



Project Description

Façade Festival 2016 was an immersive and dynamic projection mapping experience which transformed the Robson Street façade of the Vancouver Art Gallery with



PROJECT DETAILS

- Submitter Name + Company: Go2 Productions
- Submitter Website: [www.go2productions.com](http://www.go2productions.com)
- Submitter Location: Vancouver, BC
- Client Name + Company: Burrard Arts Foundation
- Project Name: Façade Festival 2016
- Project Location: Vancouver, BC
- Project Type: Projection mapping and public art initiative
- Materials: Motion Graphics, 3D animation, Video
- Start/Finish Dates: August 30th - Sept 5th 2016

Thank you to the 2017 CODAwards Lead Partners:



the work of five Vancouver-based contemporary artists from August 30th to September 5th, 2016, with a special finale presentation by Go2 Productions.

This public art project featured newly commissioned works by Eric Metcalfe, Barry Doupé, Rebecca Chaperon, Renée Van Halm, and Chris Shier and

was organised by the Burrard Arts Foundation (BAF) in partnership with Microsoft and in collaboration with the Vancouver Art Gallery. In addition,



Winner : Institutional



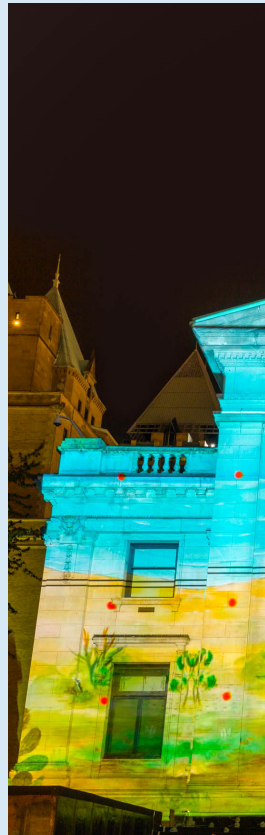
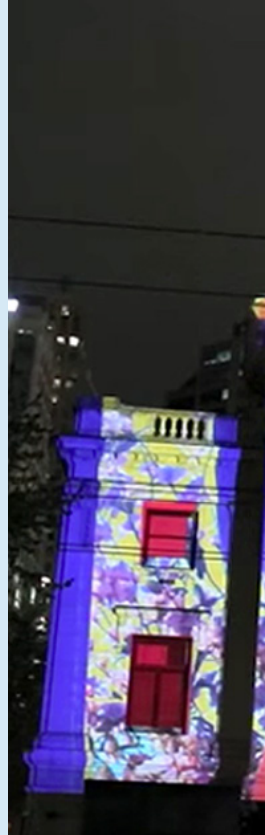


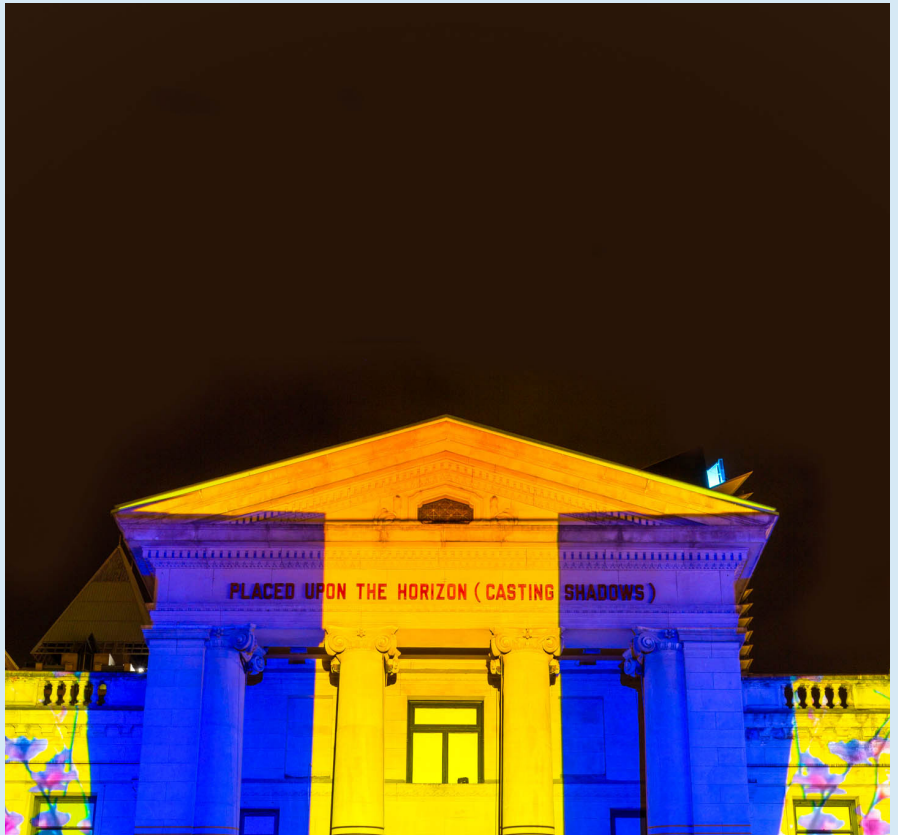
technical mentorship was provided to all the featured artists by projection mapping specialists, Go2 Productions.

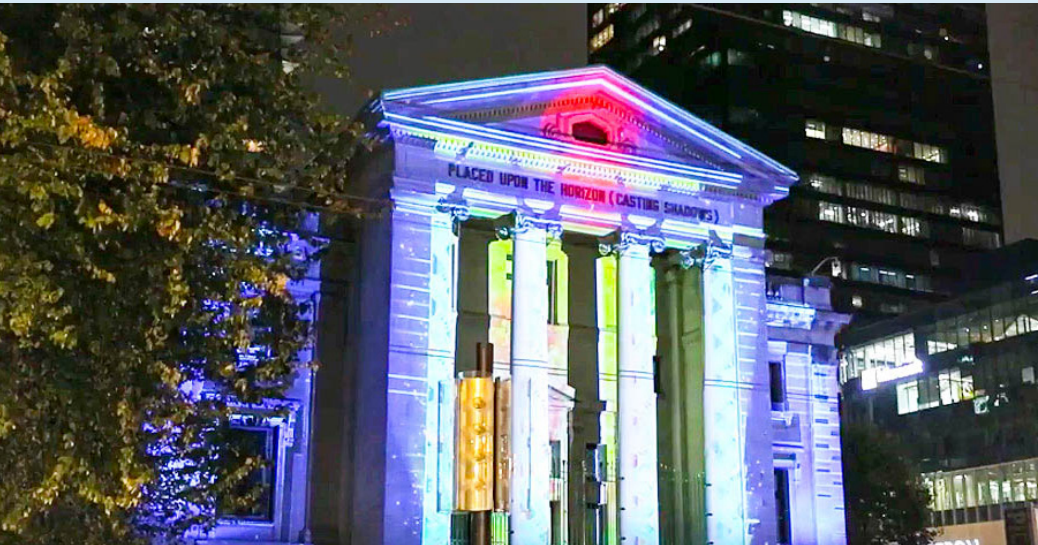
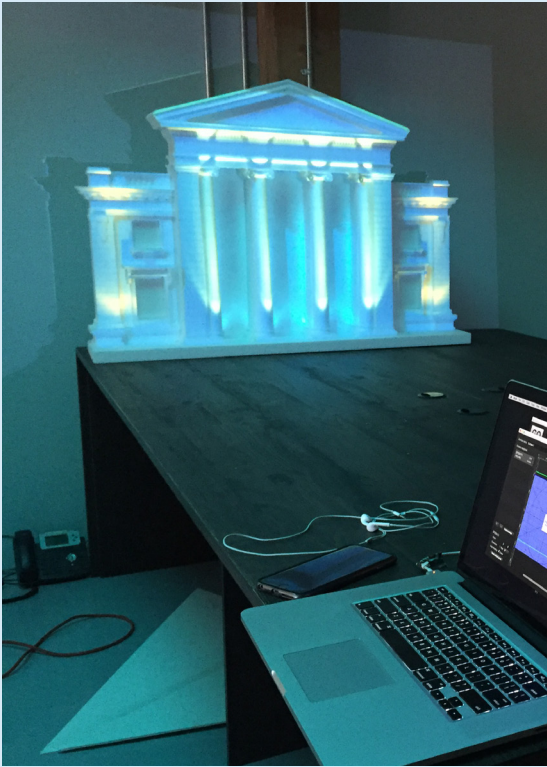
Each featured artist specialised in different styles and mediums ranging from ink prints to painting, and digital lighting animations to video inputs and distortion effects. Each artist visited Go2 in our studio for two hands-on mentoring sessions and was shown how projection mapping would be used in conjunction with their art. The artists also got to see what their final presentations would look like on our four-foot model of the Art Gallery building. Our digital artists thoroughly enjoyed working with each of the contemporary artists in translating their work into a very successful projection mapping experience.

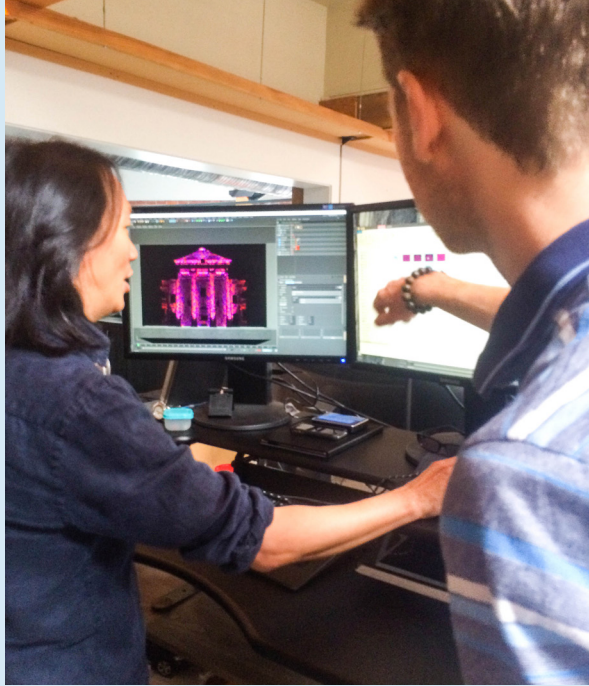
The Grand Finale event took place on the evening of September 5th, kicking off at 8 pm with a special projection mapping presentation titled Divine Composition by Go2 Productions featuring exquisite time-lapse flower footage by famed cinematographer Louie Schwartzberg with a background score by renowned composer Alain Mayrand.

An estimated 35,000 people attended the projection mapped show, with the hashtag #FacadeFest reaching over 70,000 people.









*About the Firm*  
Based in Vancouver, BC, with representation on both US coasts, Go Productions is a highly skilled team of multi-disciplined professionals. From 3D projection mapping to immersive environments, video, and experiential projects, Go2 is focused on creatively using technology to design unforgettable experiences. Expertly weaving together art, soundscape, and digital mastery, the award-winning team transforms physical spaces into magical events that thrill and inspire. Go2 brings screens, walls, and buildings to life, as well as the boldest of ideas, exploring the artistic and technical that lands firmly on high-impact results.



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*Everything we do at Go2 falls under our three pillars of Engage | Entertain | Create Buzz. We do this by combining great creative, award-winning content production, and theatre/show design.*  
**Adrian Scott, Executive Creative Director and President, Go2 Productions**  
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*About the Designer*



Adrian Scott is the President and Executive Creative Director of Go Productions and is a master of his craft. Drawing from his 20 years of experience working for agencies and traditional print design teams in the UK, Adrian has successfully made Go2 an industry leader in projection mapping, video production, and animation. With the help of his skilled team, Go2 has produced numerous large-scale projection mapping experiences and interactive installations for the DOOH advertising industry. Adrian has personally worked with major brands like The Canadian Olympic Committee, Seagate, Estee Lauder, Genie Lifts, Honda, and Jimmy Kimmel Live. When he's not spearheading the next big project or brainstorming new ways to innovate his business, Adrian enjoys spending time with his two daughters and composing music.

