



CREATIVITY  
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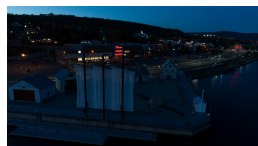
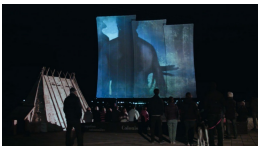
## A TALE OF TIME AND TIDES

OUTDOOR IMMERSIVE SHOW

### Birthplace of Canada

Gaspe, Quebec, Canada, 2017

On July 24<sup>th</sup>, 1534, Jacques Cartier has planted his cross on the O'Hara's Tip, the current **site of the Birthplace of Canada**, on the edge of the Gaspé Bay. The historic site, consist of interpretive pavilions located in restored original buildings, was launched on July 24<sup>th</sup>, 2016, exactly 482 years after the transit of Jacques Cartier. To celebrate the 150<sup>th</sup> anniversary of the Canadian Confederation, the City of Gaspé has entrusted XYZ with the mandate to carry out a historic immersive experience on the site, in the heart of the Gaspé municipality. The team has designed, built and installed *A Tale of Time and Tides*, a spectacular immersive projection at the water's edge, spread over three huge sails, commemorating all the ships and boats that played a crucial role in the development of the region.



## Description

XYZ experts have built and installed 3 sails, 18 meters high on the wharf that is advancing in the Bay of Gaspé. Those 3 sails are hoisted every day to allow the presentation of an immersive mega-projection. During the summer season, *A Tale of Time and Tides* multimedia show is featured every evening, in both Canadian official languages.

XYZ's content production team has scripted and directed the audiovisual production by combining annals footage, historical scenes and computer-generated images. For 18 minutes, a Mi'kmaq sage named Mi'Gma'gi, the Spirit of the Earth, accompanies the audience throughout the main periods of Gaspé's rich history. All along the experience, light and sound effects punctuate the purpose, and support the scenography. The show has been programmed to require as little technical manipulation as possible. All projection equipment is discreetly integrated into the buildings, to alter the places as little as possible.

In addition to the technical installation required for the projection, the team has integrated ambient lighting on the wharf, architectural lighting on certain elements of the public square and motorized narrow-beam projectors, which create a luminous signature in the sky of Gaspé. The project was entirely conceived and realized in four months, to be able to launch the show the year of the anniversary of the Confederation.

### Mandate

Project Manager  
Design  
Equipment supply  
Installation  
Programming and calibration  
Scenography

### Expertise

Audio  
Video  
Lighting  
Control systems  
Stage design

### Production

City of Gaspé