWING: West Elevation

PROJECT: Nuna; Sustainable Land of the Inuit

ELEVATIONS

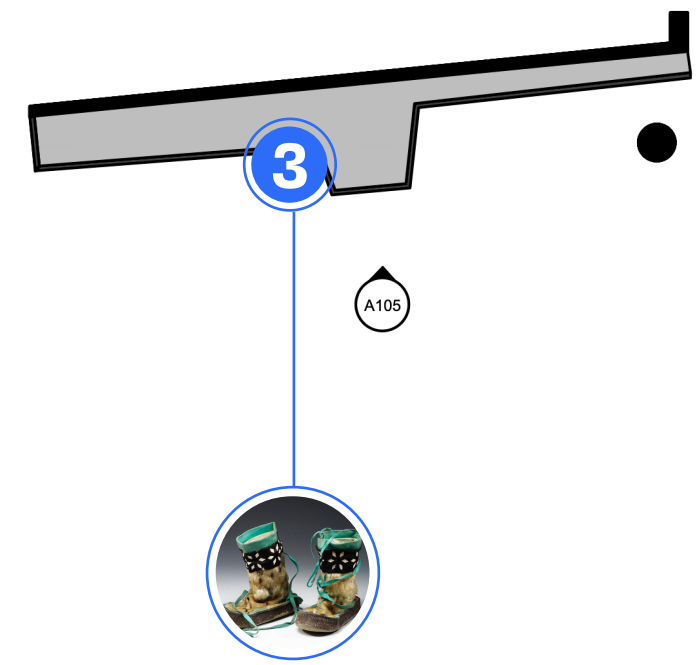
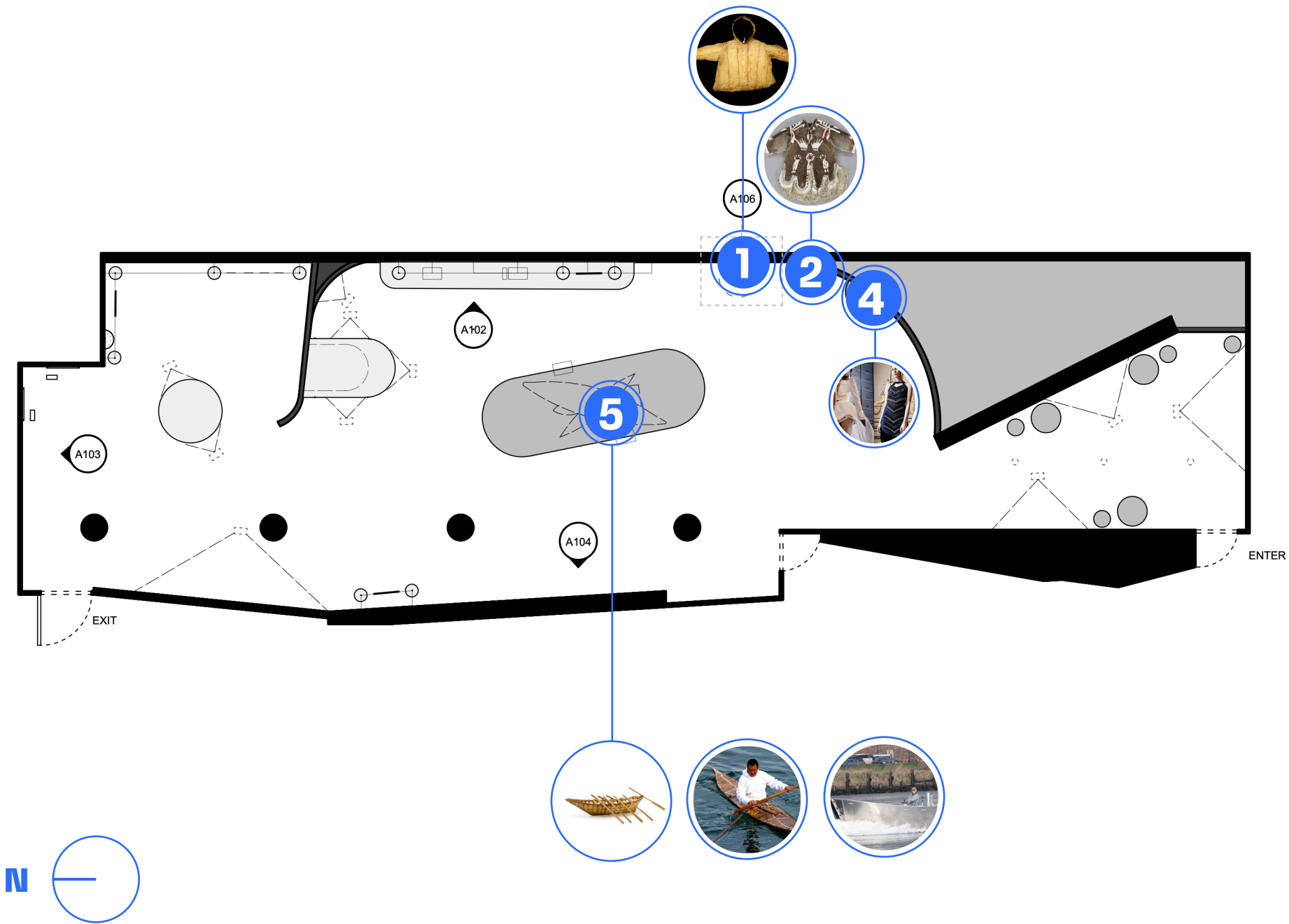


# CONSTRUCTION PLAN



SHEET: <b>A106</b>	SCALE: 1/2" = 1'0"	DRAWING: Floor Plan	PROJECT: Nuna; Sustainable Land of the Inuit
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# OBJECT PLAN



# OBJECTS



## JACKET, SEAL INTESTINE

SMITHSONIAN nmnhanthropology\_8478084

The Inuit crafted garments from the intestines of bearded seals through a meticulous process. First, the intestine was removed, thoroughly washed, and turned inside out. Muscle fibers were carefully scraped away, and any delicate inner membranes were removed without tearing. After another wash, the semi-translucent intestine was inflated to check for holes, tied off, and hung to dry, resulting in a durable, weather-resistant material. - summary from smithsonian.



## ANGAKUQ COAT

NATIONAL GALLERY

On display at the National Gallery of Canada is a recreated caribou coat from Igloodik Island, Nunavut, showcasing remarkable sewing skill and cultural significance. More than a practical garment, it serves as a form of artistic expression, combining warmth with intricate visual design, as highlighted by Christine Lalonde, Associate Curator of Indigenous Art.



## INUPIAT SNOW BOOTS

SMITHSONIAN

Snow boots constructed from sealskin and fur, commercially tanned leather, corduroy, satin, and commercial suede thong. Seal fur has been used in Inuit clothing for thousands of years. The material provides warmth and breathability, through high heat retaliation and lack of underfur. The material is resistant to wind and water. Additionally, it is completely biodegradable

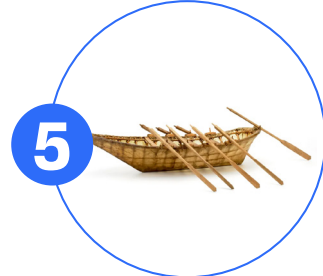
NATION: OIKIOTAGRUMMIUT  
1960-1970, Alaska



## VICTORIA KAKUKTINNIQ

INUIT ART FOUNDATION

Victoria Kakuktinniq, an Inuit fashion designer from Kangiqliniq and now based in Iqaluit, NU, is renowned for modernizing traditional amauti (women's parkas) with unique materials and embroidery. She has expanded her work to atigi (parkas) for men and women using sealskin, fur, and modern materials, with her designs featured in ELLE Canada.



## SKIN BOAT - UMIK

REPLICA MADE

Inuit umiaks, or skin boats, are made by stretching seal or walrus skins over a driftwood or whalebone frame. The skins are sewn and waterproofed with seal oil, creating durable, lightweight vessels for hunting, transport, and carrying people or supplies.



## KAYAK

REPLICA MADE

The kayak is a one-person, closed-deck boat with a lightweight frame covered in seal skin, traditionally used for hunting. Its stealth and maneuverability make it ideal for quietly approaching marine animals.

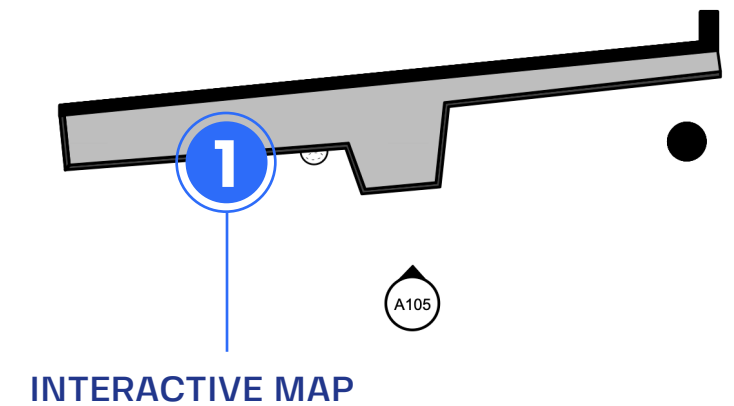
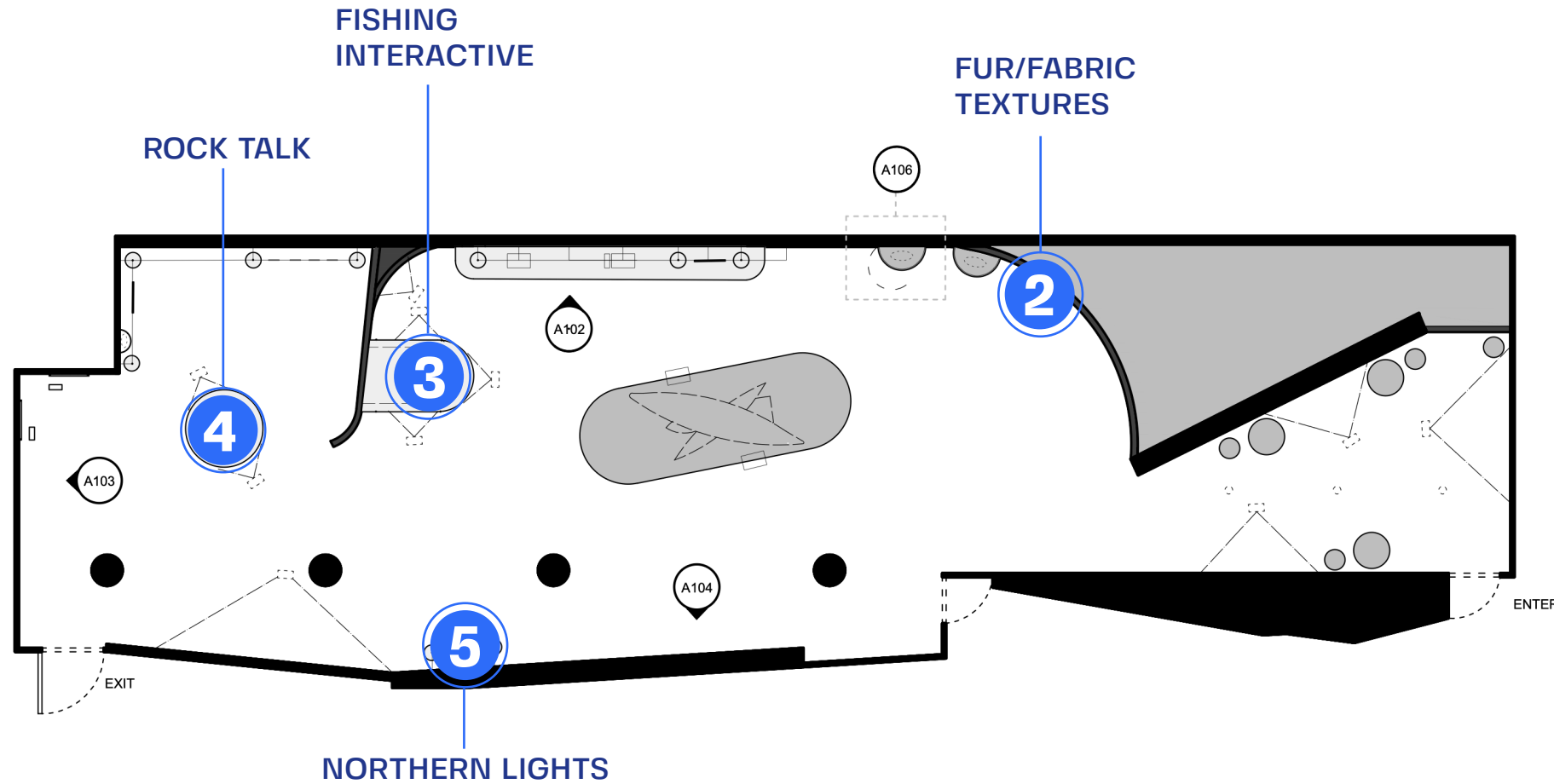


## POWER SKIFF

REPLICA MADE

A commonly used modern boat.

# INTERACTIVE POINTS



**1** This projected map infographic on Inuit populations across Alaska is projected and rigged with touch sensors for visitors to touch to learn more about different tribes.

**3** Visitors have the opportunity to learn about Inuit ice fishing and the fish caught in the arctic by interacting with this display.

**2** Textures of materials used in Inuit clothing will be touchable to experience the warmth and qualities of each material.

**4** To learn about what rock placements and shapes mean in Inuit "rock talk" visitors can interact with a rock sculpture to learn about it's meaning.

**5** Visitors explore cultural beliefs about Northern lights by whistling to influence their color and movements.





# INSPIRATION

## 1 INUA

Curated by an all-Inuit team, INUA showcases groundbreaking works in the largest gallery dedicated to Inuit art and culture. The exhibition also features contributions from Indigenous artists across Alaska, Canada, and Greenland.

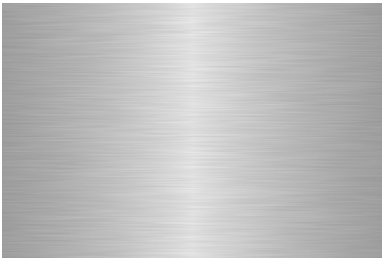
## 2 I AM INUIT

Launched by the Inuit Circumpolar Council-Alaska in 2015, I AM INUIT connects people to the Arctic through photography, showcasing the life, culture, and society of Inuit communities across the Alaska Arctic.



# MATERIALS

## LOW TECH



### ALUMINUM

Cases will be made of plywood with an aluminum veneer powder coated with chrome.

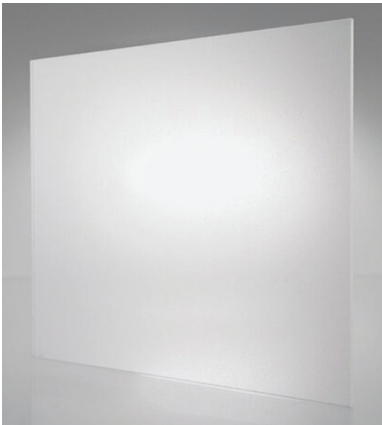


### VINYL

For wall graphics.

### PHOTO WALLPAPER

For wall graphics.



### GLASS

For display cases.

### ACRYLIC

For section and object labels, **second surface printing** method onto acrylic for type and graphics.



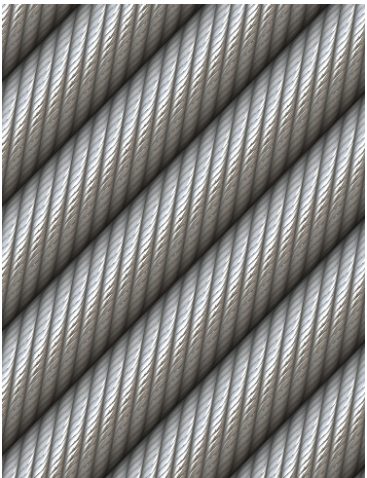
### REBAR

Powder coated and bent into geometric shapes as an abstract structural element. **Powder coated blue (Tyger Drylac Coating RAL5015).**



### ARAKAWA CABLE HANGING SYSTEM

Graphics and displays will be mounted with this cable hanging system.



Cable as a sleek and modern feeling texture.

## HIGH TECH



### METHANE BUBBLES

Large lava lamps to give effect of methane bubbling out of the ground in the arctic. Made from Mineral Oil, Paraffin, Wax, Carbon Tetrachloride, lights, and a heater.



### TOUCH SCREENS



### PROJECTION MAPPING

# INTRO

1

## INTRO

This section highlights the Inuit's deep connection to the land, emphasizing sustainability and the impacts of climate change on Inuit land.

- Permafrost Emphasis
- Fracking Information
- What is Nuna?
- Land and Population Info
- ICC Info

## KEY EXPERIENCES

### EXHIBITION INTRODUCTION

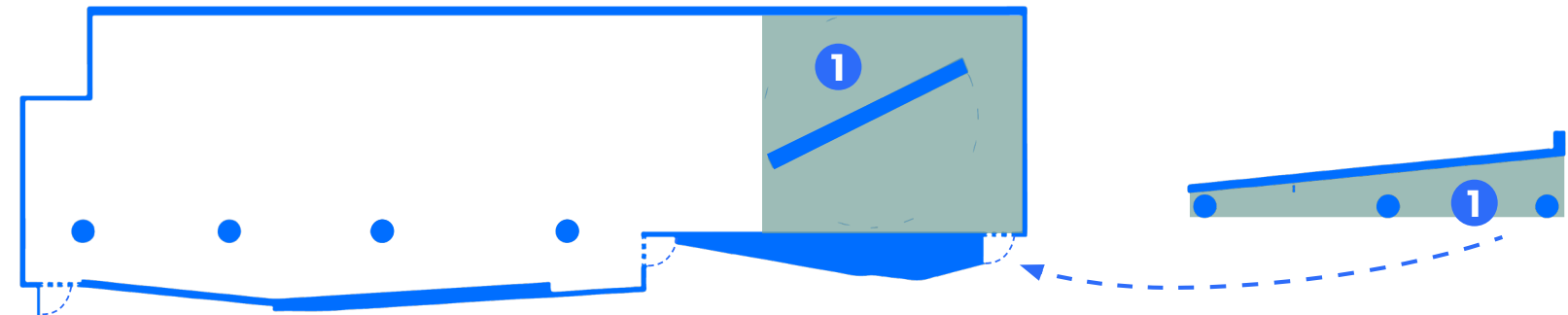
These informational graphics introduce visitors to what Nuna means, the concerns of the ICC, and major themes of the exhibition.

### NATION INFOGRAPHIC

This infographic helps visitors understand the large population of Inuit people and the uniqueness of each nation. This helps visitors better picture the individuals involved in the content and call to action of the exhibit.

### METHANE BUBBLE EXPERIENCE

This key moment immerses visitors in an abstracted representation of the real concern of methane bubbling up from warming Inuit land due to climate change.





# KEY INFOGRAPHIC

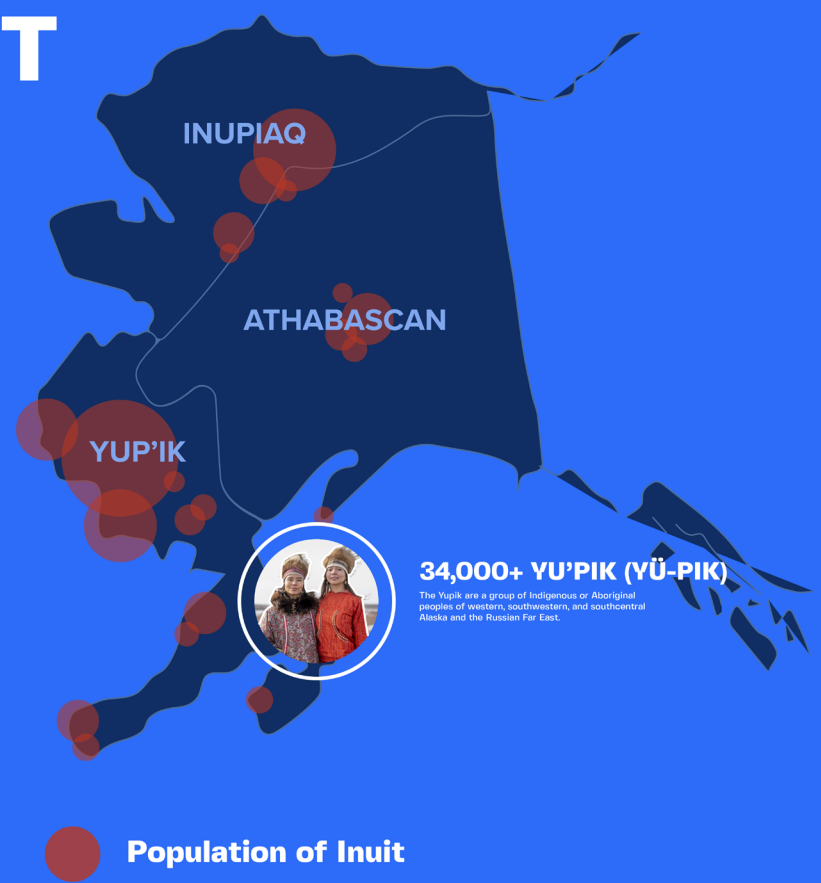
15' 6"

11' 1/2"

## EXPLORE INUIT NATIONS

**In Alaska**, the Iñupiat live primarily along the North Slope, with communities in places like Utqiagvik and Kotzebue, while the Yup'ik people are concentrated in the southwestern regions, particularly around the Yukon-Kuskokwim Delta in towns like Bethel and Toksook Bay. The St. Lawrence Island Yupik, a distinct group, inhabit St. Lawrence Island in the Bering Sea, with main villages in Gambell and Savoonga. Athabaskan Inuit live more inland across the vast interior of Alaska, in river-based communities along the Yukon and Kuskokwim Rivers, and in towns such as Tanana, Galena, and Fort Yukon.

Touch hotspots on the map!



## NATION EXPLORER

This projected map infographic on Inuit populations across Alaska is projected and rigged with touch sensors for visitors to touch to learn more about different tribes.

This is in the introduction, to introduce visitors to the individuality of different Inuit tribes and nations.



# KEY DETAILS



INTERACTIVE  
INFOGRAPHIC

INTRO TO INUIT  
CULTURE AND  
LAND

INTRO TO  
THEMES

INTRO TO ICC

HEADPHONES  
To listen to  
Inuit voices  
of concern.

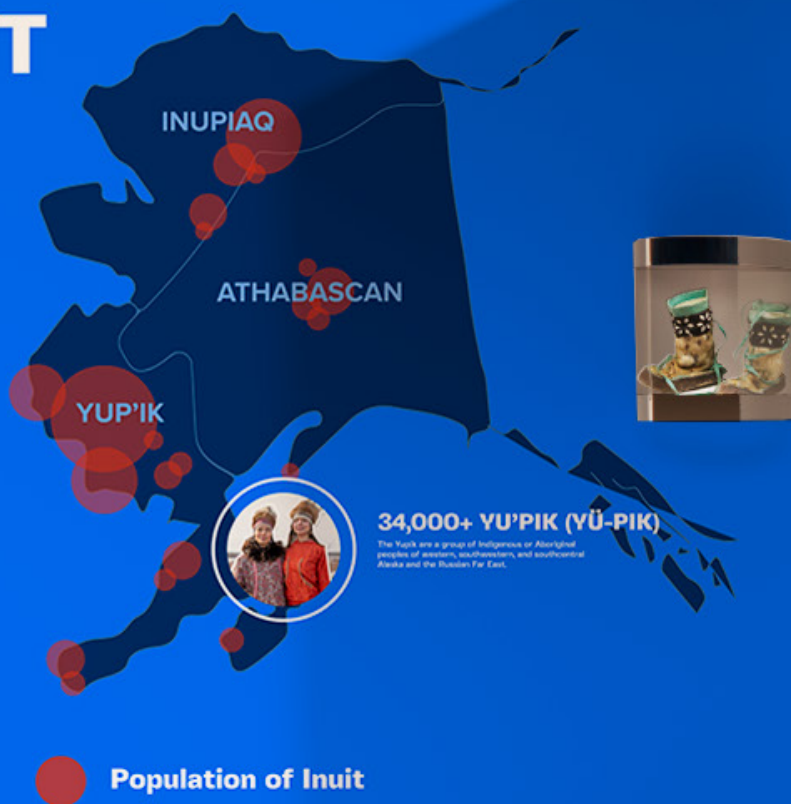
INTRO

# EXPLORE INUIT NATIONS

**Alaska**, the Inupiat live primarily along the North  
ope, with communities in places like Utqiagvik and  
tzebue, while the Yup'ik people are concentrated in  
e southwestern regions, particularly around the  
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o Yukon and Kuskokwim Rivers, and in towns such  
Tanana, Galena, and Fort Yukon.

much hotspots on the map!



## INUIT CIRCUMPOLAR COUNCIL

The Inuit Circumpolar Council (ICC) is a non-governmental organization that represents the Inuit people across the Arctic regions of Canada, Greenland, Alaska, and Chukotka (Russia).

Founded in 1977, the ICC advocates for Inuit rights, culture, and sustainable development in the Arctic, while also addressing issues such as climate change, environmental conservation, and indigenous sovereignty. The council works to strengthen Inuit unity, preserve their culture and way of life, and ensure their voices are heard in international discussions affecting the Arctic.



# NUNA

## SUSTAINABLE LAND OF THE INUIT

This exhibition, Nuna (Inuktitut for "land"), immerses visitors in sustainable traditions of the Inuit people, showcasing how they live in harmony with nature by using every part of animals, crafting natural resources, and respecting seasonal cycles.

Visitors see how Inuit communities adapt to change while preserving ecological balance, inspiring a similar commitment to sustainability. Through stories and insights from Inuit communities, Nuna emphasizes the need for collective climate action to protect Arctic landscapes.

INTRO



# EXPLORE INUIT NATIONS

**In Alaska**, the Iñupiat live primarily along the North Slope, with communities in places like Utqiagvik and Kotzebue, while the Yup'ik people are concentrated in the southwestern regions, particularly around the Yukon-Kuskokwim Delta in towns like Bethel and Toksook Bay. The St. Lawrence Island Yupik, a distinct group, inhabit St. Lawrence Island in the Bering Sea, with main villages in Gambell and Savoonga. Athabaskan Inuit live more inland across the vast interior of Alaska, in river-based communities along the Yukon and Kuskokwim Rivers, and in towns such as Tanana, Galena, and Fort Yukon.

Touch hotspots on the map!



## WHO ARE THE INUIT?

The Inuit are indigenous people native to Arctic regions across Canada, Greenland, Alaska, and parts of Siberia, with a long history of Arctic harmony.

Today, many Inuit continue traditional ways with modern technology, participating in governance, arts, and education, while advocating for climate action and indigenous rights to protect their land, culture, and communities from rapid environmental changes.



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LISTEN TO INUIT VOICES

INTRO



# KEY DETAILS

INTRO TO  
METHANE  
CONCERNS

METHANE  
BUBBLING FLOOR  
TO CEILING  
PROJECTIONS



FLOOR TO  
CEILING LAVA  
LAMPS

Representing  
the real methane  
bubbling from  
beneath melting  
Inuit land.

INTRO TO  
PERMAFROST  
CONCERN

SOUND CONES

Ice dramatically  
cracking and  
bubbling around you.



## METHANE

What lies beneath could alter our future

As permafrost melts, methane trapped for millennia is released into the atmosphere. Methane is over 25 times more potent than CO<sub>2</sub> in trapping heat, rapidly accelerating global warming.

## THE PERMAFROST MELTING

Beneath our feet, the frozen ground is vanishing

Permafrost, the frozen layer of soil and ice that has supported Inuit communities for generations, is melting rapidly. As it thaws, homes, infrastructure, and sacred lands are destabilized, threatening the very ground on which communities stand.

## FRAC

Extraction

Fracking disrupts the land, scars the land, and destroys sacred cultural

INTRO



# METHANE

What lies beneath could alter our future

As permafrost melts, methane trapped for millennia is released into the atmosphere. Methane is over 25 times more potent than CO<sub>2</sub> trapping heat, rapidly accelerating global warming.

INTRO

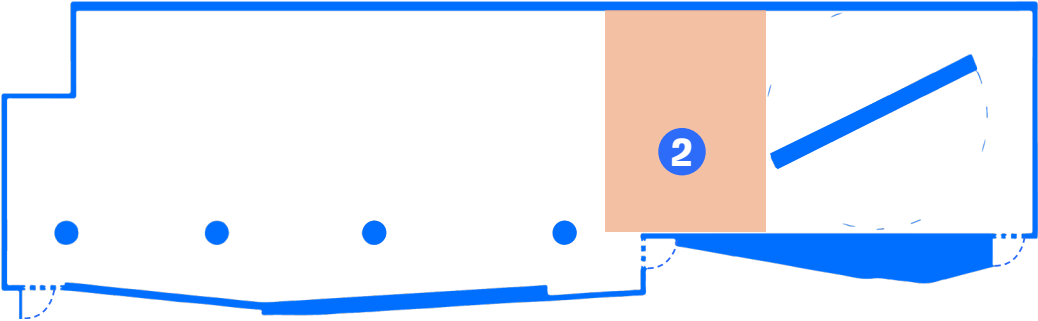


# CLOTHING

## 2 CLOTHING

The exhibit begins with the essentials for surviving the cold, showcasing how the Inuit create clothing in harmony with the environment.

- Traditional clothing
- Clothing Materials
- Modern Sustainable Clothing



## KEY EXPERIENCES

### CLOTHING DISPLAY

The display contains clothing items from different Inuit nations and different periods of time.

### SUSTAINABILITY INFORMATION

Connecting to the exhibits key theme, the clothing display includes information on how the material sourcing and usage is sustainable.

# KEY DETAILS

## MODERN FASHION

Highlighting current Inuit voices.



## TRADITIONAL FASHION



# ING SOURCING

ucial for survival, providing food,  
s. Hunters use traditional tools  
ice, animal behavior, and seasons  
seals, whales, walrus, and fish.

as a balanced relationship with  
t culture for generations.

HIGHLIGHTING  
INUIT VOICES

CLOTHING

# CLOTHING

The Inuit have a long-standing tradition of sustainable, biodegradable materials, demonstrating respect for the environment. Seal skin, in particular, plays a crucial role in their clothing, valued for its durability and waterproof qualities. It is used to make parkas that provide exceptional protection against the elements. In addition to seal skin, the Inuit use other materials like caribou fur for insulation and sinew for stitching. Every part of the animal is utilized. These practical approaches to resource use, combining practicality with living in harmony with their environment.

## SUSTAINABLE MATERIALS

The Inuit primarily use animal skins and furs, such as seal, caribou, and polar bear, which are both insulating and durable, making them ideal for the Arctic climate.

Seal skin, in particular, plays a crucial role in their clothing, valued for its durability, flexibility, and waterproof qualities.

The fast fashion industry is responsible for producing 92 million tons of textile waste annually.

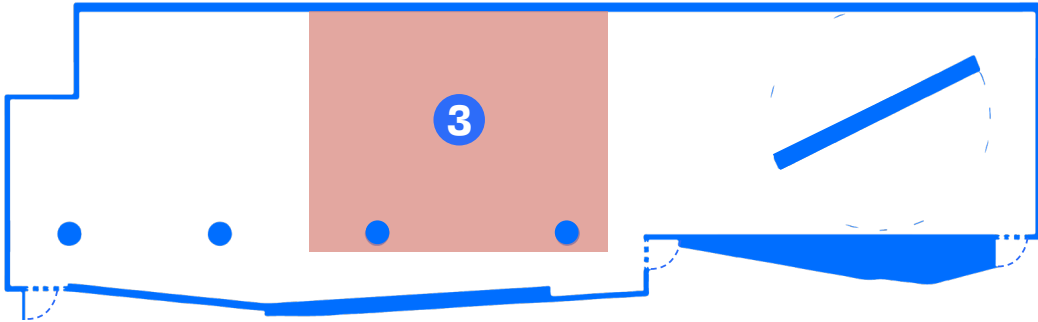
# HUNTING AND SOURCING

3

## FOOD

This section explores the Inuit's sustainable hunting and fishing practices, contrasting them with the external activities that have endangered local wildlife.

- Fishing Practices
- Materials Used from Fishing (other than for food)
- Boats Used in Fishing



### STRUCTURE INSPIRATION

Rebar structure inspired by the artwork of Maureen Gruben, who shares the hard truths of a rapidly changing environment through her photography.

## KEY EXPERIENCES

### ARCTIC FISHING AND MATERIALS

This display presents the animals hunted from the ocean, and how the materials from each animal are used for more than food. This area also presents threats to this way of life because of climate change and arctic neglect.

### ICE FISHING INTERACTIVE

This interactive helps visitors develop a connection with Inuit fishing practices without actually having to go to the arctic. Visitors can “fish” in the ice fishing tradition and learn about the fish in the ecosystem.

### BOAT DISPLAY

The boat display shows the evolution of Inuit fishing through time by juxtaposing boats used for fishing at different moments in time.



# KEY DETAILS

MATERIAL  
INFOGRAPHIC

MATERIAL  
INTERACTIVES

FISHING  
INTERACTIVE

Accompanied by  
projection of Inuit  
man ice fishing.



TRADITIONAL TO  
MODERN BOATS

SCENT

Salt scents to bring  
close the ocean.

## HUNTING AND SOURCING





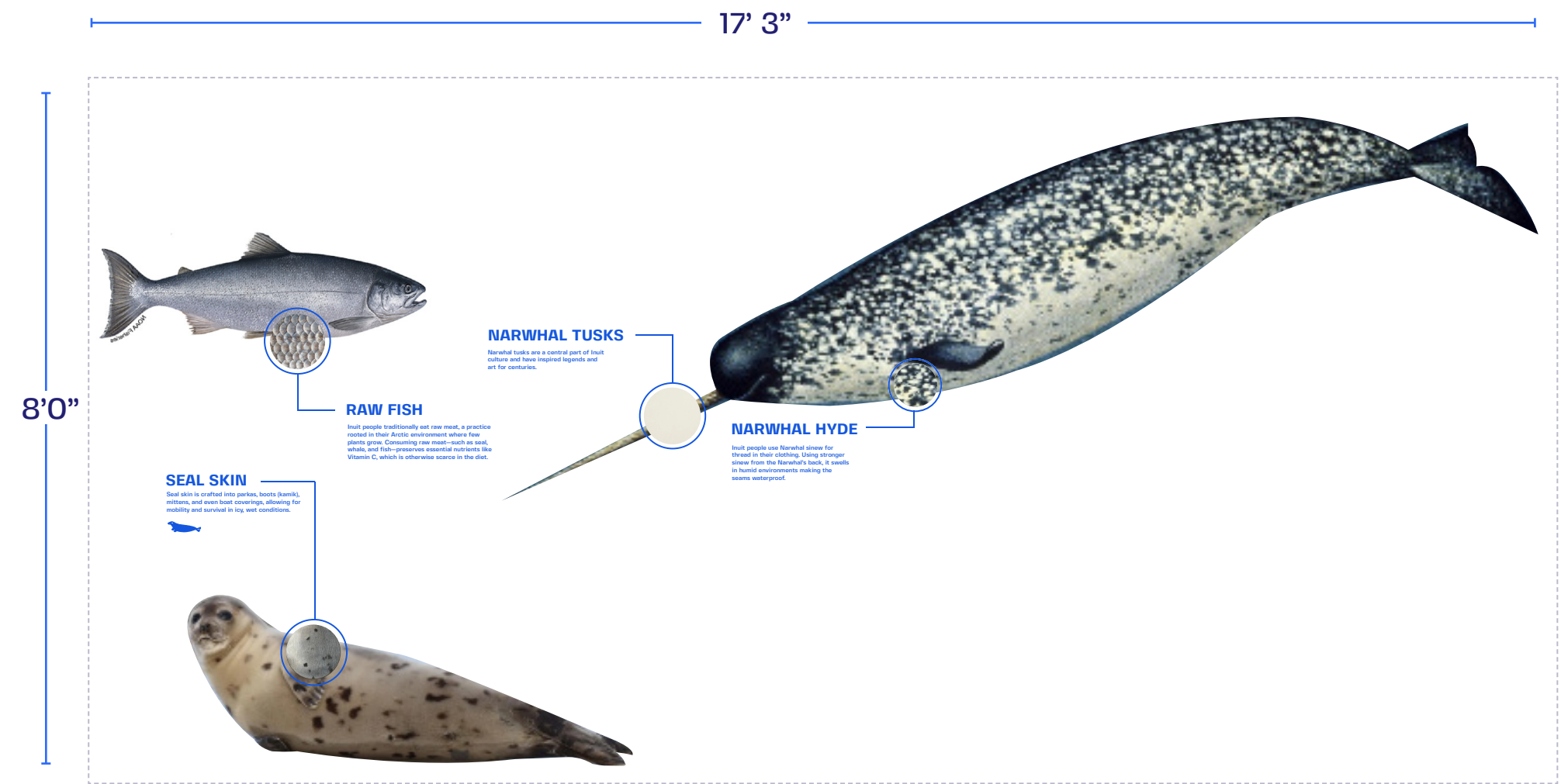
## HUNTING AND SOURCING

SPIR  
MEAT

In many Inuit  
lights are sp  
whistling at  
However, th  
getting too  
might reach  
they becom

This practi  
for nature

# KEY INFOGRAPHIC



## MATERIALS FROM HUNTING

This infographic highlights key animals that the Inuit people hunt from the ocean, and how every part of the animal is used as a material in different parts of Inuit life.





### RAW FISH

Inuit people traditionally eat raw meat, a practice rooted in their Arctic environment where few plants grow. Consuming raw meat—such as seal, whale, and fish—preserves essential nutrients like Vitamin C, which is otherwise scarce in the diet.

### SEAL SKIN

Seal skin is crafted into parkas, boots (kamik), mittens, and even boat coverings, allowing for mobility and survival in icy, wet conditions.



### NARWHAL TUSKS

Narwhal tusks are a central part of Inuit culture and have inspired legends and art for centuries.



### NARWHAL HYDE

Inuit people use Narwhal sinew for thread in their clothing. Using stronger sinew from the Narwhal's back, it swells in humid environments making the seams waterproof.



## SUSTAINABLE SEA FISHING

Inuit fishing and hunting practices are inherently sustainable, grounded in deep knowledge of Arctic ecosystems and seasonal patterns.

By taking only what is needed and respecting natural cycles, Inuit communities maintain a balanced relationship with marine life, ensuring resources for future generations.

Narwhals face extinction due to climate change, threatening Arctic ecosystems.

## HUMAN AND ANIMAL

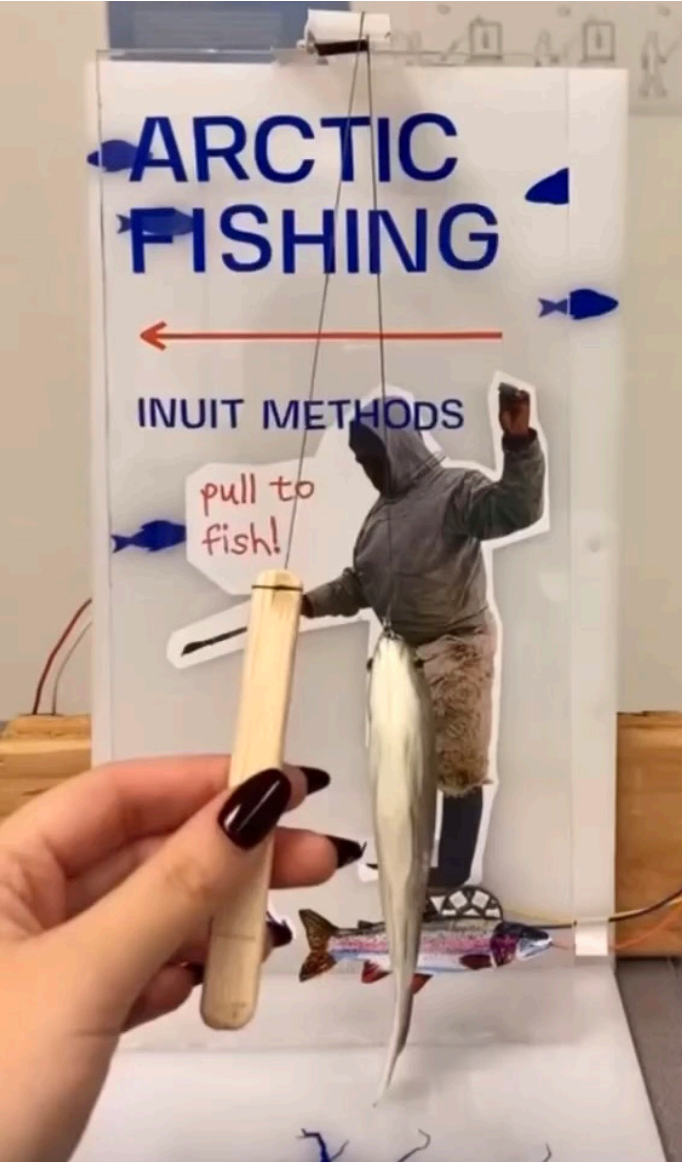
Inuit sea hunters provide food for themselves and their communities. They use seals, whales, and other marine animals for food and clothing.

This practice is sustainable because hunters take only what they need and respect the natural cycles of the animals. This ensures a balance with the environment.

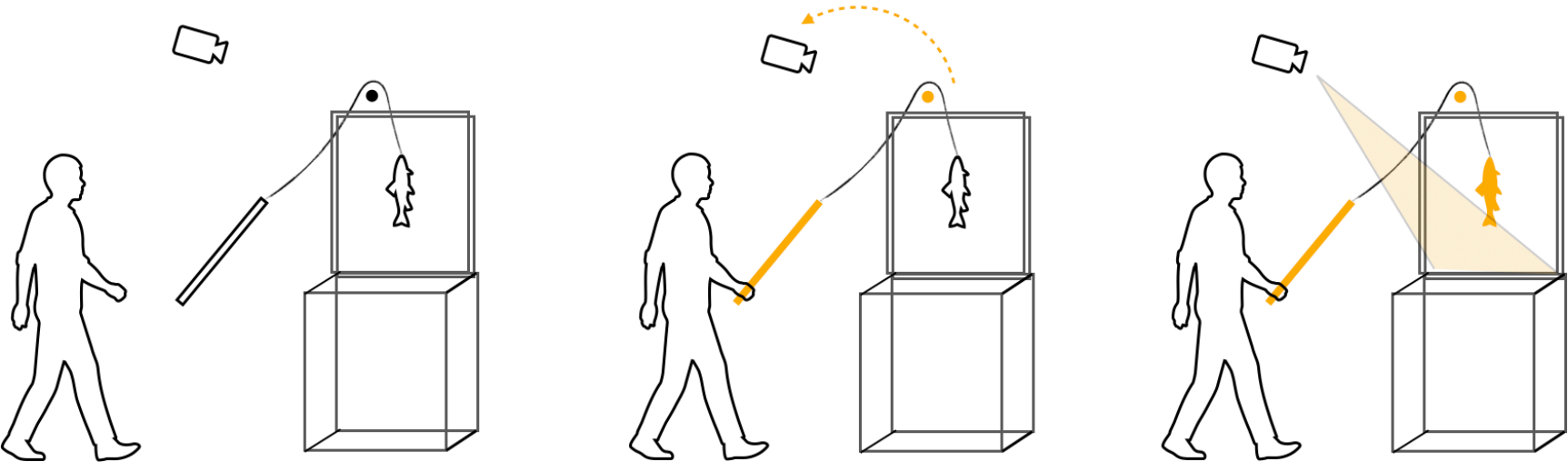
## HUNTING AND SOURCING

# FISHING INTERACTIVE

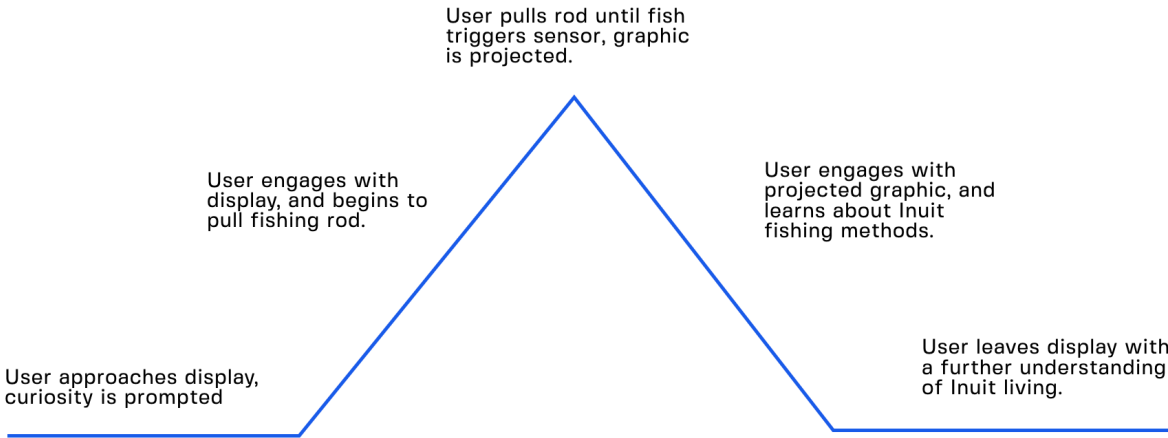
## WORKING PROTOTYPE



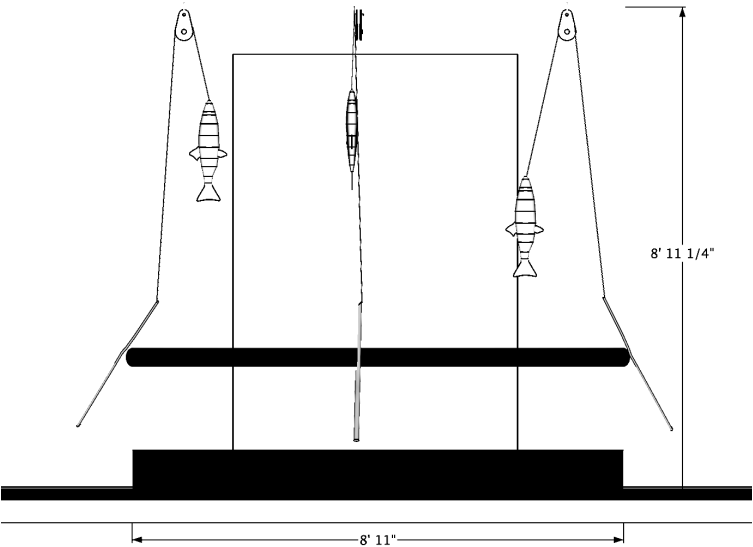
## STORYBOARD



## NARRATIVE ARC



## ELEVATION





# ARCTIC ICE FISHING

Fishing has been an integral part of Inuit life and culture for thousands of years. One of the most prevailing methods is ice fishing.

pull the rod!

catch a fish!

## ICE FISHING

The Inuit have been ice fishing for thousands of years. They use a special type of fishing gear that allows them to fish through the ice. The Inuit use a special type of fishing gear that allows them to fish through the ice.

Children can learn about the importance of fishing in Inuit culture and how it has changed over time. They can also learn about the different types of fish that are caught in the Arctic.

HIGHLIGHTING  
INUIT VOICES

ARCTIC FISHING



## RAW FISH

Raw fish is a traditional Inuit food. It is often eaten with a special sauce made from seal blubber and fish oil. Raw fish is also used in many traditional Inuit recipes.

## SEAL SKIN

Seal skin is a traditional Inuit food. It is often eaten with a special sauce made from seal blubber and fish oil. Seal skin is also used in many traditional Inuit recipes.

## NORTHERN LIGHTS

The Northern Lights are a natural phenomenon that occurs in the Arctic region. They are caused by the interaction of solar wind and the Earth's magnetic field.

## NARWHAL TUSKS

Narwhal tusks are a natural phenomenon that occurs in the Arctic region. They are caused by the interaction of solar wind and the Earth's magnetic field.

## NARWHAL HYDE

Narwhal hyde is a natural phenomenon that occurs in the Arctic region. They are caused by the interaction of solar wind and the Earth's magnetic field.





# COMMUNICATION

## 3 COMMUNICATION

This section delves into the cultural and social practices through which the Inuit foster a deep connection to their environment and live sustainably.

- Northern Lights and Pollution
- Personal Stories of Connection
- Animal Connections
- Land Communication - Rock Talk

### KEY EXPERIENCES

#### NORTHERN LIGHTS

The Northern lights projection is accompanied by a microphone to whistle into. The lights move erratically and glow red when neglected, then calm and cool when whistled toward.

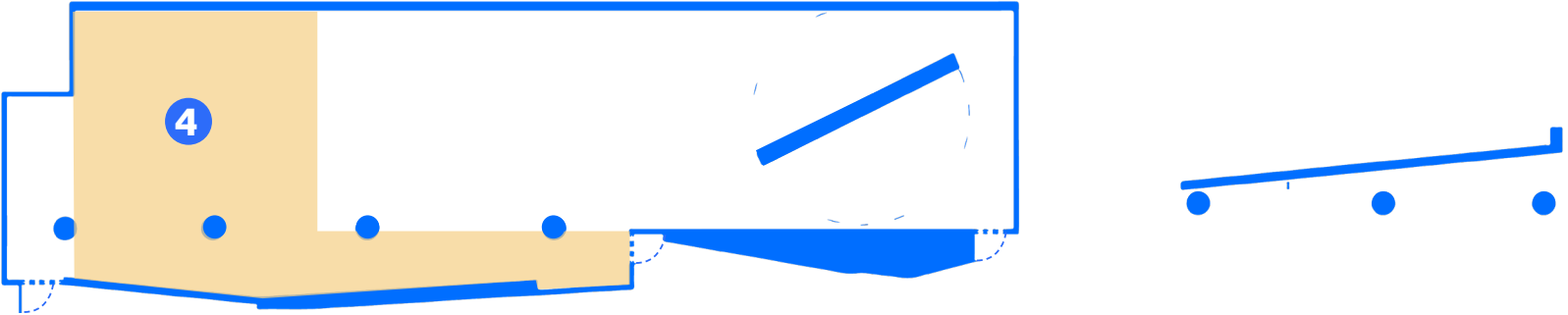
The graphic panel describes the significance of this in Inuit culture.

#### ROCK TALK

The displays around rock talk are entirely interactive. The larger display is projected onto with the option to touch and learn about how the structure of the rocks are used to communicate. Visitors have the option to make their own rock sculpture with a magnetic wall from what they've learned.

#### PERSONAL STORIES

An interactive space allows visitors to read personal stories from Inuit people and how they connect with the land and cultural practices.



# KEY DETAILS

PETITION

ROCK TALK  
INTERACTIVE

Touch the rocks  
and learn what  
each means.



MAGNET  
INTERACTIVE

PERSONAL STORIES

Inuit voices about  
the land.

COMMUNICATION



COMMUNICATION



# VOICES OF THE INUIT COMMUNITY

Featured are various stories from Inuit community members with direct quotes on different topics relating to Inuit living.



HIGHLIGHTING INUIT VOICES

INUNGUAG  
TOO-NUK-SHOO-KA





# KEY INFOGRAPHIC

7' 10"

6'0"

## INUKSHUKS (IN-UUK-SHUUK)

Inukshuks are stone landmarks traditionally constructed by Inuit peoples and other Indigenous groups of the Arctic regions. The design of an inukshuk varies based on its function. Some resemble human figures and are called *inunnguaq*; others are simple stone piles.

*Grab and Move!*



**Inunnguaq**  
(EE-new-ngOO-AHK)  
Indicates presence  
of humans



**Tupjakangaut**  
(TOOP-yah-ka-nuaa-ut)  
Points to hunting place  
where caribou feed



**Niugvaliruluit**  
(ne-OO-VA-le-ROW-loo-eet)  
Shows the best way  
forward



**Aulagquit**  
(a-oh-laa-KO-ate)  
Guide caribou  
toward hunters

## ROCK TALK KEY

Inukshuks are large rock towers used for communication among Inuit. Different arrangements of rocks indicate different messages, ranging from good hunting spots to best terrain to cross. This interactive invites visitors to create their own Inukshuk by arranging rock-shaped magnets in the form of common Inukshuks. The magnet board is accompanied by an infographic of possible configurations and their meaning.

## PERSONAL STORIES

In the 1920s, we were still out on the land, connected to daily pursuits of hunting for food. Then almost overnight, we became fur trappers for global markets. That marked a shift in our way of life. Religion came in, taking away powerful spiritual practices like shamanism and throat singing, which began the breakdown of our Inuit society.

**SHEILA  
WATT-CLOUTIER**  
Inuk Activist and  
International Chair for  
the Inuit Circumpolar  
Council



Stories from different influential Inuit community members about the land and environment.

8 1/2" x 11"



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Grab and Move!



**Inunnguaq**  
(E5-new-00-AHK)  
Represents presence  
of humans



**Tupjakaqsut**  
(TOOP-yah-ka-nusa-ut)  
Points to hunting place  
where caribou feed



**Ailaqsut**  
(a-oh-laa-KO-ato)  
Guide caribou  
toward hunters

This is the body of Inunnguaq (E5-new-00-AHK) made to replicate the shape of a human, indicating civilization in this region.

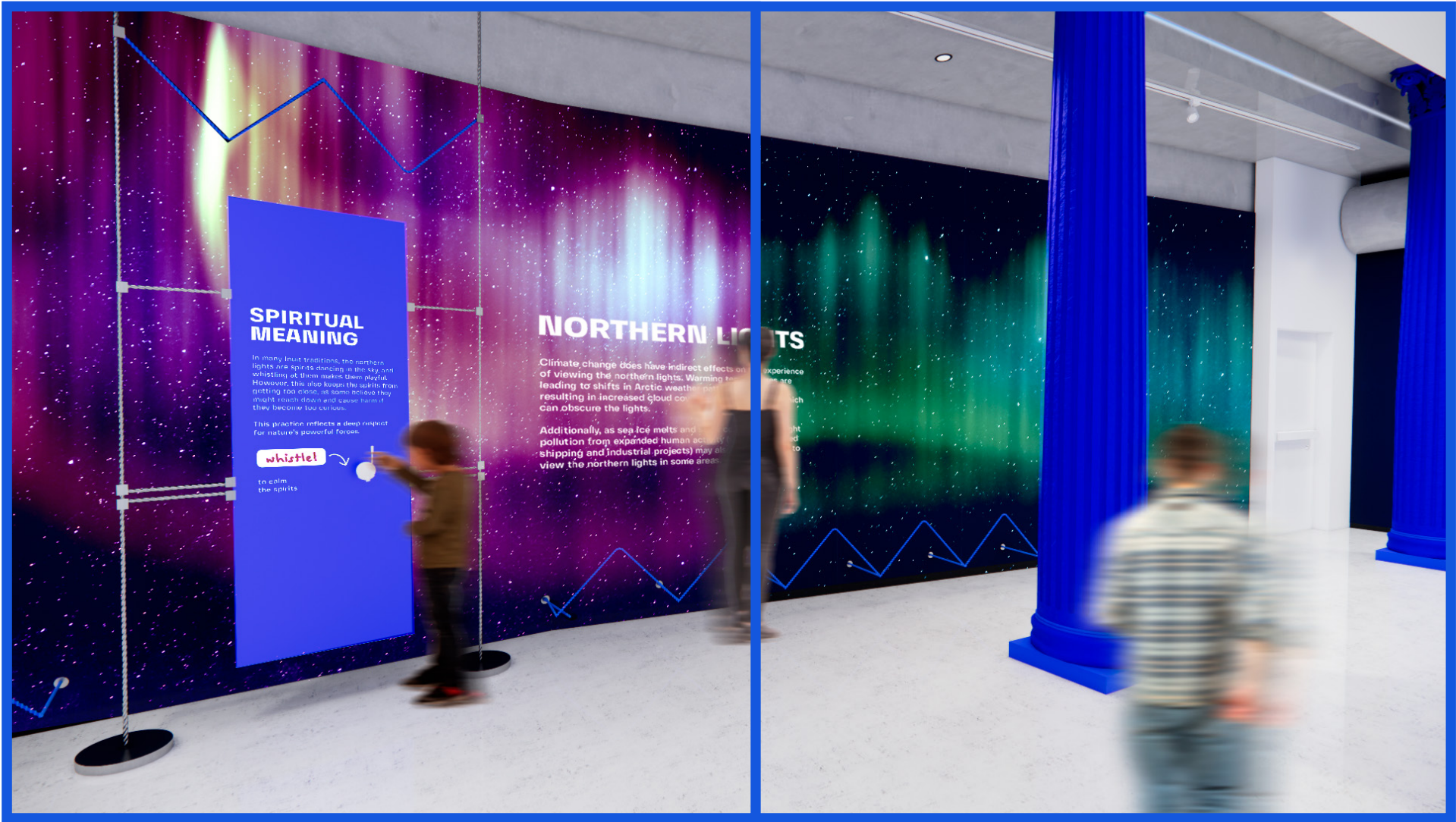
COMMUNICATION



# KEY DETAILS

## BEFORE

When the interactive is ignored, the lights will project red and jump around erratically.



## AFTER

After whistling into the microphone, the lights movement will soothe, and their color will cool.

## NORTHERN LIGHTS INTERACTIVE

### ABOUT

Some Inuit communities view Northern lights as the spirits of passed children.

They whistle to the lights to keep them playful, and from getting too rowdy and causing havok.



## SPIRITUAL MEANING

In many Inuit traditions, the northern lights are spirits dancing in the sky, and whistling at them makes them playful. However, this also keeps the spirits from getting too close, as some believe they might reach down and cause harm if they become too curious.

This practice reflects a deep respect for nature's powerful forces.

**Whistle!**

to calm  
the spirits

## NORTHERN LIGHTS

Climate change does have indirect effects on the experience of viewing the northern lights. Warming temperatures are leading to shifts in Arctic weather patterns, which are resulting in increased cloud cover that can obscure the lights.

Additionally, as sea ice melts and shipping lanes expand, increased light pollution from expanded human activity (including shipping and industrial projects) may also make it more difficult to view the northern lights in some areas.

**NORTHERN LIGHTS INTERACTIVE**



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**NORTHERN LIGHTS INTERACTIVE**



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