

JUNO BEACH CENTRE
The Only Canadian Museum on the D-Day Beaches

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THE JUNO BEACH CENTRE, A PLACE OF REMEMBRANCE AND DISCOVERY OF CANADA

The Juno Beach Centre, which opened in Courseulles-sur-Mer on June 6, 2003 presents the war effort made by all Canadians, civilian and military alike, both at home and on the various fronts during the Second World War, as well as the manifold faces of contemporary Canadian society.

MUSEUM HISTORY AND FACTS

Lest We Forget...

The Normandy landings on June 6, 1944 were undoubtedly the most complex military operation ever orchestrated: more than 6,000 warships, transport vessels and landing craft carried the liberating land forces across the Channel, while thousands of aircraft supported this armada.

The 3rd Canadian Infantry Division and the 2nd Canadian Armoured Brigade assaulted the stretch of beach code-named « Juno », capturing the coastal towns of Graye-sur-Mer, Courseulles-sur-Mer, Bernières-sur-Mer and part of Saint-Aubin-sur-Mer.

Courseulles was liberated by the 7th Canadian Infantry Brigade, consisting of the Regina Rifles, the Royal Winnipeg Rifles, and the Canadian Scottish regiments, supported by the First Hussars Tanks, the 12th and 13th Field Regiments and the Royal Canadian Engineers. By the evening of D-Day, the Canadians were firmly established some 12 kilometres inland.

On June 6, 1944, 14,000 of the 135,000 allies who landed or parachuted in Normandy were Canadians. After the United States and Great Britain, Canada contributed the largest number of troops to the D-Day invasion. Canadian casualties totalled 1,074 men, of whom 359 were killed. The 10-week campaign in Normandy resulted in over 18,000 Canadian casualties; of these, approximately 5,500 were killed. Most are buried in the two Canadian cemeteries at Bény-sur-Mer and Cintheaux.

During the Second World War many Canadian families were separated, sometimes for several years, living in permanent fear of never again seeing a husband, a father, a son or a brother. The country as a whole participated in the war effort, supplying troops with much-needed equipment and supplies. By the end of the war, over a million Canadians wore the uniform, making a decisive contribution to the allied forces.



When hostilities ended, the Canadian people welcomed thousands of people from the war-ravaged nations, thus allowing them to make a fresh start and take part in building a country welcoming all cultures.

Project Proponents and funding

Since there was no place commemorating this major contribution, the Juno Beach Centre project was born on the initiative of a group of Canadian Second World War veterans, widows and children of veterans keen to perpetuate the memory of the wartime operations that were a credit to Canada and to boost awareness of the role that their country as a whole had played in the conflict.

The Juno Beach Centre was established in Canada as a non-profit organization. A Board of Directors based in Burlington, Ontario operates the Association. The President is Garth Webb, a D-Day veteran.

In France, the Centre's activities are run by the *Association Centre Juno Beach*, a non-profit association subject to taxation established in August 2001. Its President is John Clemes, representative in France of the *Juno Beach Centre Association*.

Funding

The overall budget of the Juno Beach Centre, including costs of construction, museum equipment and the opening ceremonies, was 10 million Canadian dollars, or 6,250,000 euros. The funds needed to finance the Centre were collected privately and from the Canadian and French governments:

French funding:

- Conseil Régional de Basse-Normandie = 457,347 € (or 3 million FF)
- Conseil Général du Calvados = 457,347 € (or 3 million FF)
- Government (1/3 from the Ministry of Defence and 2/3 from the Prefecture of Basse-Normandie) = 457,347 € (or 3 million FF)

TOTAL = 1,372,041 €

Canadian funding:

- Department of Veterans Affairs = 1,250,000 € (or \$2 million Cdn)
- Canadian Heritage and the Millenium Fund = 158,125 € (or \$253,000 Cdn)
- Province of Ontario = 625,000 € (or \$1 million Cdn)
- Province of British Columbia = 625,000 € (or \$1 million Cdn)
- Province of Alberta = 62,500 € (or \$100,000 Cdn)
- Other provinces = 46,875 € (or \$75,000 Cdn)
- Department of Veterans Affairs (special funding for the opening) = 312,500 € (or \$500,000 Cdn)

TOTAL = 3,080,000 € (or \$4,928,000 Cdn)



Private funding (mostly Canadian):

- Donations from thousands of individuals and organizations
 - Contribution by Wal-Mart Canada
 - "Buy a Brick" program and other donations
- = Approximately
1,800,000 €

A campaign to secure private funding

To finance the Centre, the Juno Beach Association has conducted a fundraising campaign across Canada in recent years, appealing to private citizens, veterans associations, institutions, schools and businesses. The Association has a program in which "bricks" may be purchased by individuals, families, schools, companies, etc. to pay tribute to a Canadian World War II veteran. The veteran's name is then engraved on the "brick". This program is also open to all other donors and is still being conducted today. For 200 € or more, the veteran's or donor's name is inscribed on the "brick" which is mounted on one of the Juno Beach Centre's memorial kiosks.

Wal-Mart Canada is a partner of the Juno Beach Centre Association. In 2000 it launched a fundraising campaign, with the support of its branches, by means of advertising brochures distributed to over eight million households. Wal-Mart's "Buy a Brick" campaign was the first activity of this national fundraising effort which sought to have customers donate a dollar to the Juno Beach Centre and thereby have their name placed on a "paper brick." In addition, 200 branches of the Canadian Legion (veterans association) and numerous Canadian schools have provided support to the Centre.

The support of the Canadian Government

On February 15, 2007, Canadian Prime Minister Stephen Harper paid tribute to Canada's Second World War veterans and announced a contribution of 5 million Canadian dollars to operate the Juno Beach Centre in Normandy, France through the next decade.

Symbolic Architecture

Built on a 1.5-hectare lot generously made available by the commune of Courseulles-sur-Mer, the Juno Beach Centre covers a total area of 1,430m² and is wheelchair accessible. A broad esplanade between the building and the sea is the site of commemorative ceremonies and other events.

Designed by the Canadian architect **Brian K. Chamberlain**, the Juno Beach Centre is intended "to establish a distinctly Canadian presence on the Normandy coast". It features a central pentagon shape surrounded by a series of multi-level, interlocking sections with sloping walls. The resulting building lines reflect the pentagon shape of the Order of Canada and the outline of the maple leaf, the national emblem.



The design takes into account the surrounding environment, the needs of the various visitors, the different functions of the Centre and the needs expressed by the team of museographers and designers.

The originality of the Centre's construction lies mainly in the inclines and elegant curves of its facades; the central pentagon features high ceilings with reinforced concrete shutters on a six degree slope. The outer walls are a mix of steel, wood and concrete, and the PVC roofing membrane has a structural support of laminated wood.

Finally, the Centre derives its unique look from an outer skin of titanium, a non-deteriorating substance which in reflecting the daylight helps the building to blend into its surroundings. The glass panels are on the same plane as the titanium cladding, so as to give the exterior surfaces a continuous appearance.

This major construction project required the contributions of 41 companies, 33 of them from Normandy.

Attendance figures

	Number of visitors
2003 (from the opening on June 7 th to December 31 st)	27,500
2004	53,500
2005	43,500
2006	46,600
2007	58,000
2008	53,000
2009	Est 58,000

Canadian visitors represent on average 29% per year, French visitors 31%, British visitors 15% and Dutch visitors 9%.

In 2009: 1 out of 7 visitors was a student; about 200 school groups visited the Juno Beach Centre; 57% of the school groups were Canadian.



CONTENTS OF THE JUNO BEACH CENTRE

A Place of Remembrance and Discovery of Canada

The Juno Beach Centre provides visitors with a better understanding of the contribution that Canada made to the Second World War. At the same time, by showcasing today's Canada, the Centre allows visitors to learn more about Canadian values and culture.

A DYNAMIC EXHIBIT SPACE

The **permanent exhibit** covers an area of more than 650m² and tells the story of the Canadians who volunteered for military service or mobilized their energies, skills and resources at home, thereby contributing greatly to the war effort. It also presents the battles that took Canadian units from Sicily to Italy and from Normandy to the Netherlands. The Juno Beach Centre is not only a war museum. This is demonstrated first by the space given to personal accounts and real-life stories and, second and above all, by the presentation of the society that these combatants bequeathed to their children and that now forms Canada.

The permanent exhibit draws upon documents, photographs, audiovisual and audio accounts, multimedia, maps, artefacts and settings allowing specific atmospheres to be created. It alternates between areas of emotion, reflection, discovery and information, eliciting the visitor's participation. It presents reading levels suited to a variety of visitors. In particular, there is a **circuit for younger visitors** involving games, quizzes and interactive objects facilitated by two fictional characters, Peter and Madeleine.

The **Internet site** to complement the museum is www.junobeach.org.

A consultation room at the Juno Beach Centre allows access to this website and makes reference works available to visitors for on-site consultation.

To complement the permanent exhibit, the regular scheduling of **temporary exhibits** within a room of 150m² makes it possible to present one of many facets of contemporary Canada or to recall an important page in Canadian history each year.

Finally, a 130m² **multipurpose room** can be used for presentations to school groups. It is also available for picnics, meetings and various activities and events organised all year round.



CULTURAL PROGRAMMING – A MAJOR ASSET OF THE JUNO BEACH CENTRE

The Centre is open 7 days a week from February 1st through to December 31st to meet tourist demand. In the off-season, local visitors continue to return to the Centre to participate in enriching cultural events and to visit the current temporary exhibit.

The Juno Beach Centre has numerous assets to make it a dynamic place capable of renewing interest among international and local visitors:

- **Temporary Exhibits**

Annual or bi-annual temporary exhibits are rented, designed in-house or otherwise co-produced to be presented in the temporary exhibit room of the museum. Since 2003, 6 major temporary exhibits have been presented: "Siqiniq", "1944, the Canadians in Normandy", "Voices of the First Peoples of Canada", "The Royal Canadian Air Force during the Second World War" and "The Canadians in Italy".

15 exhibits have also been presented in the museum lobby such as "Juno Beach" by the photograph Olivier Mériel, "There and Back..." for the 400th anniversary of the foundation of Québec City and other exhibits of sketches, photographs and archives.

- **Cultural Programming**

A program of cultural events animates the Juno Beach Centre all year round to attract as many visitors as possible (concerts, shows, conferences, activities for children, etc).

Since 2003: 13 history conferences and film presentations; 23 concerts and shows; 76 animations or workshops for children on the theme of the temporary exhibits, history and Canadian culture including Christmas, Halloween and Canada Day.

- **Young Canadian Guides**

Six Canadian university students are hired for the peak summer season and three during the off-season spring and fall periods. These guides are responsible for welcoming visitors, giving Juno Beach tours, presenting exhibits and explaining their content in more depth. They help to make each visit a positive and educational experience for all visitors, as well as give the Juno Beach Centre its full flavour as a Canadian place in France.



Contents of the Exhibit Spaces

The History of Canada during the Second World War ...

The war effort made by all Canadians, civilian and military alike, on the various fronts during the Second World War

6 exhibit spaces

- *Courseulles, June 6, 1944* (4-minute film)
Visitors view images that might have crossed the mind of a Canadian soldier before landing on Juno Beach on D-Day.
- *Canada in the 1930s*
An overview of the country during the 1930s is presented.
- *Canada Goes to War: War Abroad, War at Home*
Visitors learn about the declaration of war, changes in life in Canada and the first battles involving land, air and naval forces.
- *Roads to Victory*
Visitors learn about the major Canadian campaigns up to the liberation of Europe.
- *Some Came Back, Others Did Not*
Accounts of Canadians who participated in the war effort are presented as well as a scrolling projection of the names of the 45,000 Canadians killed during the war.
- *To Go Further*
A consultation room to browse resources and the Juno Beach Centre website.

... to present day

The various facets of contemporary Canadian society

1 exhibit space

- *Faces of Canada Today*
Presentation of a modern, dynamic country: Portraits of its culture, its uniqueness and the actions it is taking in the world.

A Memorial Sculpture: "Remembrance and Renewal"

The Juno Beach Centre Association commissioned the memorial sculpture "Remembrance and Renewal", which is featured in the Centre's courtyard, from artist Colin Gibson, who lives and works near Flesherton, Ontario.

The sculpture features five military figures that wrap into a circular formation look outward, into the distance. The massive figures undulate into one another, accentuating the unity and comradeship of those who served Canada at home and abroad.



The figures are posed to reflect different emotions, in keeping with their individual gestures. One figure depicts leadership, another vigour and alertness, while still another looks sombre and reflective. A fourth figure is stepping forward to assist a comrade.

Their chiselled features express determination and bravery. The broad shoulders symbolize the heavy weight of responsibility that each man had to bear during this struggle.

The figures and features are somewhat obscure, to convey the fact that much time has passed since the war, and that modern-day memories of it are fading away as the survivors go to rejoin their comrades in arms.

This memorial sculpture honours the sacrifices of all those who participated in the war effort, both in the field and in all operations in Canada and abroad, to help achieve final victory.

The Inuksuk

The Inuksuk, symbol of survival for Canada's Inuit, is a guide which bears witness that humans have passed through a place. The Inuksuk situated in front of the Juno Beach Centre was erected and inaugurated during the Aboriginal Spiritual Journey, on October 30th, 2005 in remembrance of the brave First Nations, Métis and Inuit soldiers who served in Europe during the Second World War.



TO COMPLETE THE VISIT

Guided Visits of Juno Park

WITH VISIT OF THE BUNKER IN FRONT OF THE MUSEUM

With the construction of the Juno Beach Centre, the western coastal area of Courseulles-sur-Mer has been enhanced and given a place of significance by the town. "Juno Park" is an exceptional site by its geographic location, natural resources and historic character. With landscaping and the addition of information panels, visitors are able to discover the history of the area.

Beginning in 2004, the Canadian guides at the Juno Beach Centre have conducted guided tours of Juno Park amongst the remains of the Atlantic Wall to recount the history of the D-Day Landings. This guided tour gives a local context specific to Courseulles and the Battle of Normandy and complements the visit of the museum which itself conveys the role of Canada throughout the entire Second World War.

With the creation of Juno Park in 2004, the bunker located in front of the Juno Beach Centre was uncovered and its access was cleared. For the 65th anniversary, the town of Courseulles has made some additional renovations (electrical work, levelling of the ground, the addition of stairs and railings) in order to integrate the visit of the bunker into the tour of Juno Park.

Specifically, this bunker was a German observation post, part of the Atlantic Wall defence system. In 1944, it contained radio equipment that allowed its users to inform other bunkers to coordinate and defend the beach. A machine gun post was positioned on the top of the bunker as well as a steel dome to protect the "look-out" (removed at the end of the 1970s). It is an example of the German strategy to fortify the port of Courseulles.

Canadian guides give guided tours of Juno Park in English and French from April 1st to October 30th, 7 days a week (and by reservation for groups outside of this period).

- 2 bilingual tours at 11am and 3pm in April, May, September and October (except 31)
- 6 guided tours daily in June, July and August in English at 10am, 12pm and 3pm in French at 11am, 2pm and 4pm
- tours are approximately 45 minutes in length



Temporary Exhibits

From October 19, 2009 until April 30th, 2010 - Temporary exhibit room
“Voices of the First Peoples in Canada”

Voices of the First Peoples of Canada is a unique exhibit about the **Nishnaabeg culture**, conceived in collaboration with the First Nation Reserve of Curve Lake in Canada. In 2009-2010, this exhibit is enriched with displays about the **Métis culture and the respect of environment**. You will discover these fascinating people who contributed to Canada's war effort during the First and Second World Wars.

An exceptional exhibit **for the whole family** to discover aboriginal culture through games and objects: discover a trading post, enter a wigwam, draw on sculpted wood, handle and observe authentic contents...

For school groups, activities have been developed in collaboration with Dominique Colas, specialist in aboriginal cultures and contributor in the field of education.

Starting mid-May 2010 - Temporary exhibit room
« Allies: Canadians and British during the Second World War »

The new temporary exhibit conceived by the Juno Beach Centre will present how the Canadians and British fought side-by-side during major Second World War events: in the skies during the Battle of Britain, at sea during the Battle of the Atlantic, on D-Day and throughout the Battle of Normandy.

With the use of “passports”, visitors can discover the exhibit's content through the portraits of soldiers, sailors, aircraft teams as well as Canadian and British civilians and discover how the story unfolded for these brothers in arms.



School Group Animations

School group presentations with a Canadian guide (as part of the visit of the museum)
Choice of 1 for 1 extra euro – Daily, upon reservation

7 to 12 years old

“The Canadian D-Day Soldier”

“The Canadian D-Day Soldier”, a Canadian guide, takes the role of a soldier or of a nurse who tells his/her story and makes it possible to handle Second World War objects. 30 minutes.

13 to 18 years old

“History at your Fingertips”

“History boxes” containing artefacts, archival documents, pictures and historical texts are made available for students. Students practice their communication skills by sharing their theme with the entire group. 1 hour to discover the boxes (in small groups) + 1 hour to share the contents as a group (optional).

7 to 18 years old

“History on Wheels”

Using his/her “History on Wheels” cart filled with objects, the Juno Beach Centre guide engages students in an educational presentation based on the temporary exhibit:

- From 11 years old - from October 2009 to the end of April 2010: The Native Soldier of Canada during the Second World War. The activity ends with the visit of the exhibit and the completion of a worksheet on the theme of respect for the environment.
- For 7-18 year old - starting in May 2010: The Daily Life of Soldiers. This activity completes the visit of the exhibit during which young visitors discover stories of Canadian and British soldiers using “passports.” 30 minutes.

4 to 10 years old (From October to the end of 2010)

“Discovering the Native Peoples of Canada”

In the temporary exhibit, some pupils will take part in a presentation about trade while others will listen to a Métis story in the wigwam before finishing the activity with a craft or a drawing on the theme of respecting the environment. 1h30.

Animations for “Senior” Groups

“The Canadian D-Day Soldier”

This presentation of the soldier Mario or the nurse Jeanne are now proposed to “senior” groups upon reservation for the visit of the museum. 30 minutes.

12/13



PRACTICAL INFORMATION

The Juno Beach Centre Staff

The Centre is staffed by a team of five permanent employees, augmented by a reserve of temporary personnel for seasonal peak periods.

Director: Nathalie Worthington, Courseulles-sur-Mer

Program Manager: Marie-Josée Lafond, Ottawa, Canada

Operations Manager: Sophie Mirey, Courseulles-sur-Mer

Boutique Coordinator: Yaëlle Herbelin, Langrune-sur-Mer

Customer Service Manager : Rebecca Cline, London, Canada

Opening Hours

- From April 1st to September 30th: 9:30am to 7:00pm
- From November 1st to February 28th: 10:00am to 5:00pm
- In October and March: 10:00am to 6:00pm
- Closed in January and December 25th

Duration of the JBC visit: minimum 1 hour.

Temporary exhibit: 1/2 hour

Juno Park: 45 minutes

Rates 2010

	Juno Beach Centre	Temporary Exhibit only	Juno Park	Juno Beach Centre + Juno Park	Animation
Full rate	6,50 €	2,50 €	5,00€	10 €	-
Reduced rate and adult groups*	5 €		4 €	8 €	1 €
School groups*	4 €		2,50 €	5 €	

* Minimum 20 people

Free entrance for veterans of WWII, widows of WWII, disabled war veterans and children under the age of 8 accompanied by an adult.