



Icy Strait Point gets new logo, activities to match

Posted: Wednesday, March 23, 2011

By JONATHAN GRASS

Icy Strait Point is going into the new cruise season with some new activities and a new logo to represent the destination's Native heritage.

Icy Strait Point Vice Resident of Operations Tyler Hickman said the new design bridges history with canning and fishing while incorporating its Tlingit culture, which is a huge aspect of Icy Strait Point. He said the old logo looked good and represented the cannery well, but didn't tell the story of what Icy Strait Point is all about, especially referring to its strong Tlingit heritage that continues to this day.

"The new one represents the cannery and the people," he said. "It's about the people and the culture."

The new logo, its design aided by the Nerland Agency in Anchorage, is Tlingit-inspired with a paddle carved into a salmon shape. This ties in the Native aspect, since canoes and paddles were used for transportation in the Tlingit culture. Icy Strait Point states that visitors were traditionally given paddles when departing, indicating that they were welcome to return. The new logo also reflects traditional Tlingit carvings.

The port destination is steeped in Tlingit heritage and is owned by Huna Totem Corporation, the Native village corporation for Hoonah. Profits help fund the Huna Heritage Foundation and encourage local culture and education. Icy Strait Point also exposes tourists to Tlingit culture.

Hickman said about 80 percent of the employees are Tlingit.

"From the beginning, we believed that our people would be the best guides," Johan Dybdahl, Icy Strait Point's director of administration and special projects, said in a release. "There is no one better to tell the stories of our culture and living out here. We do it with a great deal of pride."

It was originally a productive salmon cannery.

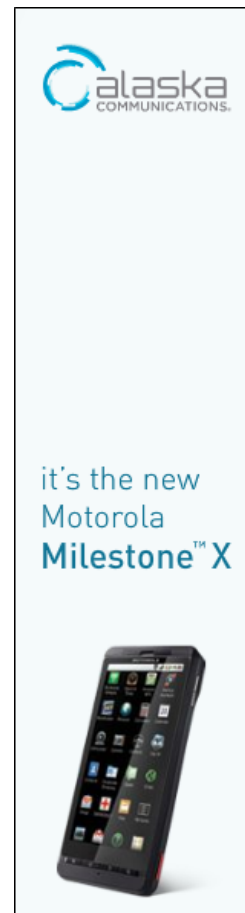
The release states that similar Tlingit carving will also be featured live at the wilderness port this season. A release states that local carvers will be working on wood panels to be placed on a traditional long house being built in Glacier Bay National Park and Preserve, about 22 miles north of Icy Strait Point.

The release states that other new activities include local artisans' works. Some items will be available for purchase in a new Native craft market this season.

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