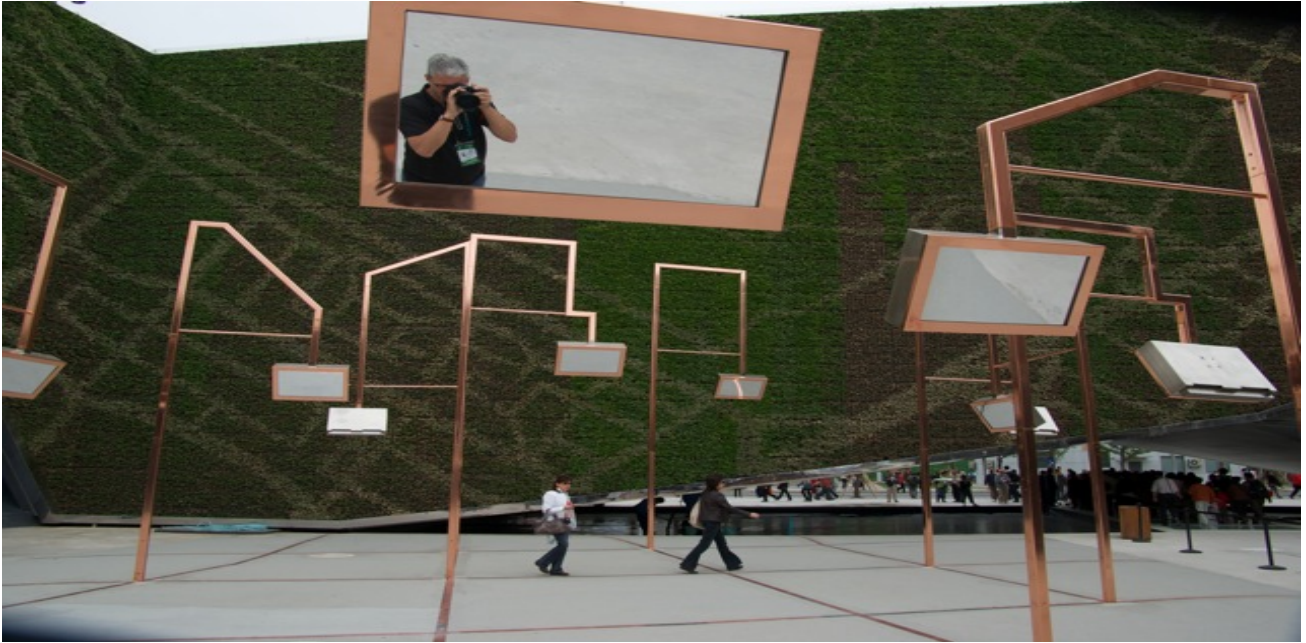




CREATIVITY  
+ TECHNOLOGY



## 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.

### Mandate

Technical design  
Equipment supply  
Fabrication and installation  
Programming and calibration

### Expertise

Audio  
Video  
Interactivity

### Production

Cirque du Soleil

### Design

GSM / Moment Factory