



# Cultural Mapping & Digital Storytelling

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# Cultural Mapping

- A systematic approach to identifying, recording, classifying and valuing a community's cultural assets
- Celebrates unique resources and contributions of our artists and artisans
- Enables participants of the cultural sector to self-organize
- Raises awareness of cultural assets in the community
- Consolidates existing information
- Shows how resources are distributed in a geographical context

# Three Pillars

- Community-driven
- Accessible
- Inclusive



# Cultural Resource Framework



# Benefits of Cultural Mapping

- Increases awareness of cultural resources
- Supports networking and collaboration among cultural groups
- Leaves a lasting legacy of stories
- Promotes businesses, organizations, events and entrepreneurs
- Used as a baseline data for cultural planning by municipalities

# Digital Cultural Map

## Digital Stories



## Cultural Heritage



## Cultural Facility



## Cultural Organizations



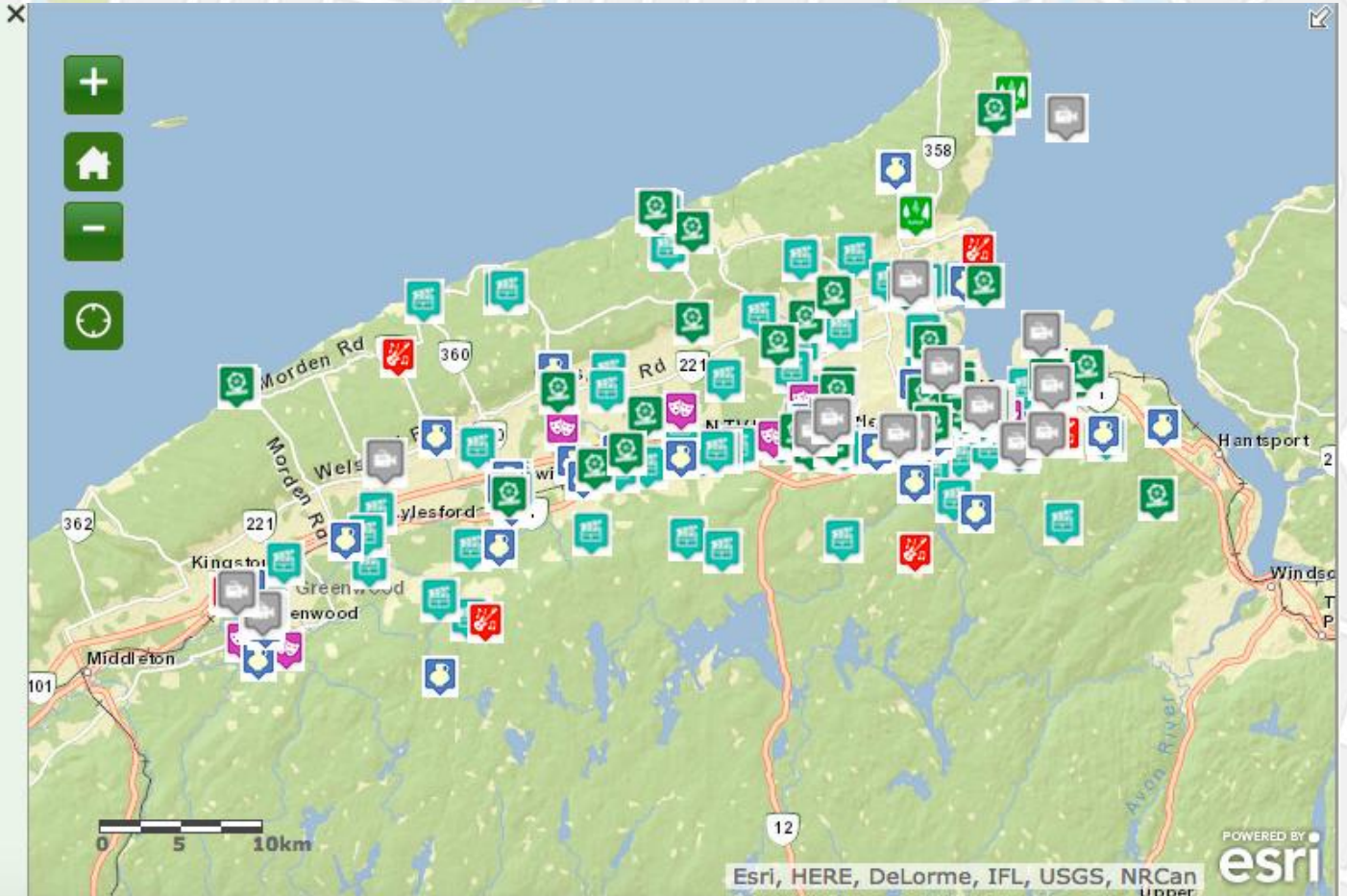
## Festivals & Events



## Natural History



## Cultural Industry



Esri, HERE, DeLorme, IFL, USGS, NRCAN  
POWERED BY esri

# Digital Storytelling

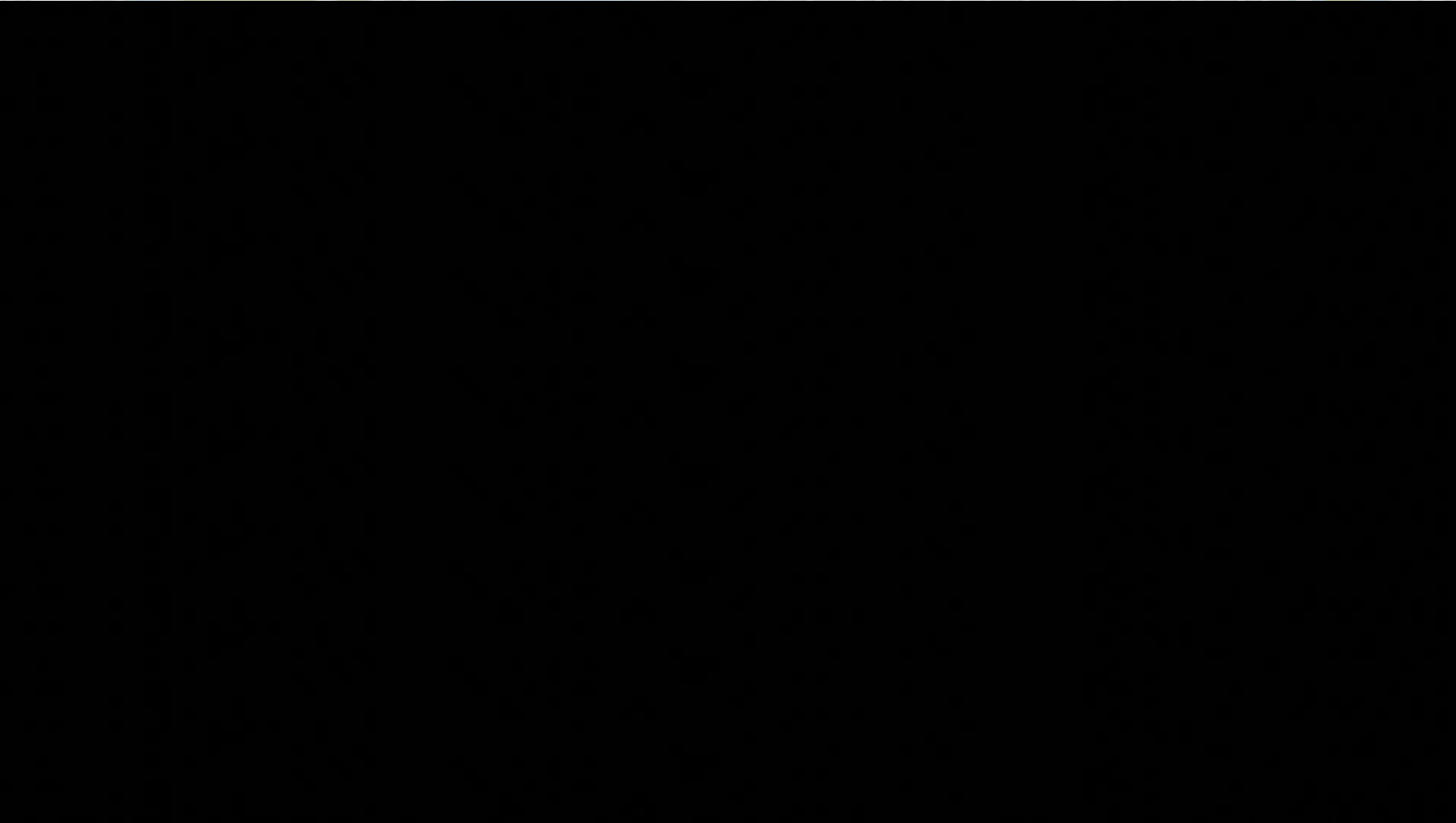
- Stories + Multi-media technology
- Multi-media components =  
audio (story recording, music, sound effects) +  
visual (photos, video footage, text, special effects)



# Digital Storytelling Principles

- Everyone has a story to tell
- Everyone has the capacity to tell their story
- We construct meaning through stories
- Using a digital medium is a powerful way to reach people





# Local Examples of Mapping & Storytelling



Canadian Museum of  
Immigration at Pier 21

Musée canadien de  
l'immigration du Quai 21

jane's  
walk



The logo for Jane's Walk features the text "jane's walk" in a lowercase, sans-serif font. To the right of the text is a stylized graphic of a person's head and shoulders, with an orange speech bubble above it.

