



CREATIVITY  
+ TECHNOLOGY

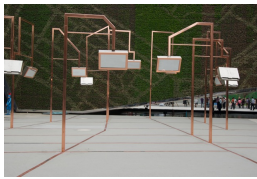
# THE LIVING CITY: INCLUSIVE, SUSTAINABLE, CREATIVE

CANADA PAVILION

## World's Fair

Shanghai, China, 2010

The Canada Pavilion was designed by Cirque du Soleil and built by SNC Lavalin to reflect Canada's theme, *The Living City: Inclusive, Sustainable, Creative*.



### Description

The Canada Pavilion was praised for its exterior of Canadian red cedar, that originated from a sustainable harvest program. This one also has a "green wall", as well as many other environmentally friendly features.

Once more, GSM called on the expertise of XYZ to design outdoor interactive screens. These weather-proof modules self-activate only when visitors approach. They offer all sorts of entertainment to delight the whole family.

Expertise

Audio  
Video  
Interactivity

Mandate

Technical design  
Equipment supply  
Fabrication and installation  
Programming and calibration

Production

Cirque du Soleil

Design

GSM / Moment Factory