

VSE





The Story of THE BEAVER

Created by
Larry Rosso

November 1998 - February 1999

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Commissioned by the
Vancouver Stock Exchange
1999

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*“The beaver is known for the industry and perseverance it brings
to building and shaping its habitat. Through market integrity, the VSE
is changing and shaping the venture marketplace to improve access
to capital for listed companies, while protecting investors.”*

PRESIDENT & CEO, MICHAEL E. JOHNSON
VANCOUVER STOCK EXCHANGE



THE BEAVER

Carrier artist Larry Rosso created a unique wall panel to symbolize both the resilience and industry of the Vancouver Stock Exchange and his own family crest.

The Beaver is carved from a block of western red cedar possessing a straight, soft grain. Rosso worked with artist Don Yeomans on the initial blocking stage. The wall panel has a clear oil finish to enrich the hues of the wood. Its rectangular shape refers to ceremonial boxes with carved sides and to memorial plaques that often surmount totems.

The beaver is the official symbol of Canada, noted for the ingenuity and perseverance it shows in building and shaping its habitat. Traditional features in Rosso's carving include two strong incisors with a stick held in upraised paws. There is also a round, cross-hatched tail, folded under the body and then up and over the front of the figure.

The Beaver symbolizes achievement through hard work and the capacity for overcoming obstacles. Resilience is as central to the beaver's survival as it is to its daily endeavors.



LARRY ROSSO

Larry Rosso grew up in Central British Columbia at Burns Lake. As a young child he developed his lifelong love for carving while watching his grandfather create dugout canoes at Fort Babine during summer holidays. Later, he expanded his interest through practical and artistic apprenticeship programs that included training as a union carpenter. Rosso's technical skills with wood enhanced his natural abilities, particularly with the complex bent box art form.

His first apprenticeship with Kwakiutl artist Doug Cranmer focused on learning the methods of bending wood. With Robert Davidson, he worked on a variety of projects during an apprenticeship of almost four years. Rosso developed his own style through masterful wall panels and unique bent box designs. His work can be seen at the Museum of Man in Ottawa, the Museum of Anthropology at the University of British Columbia, Chicago's Field Museum and the Vancouver International Airport Air B.C. Departure Lounge. In addition, he enjoys extensive international sales to private collectors.

Working with Rosso to develop the concept for the 1999 commission, President and CEO Michael E. Johnson decided on *The Beaver* wall panel as an appropriate symbol for the goals of the Exchange. The beaver is also Rosso's family crest.





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