

LIVING THE CANADIAN DREAM: HOW CANADIAN  
TIRE BECAME CANADA'S STORE

This book is everything a corporate history should be. The cover is brilliant and brave, the design is thoughtful and perfectly suited to its purpose, and it boasts excellent production details—notably the headband, endpapers, and two-piece binding.

GAME PLAN: A SOCIAL HISTORY OF SPORT  
IN ALBERTA

The typographic sophistication of this book is among the best in the competition; the leading and margins are appropriately generous, and the unorthodox shoulder heads succeed in piquing the viewer's interest.

WAREHOUSE JOURNAL VOL. 21

The challenges posed by a nearly 500-page architectural journal can be unnerving, but the designers of this book were clearly up to the task: the result is a visually exciting book that rewards the casual browser with a pleasing tactile cover, solid binding, and careful attention to marginalia.

LIVING THE CANADIAN DREAM: HOW CANADIAN  
TIRE BECAME CANADA'S STORE

Ce livre présente le modèle même de ce que l'histoire d'une entreprise devrait être. La couverture est superbe et audacieuse, la conception est réfléchie et convient parfaitement à son objectif. Il est d'une production remarquable dans tous ses détails, notamment, les tranchefiles, les papiers de garde et la reliure deux pièces.

GAME PLAN: A SOCIAL HISTORY OF SPORT  
IN ALBERTA

La typographie sophistiquée de ce livre est parmi les meilleures de ce concours; comme il se doit, les marges et l'interlignage sont généreux et les talus de tête peu orthodoxes réussissent à piquer la curiosité du lecteur.

WAREHOUSE JOURNAL VOL. 21

Les défis que pose une revue d'architecture de presque 500 pages pourraient être décourageants, mais les graphistes de ce livre étaient clairement à la hauteur; ils ont réalisé un ouvrage visuellement séduisant qui, par sa couverture agréable au toucher, sa reliure solide et l'attention minutieuse portée aux notes marginales, récompense celui qui le feuillette.

FIRST PRIZE

PREMIER PRIX

TITLE | TITRE

Living the Canadian Dream: How  
Canadian Tire Became Canada's Store

DESIGNERS | CONCEPTION GRAPHIQUE

Linda Gustafson & Peter Ross  
(Counterpunch)

AUTHOR | AUTEUR

Daniel Stoffman

PUBLISHER | MAISON D'ÉDITION

Canadian Tire Corporation

PHOTOGRAPHERS | PHOTOGRAPHIE

Various

PRINTER | IMPRIMEUR

Friesens

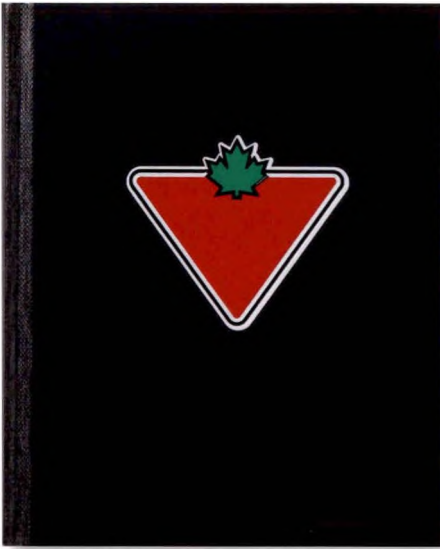
TYPEFACES | POLICE DE CARACTÈRES

Goluska, Slate Pro, ITC Franklin  
Gothic

TRIM SIZE | FORMAT MASSICOTÉ

26 x 21 cm.

ISBN 978-1-77136-089-0



**New horizons**

BRITISH COLUMBIA is not a foreign country, but sometimes it feels that way. If you fly major international and, on the coast, the widest climate in the country, British and Montreal are, always places many British Columbians have never seen, neither Seattle nor San Francisco are easily accessible to us. The three-hour time difference between British Columbia and central Canada reinforces the province's sense of isolation.

It wasn't until 28 years after it was founded that Canadian Tire finally established a presence on the Pacific coast. One reason for the long hesitation was that freight rates were higher there than in central Canada. Another was that Act 100, which gave British Columbia a tradition of military early retirement, had not yet been passed in the province's population centres, nor was expansion of the transportation industry in British Columbia likely to be possible.

Nevertheless, Canadian Tire is a national company and British Columbia the first west province province Vancouver, growing and prospering, is Canada's third largest city. In retrospect, said Dean Montecino, "the idea of us not being in BC, was wrong."

SECOND PRIZE  
DEUXIÈME PRIX

TITLE | TITRE

Game Plan: A Social History of Sport  
in Alberta

DESIGNER | CONCEPTION GRAPHIQUE

Alan Brownoff

AUTHOR | AUTEUR

Karen L. Wall

PUBLISHER | MAISON D'ÉDITION

The University of Alberta Press

PHOTOGRAPHER | PHOTOGRAPHIE

McDermid Studio

PRINTER | IMPRIMEUR

Houghton Boston Printers

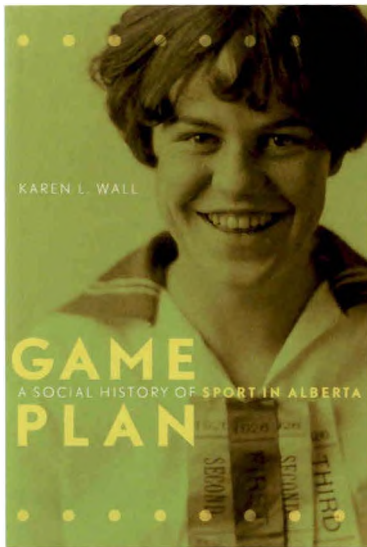
TYPEFACES | POLICE DE CARACTÈRES

Greta Light, DTL Nobel Light & Bold

TRIM SIZE | FORMAT MASSICOTÉ

23 x 16 cm.

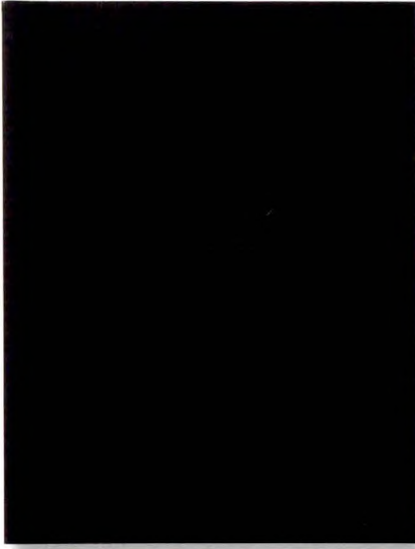
ISBN 978-0-88864-594-4



HONOURABLE MENTION  
MENTION HONORABLE  
TITLE | TITRE  
Warehouse Journal Vol. 21

DESIGNERS | CONCEPTION  
GRAPHIQUE  
Brandon Bergem & Nicole Hunt  
AUTHORS | AUTEURS  
Brandon Bergem & Nicole Hunt  
PUBLISHER | MAISON D'ÉDITION  
The Warehouse Journal  
(University of Manitoba)  
PHOTOGRAPHERS | PHOTOGRAPHIE  
Various

ILLUSTRATORS | ILLUSTRATION  
Various  
PRINTER | IMPRIMEUR  
Friesens  
TYPEFACES | POLICE DE CARACTÈRES  
PF Din Text Cond. Pro, Din Next Lt.  
Pro, Lekton, Chaparral Pro, PF Iso Text  
Pro, Planer  
TRIM SIZE | FORMAT MASSICOTÉ  
27 x 20 cm.  
ISBS 978-1-89458-636-8



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during the forty days before his  
shroud behind him to  
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(9), while on the upper right  
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he soldiers in the lower left  
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