

Description

Centre Block, the historical seat of Canada's Parliament, closed in 2019 for long-term renovations. This landmark attraction previously welcomed some 350,000 visitors each year. To ensure that Canadians can continue to access and experience the building during the closure, the Library of Parliament mandated XYZ to develop an innovative, high-quality visitor experience using immersive technologies and rich creative elements to showcase the art and architecture of the building, as well as its role in the lives of Canadians, past and present.

This multimedia journey takes place under the umbrella of Time, set by the iconic Peace Tower on Parliament Hill. As the clock marks the time, the space is transformed through lighting, audiovisual content, and sound, diversifying the experience, and creating a continual feeling of anticipation and excitement. It also marks the moments where visitors must transition to the next room, so a new group of visitors can enter the first space.

In the first room, visitors are invited to discover the spaces, role, and functioning of Parliament, as well as its history, through a variety of stimulating learning experiences. The scenography highlights, through backlit drawings, the beauty, and wonders of the building's architecture. Its colourful and highly accessible design, which includes tactile elements and high-contrast graphics, renders the content approachable and inviting while upholding the dignity of Parliament with a respectful tone. It also provides visitors with the background and context needed for Room 2.

In Room 2, visitors embark on an impressionistic journey that features large-scale imagery and audiovisual immersion. Centre Block is the site of events and decisions that have shaped the country for almost a hundred years. In this room, visitors explore some of these memories.

With limited content and no access to the Centre Block building during renovations, we leveraged the existing building scans through a powerful game engine that revealed the building's spectacular-looking architecture.

Credits:

Design and production: XYZ Technologies | cadabra

Director, Scriptwriter and Experience Designer: Étienne Paquette

Producer: Dildel Lavoie

Project Manager and Art Director: Carolina Iregui

Fly Studio: Audiovisual Production House

Design firm: Lupien Matteau inc

Composer and Sound Designer: Javier Asencio

Technical Director: Simon Perrier

Programmer: Balint Buchert

Designer and Project Coordinator: Madeleine Bruneau

Architect and Scenographer: Anne-Marie Matteau

Graphic Design firm: Pastille Rose

Lighting Designer: Garou Blancan

Interactive Director: Carolina Iregui

Interactive Coding: Ottomata

Sound recording and spatialization: Troublemakers **Client:** Library of Parliament of Canada

Project lifespan: Permanent (estimated duration of 5-10 years)

Duration of production: 3.5 years (production delayed due to pandemic)

Language: English and French

Mandate

Design
Technical direction
Musical direction
Sound recording
Equipment supply
Installation
Calibration and programming
Scenography

Expertise

Audio
Video
Lighting
Interactivity

Production

XYZ Technologies