

# tattoo



## TIMES

page 4

*Look back on the 2017 Tattoo!*

### **SING IT OUT**

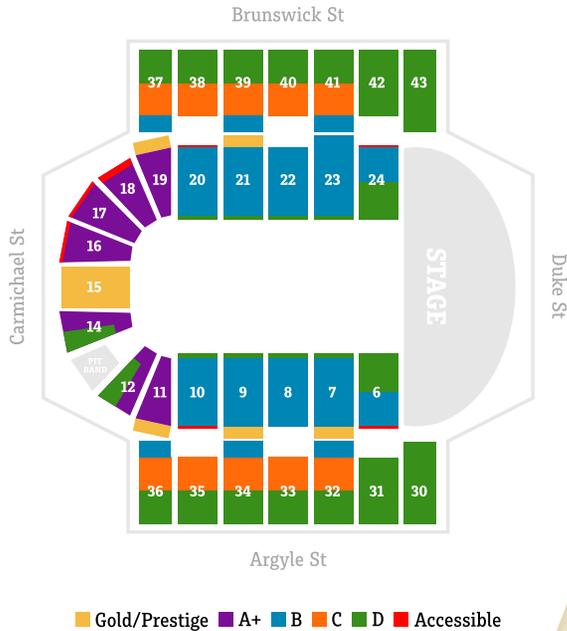
The Tattoo Choir turns 35! (page 10)

### **HERE'S TO THE HEROES**

What to expect in 2018? (page 21)



# GET YOUR TICKETS NOW



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<b>C</b>	\$46.00	\$38.00	\$29.00
<b>D</b>	\$25.00	\$25.00	\$25.00

\*Call the box office for information on accessible seating.

\* Please visit [www.nstatattoo.ca](http://www.nstatattoo.ca) for schedule listing.

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## LETTER

*From the Managing Director*



**D**EAR TATTOO FANS,  
This marks my first year as the Tattoo's Managing Director and what an exciting year it's been!

This past season, we welcomed more than 1,600 performers from far and wide who came to pay tribute to Canada's 150th birthday, to honour the nine firefighters who lost their lives during the Halifax Explosion, and to commemorate the centenary of the Battle of Vimy Ridge where we quite literally brought to life the Vimy Monument.

The Tattoo's mission is to honour the Canadian Armed Forces, RCMP and other uniformed men and women and recognize their contributions to peace and stability; here and abroad. We strive to celebrate our service people and follow their example of resilience, optimism, and courage that inspires service in all our lives. And our show does not exist without the tremendous

service of our volunteers, sponsors, and other community partners. Your contributions are an integral part of our storytelling. Thank you!

We are now on sale for the Tattoo's 40th production which will pay tribute to Heroes and Legends. It promises to be a spectacular event and one not to be missed! Stay tuned for our cast announcement in the Spring of 2018.

On behalf of the board of directors and the Tattoo staff, thank you for your continued support to the Royal Nova Scotia International Tattoo.

Warm Regards,  
Jennie King

## OH CANADA, What a Show it Was!

**W**e're still looking back on the 2017 Tattoo with smiles on our faces – *what a show!*

This was a special year for Canada, and we were lucky to have friends with us to celebrate.

Our performers came from far and wide. Australia, Germany, Switzerland, Russia, the United Kingdom and the United States, to be exact!

We had the tiny IMPS with their motorcycle tricks, the Groove Onkels playing trashy tunes (literally!), and Holmikers with their spooky gymnastics. The Kalutskikh Show from Russia are Guinness World Record holders and their precise gymnastic routine certainly impressed the crowds! The German Mountain Army Band played everything from Leonard Cohen to an anvil, and the Scotch College Pipe Band from Australia augmented the Massed Pipes & Drums throughout the show.

Our neighbours to the south, the United States Fleet Forces Band, were here from Virginia to help us celebrate Canada Day and we repaid the favour on July 4<sup>th</sup> with cake and more goodies backstage.

And we'd be remiss if we didn't mention the spectacular Canadian contingent! The Canadian Armed Forces were the cornerstone of the show, with the Stadcona Band of the Royal Canadian Navy, the National Band of the Naval Reserve,

the CAF Composite Army Reserve Band, many Pipes & Drums units, Obstacle Race teams, and the Maritime Tactical Operations Group involved.

The RCMP National Ceremonial Troop, the Halifax Regional Police, Halifax Fire & Emergency, Canadian Cadets, and representatives from the Halifax Citadel National Historic Site added to the pomp and ceremony.

La Baie en Joie, the Tattoo Highland Dance Team, Titans Gymnasts, and Bradisha Benjamin on silks representing Atlantic themselves on the floor, proving why they were all crowd favourites.

Calgary was well-represented with the Calgary Fiddlers and the Calgary Stetson Show Band – two youth groups that definitely impressed audiences.

The Tattoo Choir celebrated their 35<sup>th</sup> anniversary this year; the Children's Chorus also appeared in several scenes. Vocal soloists Brenna Conrad, Marcel d'Entremont and PO2 Brad Davidge lent their tremendous voices throughout the show.

The Tattoo used 3D and projection mapping technology for the first time in its history to augment the historical and thematic content of the show. The major themes were Canada 150 and the centenaries of the Battle of Vimy Ridge and the Halifax Explosion.

“ This was a special year for Canada, and we were lucky to have friends with us to CELEBRATE. ”





This meant that a model of the Vimy Monument in France was raised from the Scotiabank Centre floor; that the routes of the ships that caused the Halifax Explosion were projected onto the floor; and that various Canadian icons and images were projected onto the floor for Canada 150 scenes.

We hosted three free workshops: a brass music workshop hosted by the tutors of the North American Brass Band Summer School; an Acadian Dance workshop hosted by La Baie en Joie; and a Highland Dance workshop hosted by the Tattoo Highland Dance Team. Join us next year, we'll have more fun workshops for you to take part in!

The Tattoo Festival was expanded to include 24 events over seven days, and included daytime and nighttime events. The Tattoo Festival was held in several locations around the city: the Halifax Central Library, Halifax Public Gardens, Victoria Park, Citadel Hill, Grand Parade, the Keshen Goodman Public Library, Sackville Landing, Historic Properties, Alderney Landing, Sobeys locations around the city, and the German Band even travelled to Lunenburg to perform!

The Tattoo had a record box office this year – a positive sign of things to come. We increased our box office 10.17% over 2016!

If you were in the audience this summer, we hope you had as much fun watching as we did producing!





**IMPS**  
*Motorcycle Display Team*

**T**he tiny IMPs from the UK's IMPs Motorcycle Display Team caught the hearts of many cast and crew members - and the audience too - but perhaps none more so than the members of the Halifax Regional Police and Halifax Regional Fire & Emergency.

Always together backstage, the team stole the hearts of the HRP and HRFE performers. The team even got to spend the day at the HRP headquarters up the street from the Scotiabank Centre, with a police escort!

While at the HRP headquarters, they got a tour from Chief Jean-Michel Blais and were given a forge cap to mark the friendship between the IMPs and the HRP. They got to ask Chief Blais a few questions, and we're told they asked why we have a duck on our dollar coin.

After their exciting visit with the HRP, they traveled down the street to visit with members of HRFE's Station 3. They got to tour fire trucks, check out different equipment, and hang out with their friends from fire and emergency.

The bond of friendship certainly ran deep between these groups!



# YOUTH PIPES AND DRUMS

**BUILDING COMMUNITY THROUGH MUSIC**

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LESSONS TODAY**

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**[NSTATTOO.CA/YOUTH/PIPES-AND-DRUMS](http://NSTATTOO.CA/YOUTH/PIPES-AND-DRUMS)**

# SING IT OUT

## THE TATTOO CHOIR TURNS 35



**B**elieve it or not, the idea of a Tattoo Choir was forged over lunch at the Granite Brewery, when Col Ian Fraser invited Dr. Walter Kemp to discuss a choir for the show, made up of local choral singers.

Although a barbershop choir had been formed in 1980, performing songs of the North Atlantic from 1940-1945, it wasn't until 1983 that a dedicated choir was formed.

"Thirty-five years later, I remember those initial three years with particular fondness," says Dr. Kemp.

The first choir was largely made up of members of Dr. Kemp's Dalhousie Chorale,

The Chebucto Singers, the Gilbert & Sullivan Society of Nova Scotia, and several church choirs.

The sixty singers were dressed as United Empire Loyalist families, and included children. The next year the Tattoo Children's Chorus was formed, helmed by Patricia Tupper.

"With the dulcet tones of 'Rule Britannia' ringing out, I sang on the stage of the 1983 Tattoo in a golden period dress staring out at the crowds," recalls Tupper, who currently directs the Choir.

The Choir was such a successful addition to the Tattoo that other shows soon started copying it.

In those days, the Choir performed separately: Loyalists in 1983; a North-End Halifax canteen of the Second World War in 1984; and in 1985, an afternoon at the Halifax Public Gardens singing H.M.S. Pinafore. They now perform with the bands, creating a "collaborative soundscape," as Dr. Kemp calls it.

"The absolute pleasure is taking the voices from the first rehearsal with its rough sounds and notes to the performance quality of the shows," says Patricia Tupper, who took over the Tattoo Choir seven years ago.

"The thrill of having glorious voices singing at me with their heart and soul," is a memory Tupper carries with her, along with the dedication of the singers who re-work their lives to commit to performing in the show.

The Tattoo Choir has been a strong backbone of the show for 35 years, and Dr. Kemp sums it up best:

"Col Fraser's vision of a choral strand weaving the military and the civilian into a holistic show is completing 35 years of song, and I am proud and honoured to have been a contributing part of that legacy."



## New & improved Tattoo GIFT SHOP

Find the perfect gift for any occasion at  
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- 

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# BOX OFFICE RECORD



We're so pleased to tell you that this past year we set a record at the box office.

In total, we saw an increase of 10.17% over 2016, and we're excited to have this momentum building as we head into our 40th anniversary show!

These figures were announced at the Tattoo's Annual General Meeting.

"We set out to produce a show that would act as a tribute to Canada in this banner year," says Jennie King, Managing Director and Executive Producer of the Nova Scotia Tattoo.

"That included both large Canadian and youth contingents, the use of projection mapping technology to raise the Vimy Monument from the Scotiabank Centre

floor, and revitalizing our programming with a great cast and a bevy of supplementary events around the city."

The Nova Scotia Tattoo also increased its total donations, advertising revenue, and total revenue in 2017. Individual and corporate donations rose by 10.23%, advertising revenue – via the free playbill, big screen, and magazine advertising – by 3% and total revenue by 15.21%.

"What we saw was the audience, and the community, recognizing the Tattoo for the astonishingly high-quality production it is," says Harvey Morrison, Chair of the Royal Nova Scotia International Tattoo Society.

"We're eager to keep this momentum moving as we head into our 40th season."



# Our VOLUNTEERS

**O**ur volunteers are some of the most hardworking, dedicated and passionate people you'll ever find. From pre-planning to tear-down, volunteers make up the fabric of the Tattoo, and we couldn't do it without them.

To show our appreciation to several of our most dedicated volunteers, we surprised them at each pre-show with a certificate and a **CHANCE IN THE SPOTLIGHT**.

**1** Catherine Campbell, Director of Communications at The Berkeley Retirement Residences, the Tattoo's pre-show sponsor, presents Cathie Bezanson with her volunteer certificate. Cathie works hard in the props department, and is one of the reasons we have fireworks, explosions, and other fun things that go boom!

**2** The Calgary Stetson Show Band chaperones offered to help paint our enormous stage the night before opening. Let's just say, it was a late night for this crew. For their awesome offer, we recognized them for their helpful spirit.



**3** Friends of the Tattoo coordinator Rose Pearl is a long-time volunteer and always has a smile on her face. She was definitely surprised when Mayor Mike Savage and members of the Halifax Regional Police presented her with the certificate.

**4** Joy Forde, dressed here in a nursing uniform, is our Extras Coordinator. She wrangles a group of extras that appear in historical scenes throughout the show, and has done so for many years! She was presented her certificate by her father-in-law, Jim Forde – the Tattoo's long-time producer and now music consultant.





**W**e were pleased to host a reception with the Lieutenant Governor of Nova Scotia at Government House for our sponsors, donors, and volunteers on September 28th.

Without their dedicated support, the Tattoo would not be a world-class production heading into its 40th anniversary show!

The Tattoo Choir serenaded us, and many of our volunteers were recognized by His Honour, The Honourable Arthur J. LeBlanc and his wife, Her Honour Mrs. Patsy LeBlanc.

*Thank you for hosting us, Your Honours!*

# AN EVENING AT GOVERNMENT HOUSE



# ROYAL NOVA SCOTIA INTERNATIONAL tattoo



LOGO DESIGNED BY GABRIELLE JEANNOTTE  
FIND MORE OF HER WORK ON INSTAGRAM  
@GABRIELLEJEA

## LOGO

### Reveal & Redesign

**BIG NEWS!** We are proud to announce the launch of the new Royal Nova Scotia International Tattoo logo as part of our ongoing evolution. We have grown and evolved over the last few years, and we felt it was time for a change. Our upcoming show marks the 40th anniversary of the Tattoo and we felt this would be an exciting way to celebrate our roots while embracing the future.

We believe the new branding better matches what we've become since the Tattoo's conception: a spectacular celebration of Celtic culture and world-class entertainment.

The last "o" of the logo, quite obviously, represents the last letter in Tattoo, but it's stylized as a bagpipe as a whimsical nod to Celtic culture and its influence on the event. In the colour version of the new design, we've added emphasis by incorporating the recognized Tattoo tartan. The sans serif font is deliberately clean, modern, and feels more accessible in comparison to its predecessor. The sans serif font used for Royal and Tattoo are paired with a complimentary slab serif font used for Nova Scotia and International.

We hope you like this new look and feel for the Tattoo!

## Here's to THE HEROES

*We're changing the story in 2018.*

WE'RE HONOURING THE HEROES.  
WE'RE LIONIZING THE LEGENDS.

Whether they fought on a battlefield or in their own backyard; whether it was the home front or the field, heroes and legends have shaped our understanding of the world and **WE'RE PAYING TRIBUTE.**

Royal Nova Scotia International  
Tattoo presents...

# HEROES & LEGENDS

2018 marks the centenary of the end of the First World War.

2018 marks the centenary of women earning the right to vote in Nova Scotia.

2018 marks 75 years since the thick of the Battle of the Atlantic – the longest campaign of the Second World War.

We stand in the shadows of these heroes and will pay tribute to them next year.

**WE'RE ALSO CELEBRATING OUR 40TH SHOW!**

Let's have a ceilidh and celebrate. The word 'tattoo' may originate from a term meaning 'turn off the taps' but next year we're turning them on!

Tickets are on sale now for 2018  
Visit [nstatattoo.ca/tickets](http://nstatattoo.ca/tickets) for more details



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## Be Our Tattoo **HERO**

**AT THE TATTOO**, we strive to celebrate and honour those who serve. By supporting the show, you're making a direct investment in that mission!

**SUPPORT THE TATTOO** with a tax-deductible donation.

As a not-for-profit and registered charity, we rely on your donation to support the Tattoo and our various youth programming initiatives, such as **YOUTH PIPES** and **DRUMS AND TICKETS FOR YOUTH**.

Share in our mission to honour, salute and celebrate our heroes and legends for generations to come.

To see how you can help, visit us online at:  
[www.nstatattoo.ca/support-us/Donate/](http://www.nstatattoo.ca/support-us/Donate/)



### How to be a **HOLIDAY HERO**

1. Check dates for 2018 Tattoo
2. Go to Ticket Atlantic Box Office
3. **BUY 3 TICKETS, GET 1 FREE**
4. Start countdown to June!

Don't wait until Christmas Eve to cross  
Tattoo tickets off your shopping list.

**Buy 3 Get 1 Free until December 31st.**

For tickets: 902-421-1221  
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**ROYAL NOVA SCOTIA**  
INTERNATIONAL  
**tattoo**



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# The Tattoo MISSION

To honour Canada's Armed Forces, RCMP and other first responders and celebrate the heritage of Canadians' contributions to national and international peace and stability.



Canada NOVA SCOTIA HALIFAX



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Better food for all.

**dream**



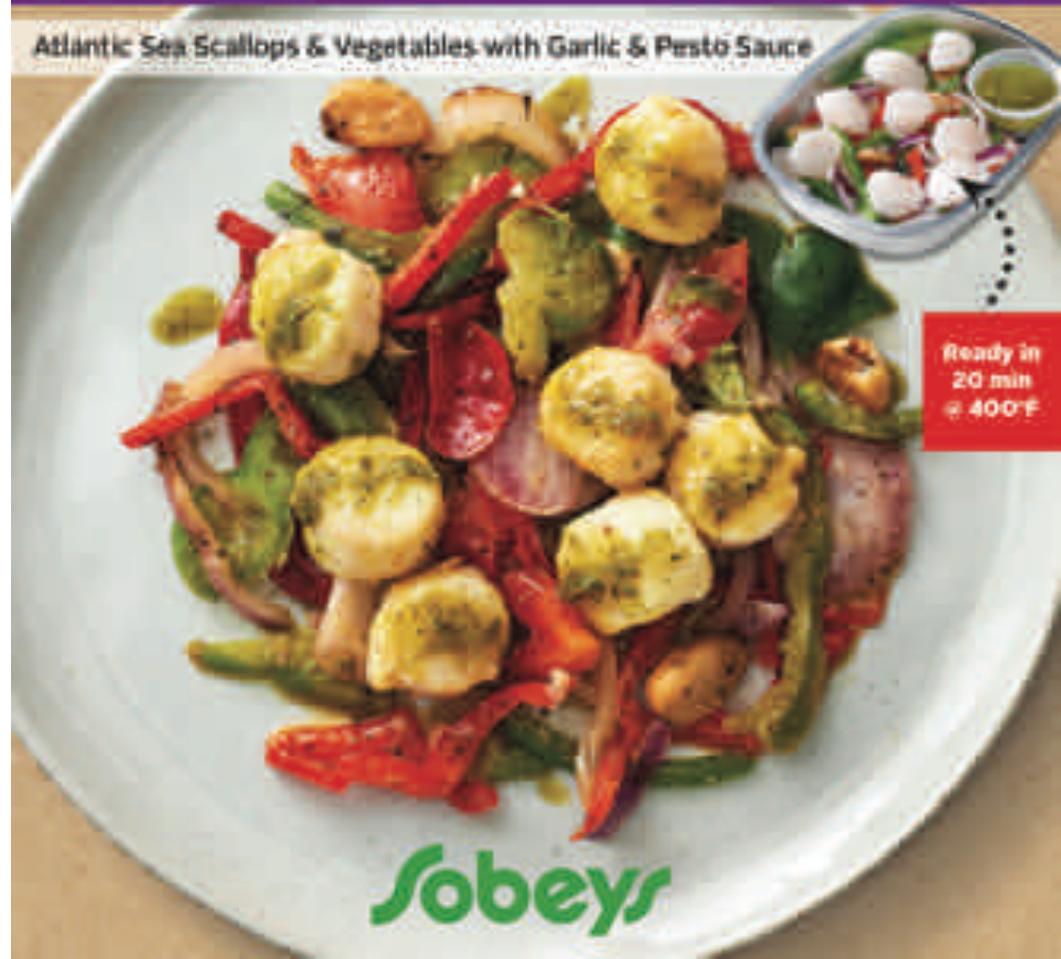
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