

Acadian Heritage Collection First Edition

Le Grand Dérangement / The Great Acadian Upheaval

Be a part of History.

SALTWRECK

YOUR CANADIAN MAP ART

SALTWRECK.ETSY.COM

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Saltwreck is a company founded in Yarmouth, Nova Scotia. Saltwreck creates meaningful maps designed to tell your unique story. The artwork is inspired by iconic symbols, people and places that capture the spirit of Canada and the world.



OVERVIEW:

Saltwreck is launching a rare art collection named the Acadian Heritage Collection. This global first offers to our culture and art collectors prints of iconic Acadian heritage symbols, people and places that are infused with biological DNA derived from cultural sites. The first infused print from the collection, is titled *Le Grand Dérangement / The Great Acadian Upheaval*. It is a detailed map depicting the Acadian journey of deportation and migration across the world. Each art piece is embedded with biologicals (TBD) from the oldest Acadian apple tree that pre-dates the deportation, the iconic Belliveau apple. *History in the Making*.

ART DESCRIPTION:

In 1755 and onwards, Acadians were forced from their lands, and deported. The deportation journey depicts the trajectory of where the Acadians had been deported and their eventual migration paths across the world.

OUR PRINT:

A gallery grade canvas measuring 18x24 inches, wrapped around a 1.5 inch solid wood frame. The artwork is ready to hang on your wall.

COMMUNICATION AND MARKETING:

To ensure success, best practices will apply to the following planned initiatives.

- Joint press releases (earned media strategies)
- Digital marketing tactics (Programmatic media campaign, targeted local placement, search engine plan, etc.)
- Email marketing
- Online and live auctioning
- Social Media launch partnerships/network
- Community and Government relations, as required

COLLECTOR EXPERIENCE:

- Cultural enthusiasts and art collectors can visit – deportation.saltwreck.com – and can participate in several online and physical auctions to purchase *one of 25 limited edition* infused prints.
- A documented recognition of donation
- The exclusive auction will be available online from July 1st to August 20th, 2022.
- The Deportation rare art print will be produced, packaged in protective boxes, and shipped within 7 business days.
- All prints will include a personalized certificate of audited authentication. Artwork is gallery grade, archival quality.

OUR PARTNERS AND CONTRIBUTORS:

- Funding/sponsor – Aldric Robicheau
- Cultural advisor – Dan Robichaud
- Printing and Fulfillment – HFX Canvas
- Biologics – DNA Technology
- Digital Marketing/public relations – Charcoal Marketing
- Legal Services/advisory – Jocelin D'Entremont
- Launch partners/community affairs – La Vieille Maison (Meteghan)

TO LEARN MORE:

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