



CREATIVITY
+ TECHNOLOGY



POWERED BY THE ELEMENTS

IMMERSIVE LIGHT SHOW

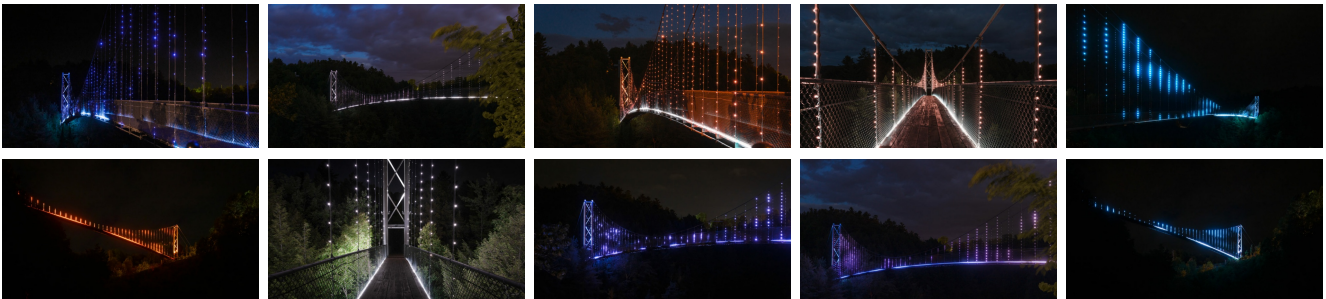
Parc de la Gorge de Coaticook

Coaticook, Québec, Canada, 2021

Floating between sky and earth as it hangs above the canyon and river below, the Coaticook Suspension Bridge at Parc de la Gorge de Coaticook is an iconic structure and one of the most spectacular tourist attractions of the region. By day, it has been traversed by thousands of hikers and visitors who have come to take in the stunning unobstructed views of the surroundings.

To enhance this iconic location, the city of Coaticook enlisted the expertise of XYZ Technologies to oversee the Coaticook Bridge lighting project. The team adopted an avant-garde approach for this endeavour, transforming light into a brilliant visual display, using innovative technology that interacts with temperature, humidity and wind.

This concept fosters cohesion between nature and innovation, respecting the natural beauty of the terrain, which features numerous walking paths and outdoor recreational activities. The bridge illumination was designed to reflect and incorporate the surrounding environment and its unique weather patterns.



Description

Before achieving a satisfactory and impressive result, our team had to overcome several specific technical challenges. Indeed, illuminating an emblematic tourist attraction without obstructing the view of the landscape and the park, while ensuring the preservation of the natural heritage, is not an easy task. In addition, our designers and programmers had to develop a technology that would harmonize with the site and withstand the region's extreme weather conditions.

The result of this innovative work comes to fruition during special events throughout the year or during select weather conditions such as rain, snow, or high winds. During these times, visitors are treated to even more unusual and spectacular visual effects.

By day, it has been traversed by thousands of hikers and visitors who have come to take in the stunning unobstructed views of the surroundings. At twilight, the bridge begins its luminous dance with nature, animating in accordance with the elements. All year long, the light interprets and reacts to changes in humidity, wind speed and direction, and temperature, the environment acting as an artist on an ever-changing canvas of colour and light. The dynamic light show changes with the elements and the seasons to create vibrant digital tapestries that are unique every visit.

Mandate

Technical direction
Design
Equipment supply
Integration
Calibration and programming

Expertise

Lighting
Control systems
Stage design