



PROJECTS ►

TEKTONIK

INTERACTIVE ADVENTURE

Percé Geopark



Percé, Quebec, Canada, 2016

The *Tektonik* multimedia experience is part of a concerted effort to breathe new life into development of the Percé area, spearheaded by the Coopérative de solidarité de Percé. The immersive and interactive show, entirely designed and produced by XYZ Cultural Technology, highlights the region's exceptional geological features. The *Tektonik* world is set up in a disused geology lab, where visitors follow the story of Agathe, a mysterious reader of stones. *Tektonik*, the first exhibit of its kind in Quebec, innovatively positions the Percé Geopark as a choice destination for tourists and locals alike.

Description

The main challenge of producing *Tektonik* was creating an entertaining and spectacular adventure without neglecting the scientific and historical aspects of the project. The innovations devised by XYZ include an interactive sandbox that lets visitors explore the layers of the Earth's crust using state-of-the-art video mapping technology. The 13m x 7m curved, layered "cliff" is another notable technical achievement. Larger-than-life visuals created by 3D imaging are projected onto this custom-designed wall using four projectors that produce more than nine million pixels.

Throughout the adventure, visitors themselves activate micro-video mappings, bringing to life the elements of the exhibit: a rock erodes in front of their eyes, rocks tell their legends... The design brings everything together to allow visitors to discover the captivating story of the Bonaventure reader of stones.

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Awards and Recognition

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Installation
Programming

Production

Percé Geopark