



News Release

New Brand Authenticates Nunavut Arts and Crafts

IQALUIT, Nunavut (July 8, 2009) Peter Taptuna, Nunavut's Minister of Economic Development & Transportation, officially announced today a new brand for all Nunavut arts and crafts. The new brand will be made available to all Nunavut artists to identify their work as authentic Nunavut arts and crafts.

"The *Authentic Nunavut* brand addresses the long-standing problem of fake arts and crafts that use northern and Inuit imagery, but are made in Southern Canada and abroad," said Minister Taptuna. "Art buyers can now be assured that if the artwork carries the Nunavut brand, its authentic".

Nunavut artists can register to use the Nunavut Brand at no charge. Stickers and tags are available to artists at a small cost.

The new brand is intended to complement, and not replace, the traditional "Igloo Tag" brand used to identify Canadian Inuit art.

"Nunavut arts and crafts will be identified first by the Nunavut brand, and then, where the artist is an Inuk, by the igloo tag as well," explained Theresie Tungilik, arts advisor with the Department of Economic Development & Transportation.

The image used on the "Nuna Tag" captures the elemental spirit expressed in Nunavut art.



- The sun is a Northern sun, low on the horizon. Its vivid yellow hues and the presence of sun dogs suggest a rising sun's exceptional radiance in the frosty air.
- The blue waters are surrounded by white space that looks like spring or fall ice.
- The earthy green landscape sums up Nunavut's geography – open spaces, distant hills, rolling terrain, and a coastline on salt or fresh water.

Artists wishing to register as users of the Nunavut brand should contact the Department of Economic Development & Transportation at 867-473-2679.

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For media inquiries, contact:

Matthew Illaszewicz
Manager, Communications
Economic Development & Transportation
867-975-7818
millaszewicz@gov.nu.ca