

LETTER[®]

DATE: February 11, 2008 TO: Canadian Heritage Information Network
RE: Letter of Support from Rethink

To whom it may concern.

This letter is to inform you that Rethink Communications has been working with the Contemporary Art gallery in Vancouver since 2005. In that time we have worked together on many projects including an interactive promotional installation in the form of a button wall, a working "Drive-thru" video art experience and most recently a nine day event called Community Art Grid (communityartgrid.com). We have also developed a new graphic identity system for the gallery and we are currently in the process of completely redesigning and producing a new gallery web site incorporating the new identity as well as other innovative functionality.

Rethink is very excited by the opportunity to help develop a new section of the CAG site where users can curate their own show. We would be prepared to offer in-kind support for this proposed project which will include creative direction, design, information architecture and project planning until the project is complete. We have estimated the value of this contribution to be \$85,000.

Sincerely,



Ian Grais

Partner, Creative Director