

“UNINTERRUPTED” Cinematic Project Special Event

Park Board Committee Meeting
Monday, October 3, 2016



To review the “UNINTERRUPTED” cinematic project with the Board and seek approval for this free, outdoor activation that aims to educate residents on the wild pacific salmon while commemorating the Canada 150+ Celebration.

- Canada will celebrate the 150th anniversary of confederation in 2017
- National milestone will be celebrated by communities across the country; wide range of events and activities
- “UNINTERRUPTED” project is one of the planned activations in Vancouver

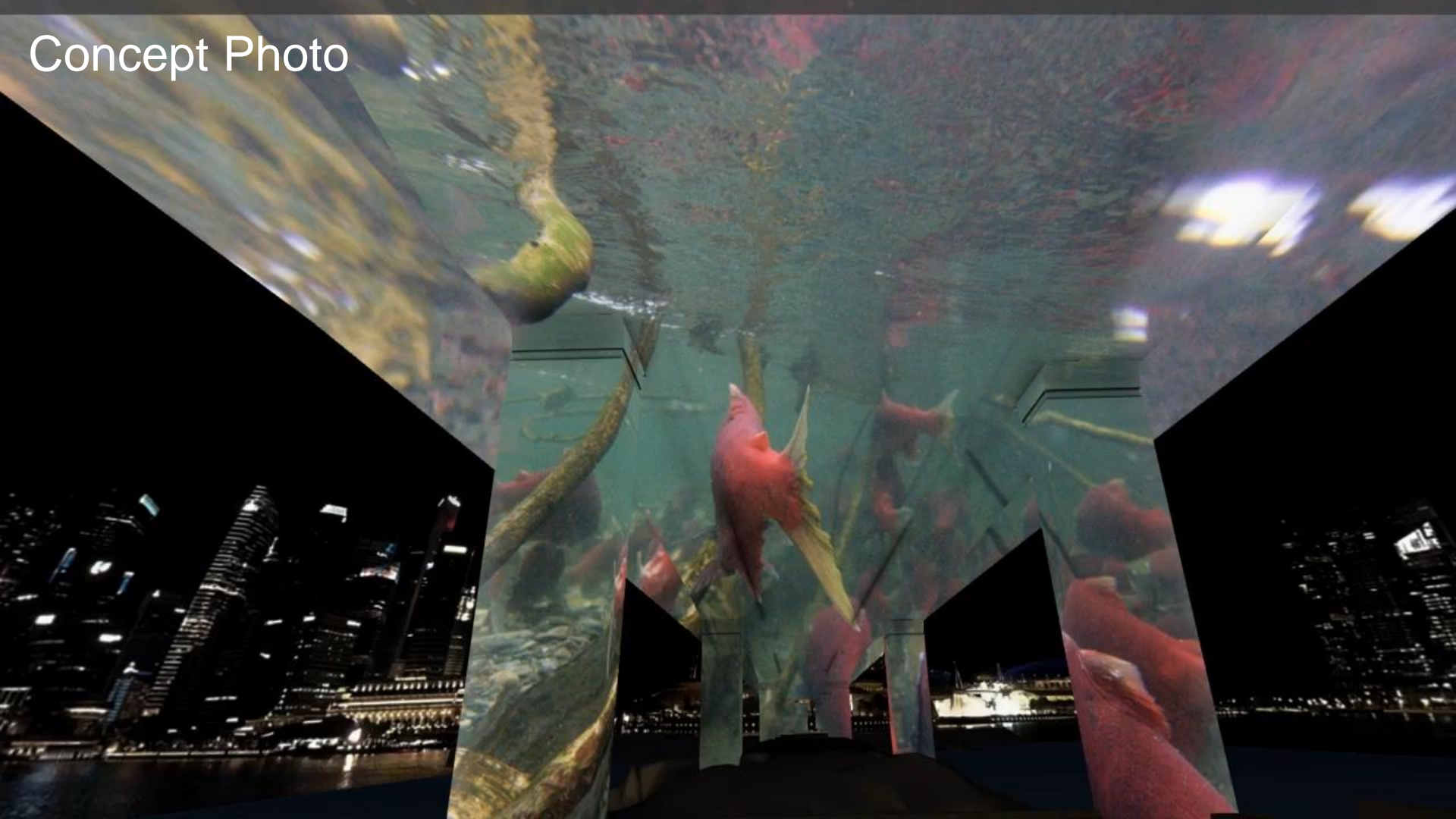
- Unique initiative will use the underside of the Cambie Bridge to project a film presentation
 - Immerse audiences in journey of wild pacific salmon
 - Explore connection between nature and cities, and links between human action and the environment
 - Raise awareness about importance and fragility of wild salmon; essential element of the west coast ecosystem
- Delivered with leading edge technology and highly accomplished team

- Proof of concept for this cinematic initiative was conducted in May 2013 in Coopers Park
- Images were projected across the entire 1 kilometer undersurface of the bridge
- Test run was successfully executed with two projectors and stock footage

Concept Photo



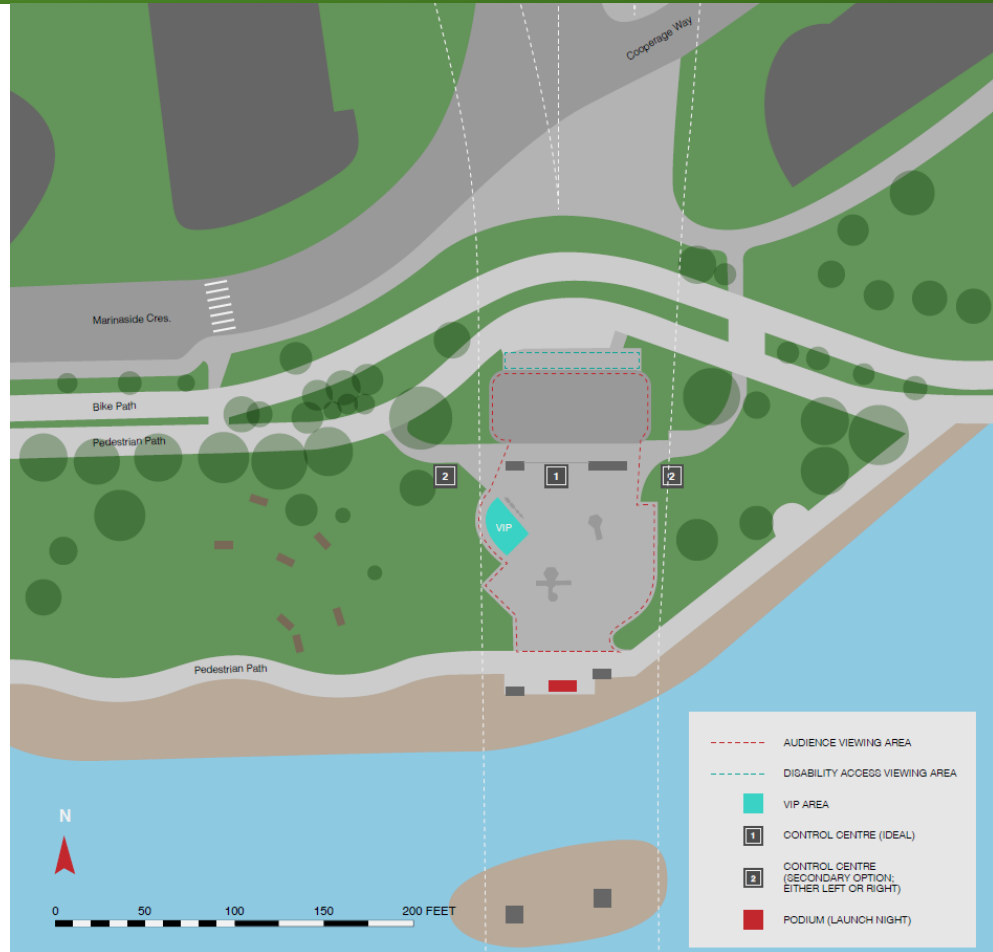
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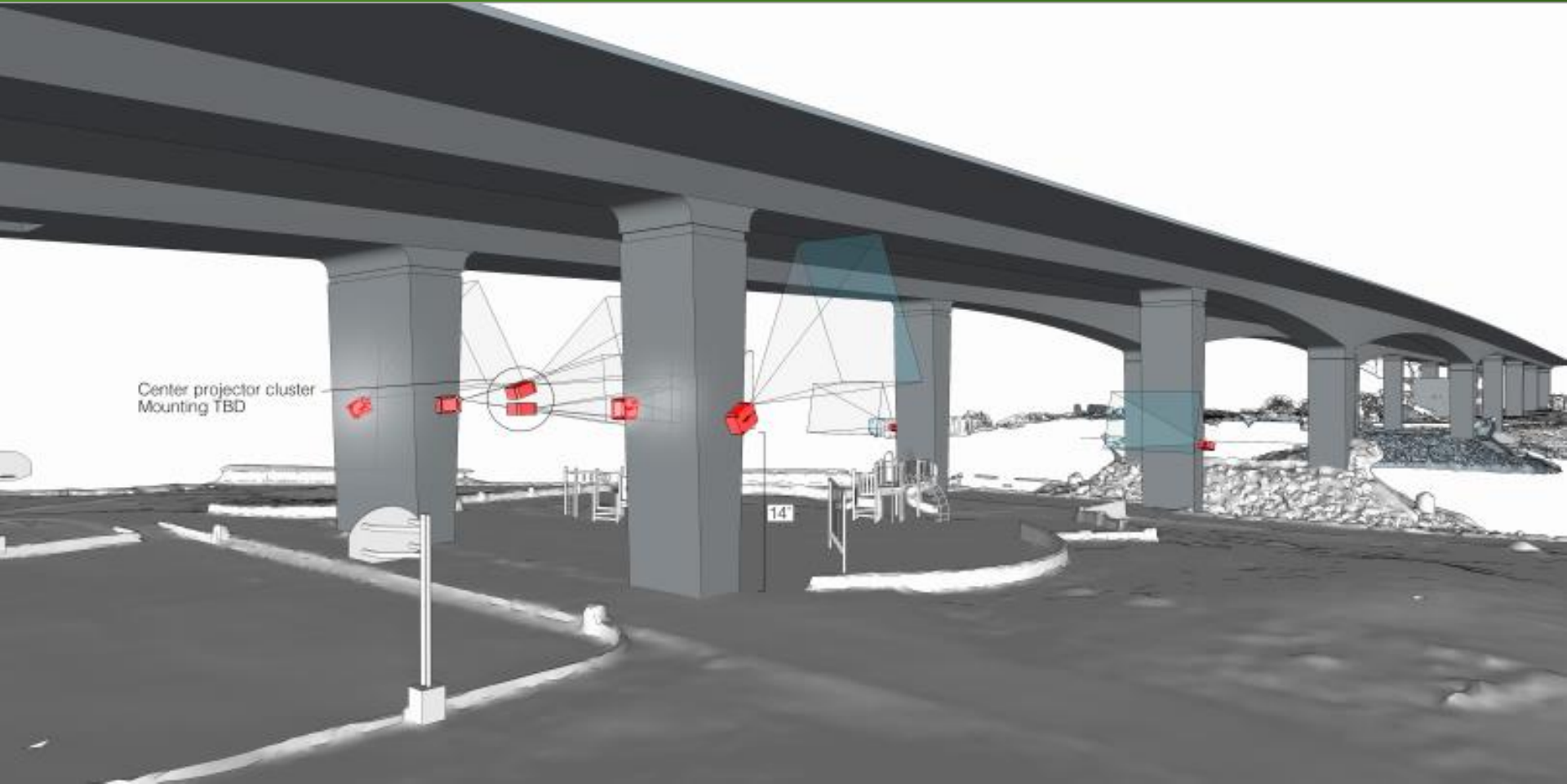
- Canada Wild Productions is seeking approval to use playground space in Coopers Park as the viewing area for the free 30-minute presentations
 - Wednesday to Sunday
 - June 23 to September 24, 2017
 - 10:00pm start between June 23 and August 17
 - 9:00pm start between August 18 and September 24
- Site can accommodate approximately 1,000 guests

- Minimal impact to park and playground users
 - Evening performances will occur after dark; equipment will be set-up/taken-down every evening
 - Seawall pathway closure required during show
- Collaboration with event activations in nearby parks to avoid potential programming conflicts
- Producer also seeking approval for opening night hospitality event on June 23, 2017

Preliminary Site Plan – Aerial View



Preliminary Site Plan – Park Level View



- Wide stakeholder engagement in planning process
 - Local property managers; no concerns expressed
 - Worked closely with Park Board and City staff, and other key agencies; all groups are supportive of the event
 - Three First Nations; endorsed the project
- Digital mapping used to ensure projection accuracy
- Safety and traffic management plans will be developed to support the event

- Activates a lesser used public space during non-use period
- Free public event which will enhance the vibrancy of the city for Vancouverites and visitors alike
- Help commemorate a major milestone in Canadian history

- Park Board staff have carefully considered the many aspects of the application
- Confident the initiative can be delivered successfully in the location and manner intended

THAT the Vancouver Park Board approve an application from Canada Wild Productions, as part of the Canada 150+ Celebrations, to exhibit “UNINTERRUPTED”, a film presentation at Coopers Park, Wednesday through Sunday evenings, from June 24 to September 24, 2017; and to host an opening night hospitality event on June 23, 2017, at the same location, with all arrangements to the satisfaction of the General Manager of the Park Board.

Concept Photo

