



**BRIGHT  
DOWNTOWN**  
LIGHT UP YOUR NIGHT

## GO2 CASE STUDY



### PROJECT:

“BRIGHT DOWNTOWN” THE FAIRMONT HOTEL VANCOUVER

### CLIENT:

DOWNTOWN VANCOUVER BUSINESS IMPROVEMENT ASSOCIATION (DVBIA)

### SUPPLIERS:

GO2 PRODUCTIONS (LEAD): Technical Direction, Concept, Content and Experience Provider + Technical Team On-Site

ENCORE CANADA (AV SUPPLIER): Technical Direction, Equipment Provider + Technical Team On-Site + Install/Dismantle Team

## OUTDOOR 3D PROJECTION MAPPING DURING A PANDEMIC

The Downtown Vancouver Business Improvement Association (DVBIA) reached out to Go2 with a unique idea of a week-long, covid-safe outdoor activation (Bright Downtown) that would not only help lift spirits and light up our winter evenings during a pandemic, but would also provide a meaningful shared experience that was so essential for the community during these times. The outdoor projection mapping experience utilized a large portion of The Fairmont Hotel Vancouver, which could be viewed from ɣxwλ ɛnɛq Xwtl'e7ɛnk Square (North Plaza of the Vancouver Art Gallery). The theme for this year was Tangled, which aptly explored the relationship between art and community, visually defining how art is intrinsically interwoven into every step of the human experience.



## CHALLENGES

### Location:

DVBIA approached Go2 Productions regarding a suitable location and building that would not only be great for projection mapping but could also lend to a safe environment for people to enjoy the experience while being social distanced. The North Plaza of the Vancouver Art Gallery (šxwλ ənəq Xwtl'e7énk Square) was an ideal outdoor plaza environment that is large enough in scale to have groups of people spread out during the experience but also could provide an adequate area for equipment placement. There are several buildings that could be projected onto from this plaza, but DVBIA was looking at a unique experience, so we aimed for The Fairmont Hotel Vancouver and after careful assessment of the site plan and surface size, we were able to determine a calculated distance and load in plan to make that location work to our advantage.

### Creative + Experience:

The next challenge was determining how we could build a memorable experience while also following health guidelines and Covid-19 protocol. Go2 Productions worked alongside DVBIA to determine a way that the content could be built for the surface where it would not require an individual or household group to stay longer than 5-20 minutes, to ensure that we had a constant rotation of groups but enough room to be safely socially distanced. DVBIA also had to put in a safety plan with proper safety messaging which would not only be pushed out online but continuously implemented on-site. Additionally, we had to determine the right month for implementation that would work with health restrictions with a back-up plan on how we could adjust dates if required due to the changing city health restrictions for Covid-19.



### Tech + Environment:

Due to the ever-changing Vancouver weather, we had to discuss how we would keep the equipment safe and dry, along with our technical crew on-site. March is a great month for outdoor projection mapping as it is still quite dark early enough in the evening; however, it can often be filled with rain or snow. Instead of having standard projection tower setups, Encore Canada discussed how we could still get the surface size we were looking for while keeping all of the projectors stacked together, safe and dry.

**Location:**

DVBIA worked closely with The Fairmont Hotel Vancouver who was an excellent partner for this experience. The Fairmont ensured that we had the ability to project onto designated hotel rooms within our surface area, where the blinds could be closed for us to expand on the surface size. Additionally, they were able to send us blueprints/measurements of the building so we had a strong resource for building the surface in 3D, which is part of the process for building projection. The North Plaza of the Vancouver Art Gallery (ᓃᓂᓂᓂ ᓂᓂᓂᓂ Square) has specific areas on the site plan that has certain weight or vehicles restrictions on it. Ultimately, the choice of the Fairmont location as our projection surface allowed us to be further back in the plaza for safe equipment placement, with enough room on the rest of the plaza to give ample area for attendees.

**Creative + Experience:**

Most outdoor 3D projection mapping experiences revolve around one “show” animation with some additional holding states between the show times. DVBIA did not want the communication to be around coming down to the experience at a specific show time as that could have encouraged large gatherings. So instead of a specific show time, we decided to create twenty 15-30 second looping animations in a 20-minute program that would continuously play, giving people an opportunity to come and go casually. The content incorporated the theme and utilized the architecture of the building to bring the building to life with bright and vivid 3D environments mixed with characters from nature and abstract forms. Additionally, we used the projection surface to remind people to stay 6 feet apart, as well as we had back-up content ready to launch if we had to shut down the projection due to an influx of people. But the experience ran smoothly with everyone having a safe distance to watch. The outcome provided an immersive and safe experience for everyone involved.

**Tech + Environment:**

Encore Canada provided the technical solution with equipment and technicians on-site while Go2 Productions provided the media server (QLAB) and operator to run the 20-minute program throughout each night. Encore Canada came up with a plan to house all the equipment and technicians under a 20' X 20' tent which would keep everything dry and concealed in one area, roughly 85 feet from the main surface area. The projection surface was 73'6" X 189'6" and used 8 X 25K lumen Christie Digital Laser Projectors totaling 200,000 lumens to cover the surface. This was a simple and effective approach to provide the high color saturation and contrast that made for a truly bright experience.







# RESULTS

Overall, the objective to provide a visually stunning and covid-19 safe experience was achieved. The Fairmont Hotel Vancouver was viewable much further than we imagined, being captured by people at great distances across downtown from the comfort of their homes. Utilizing clear communication online and throughout multiple social platforms and media outlets ahead of time, provided a safe and organized experience on-site. Additionally, DVBIA provided volunteers on-site to ensure that attendees kept socially distanced, which contributed to an added layer and clear execution to our Covid-19 Protocol. The experience is going to now be considered as a potential annual exhibit with a goal to expand on this idea even more.

**VIDEO:** <https://www.youtube.com/watch?v=cX4ISDnkPZU>



## DVBIA's social stats were successful with:

### Instagram:

- 227 promotion clicks
- 49 saves
- 16,222 impressions
- Reach of 10,581

There was over 100 posts of people using #BrightDowntown on Instagram. #TangledYVR was used 42 times.

### Facebook Ads Campaign (March 2-12th, 2021)

- 770 clicks to the DVBIA website
- Reach of 20,772
- 31,829 Impressions
- 184 Likes
- 26 Comments
- 71 Shares

### Twitter

- A post by Daily Hive, received 130 likes and 13 retweets.
- 29 people used the hashtag #BRIGHTDowntown and #TangledYVR was used 8 times.
- Paid Daily Hive campaign: 445 followers on Instagram from that post alone. The majority of those followers being from Vancouver, aged 25-34.

