



CREATIVITY  
+ TECHNOLOGY



## URA – A CELEBRATION OF WATER

INTERACTIVE EXPERIENCE

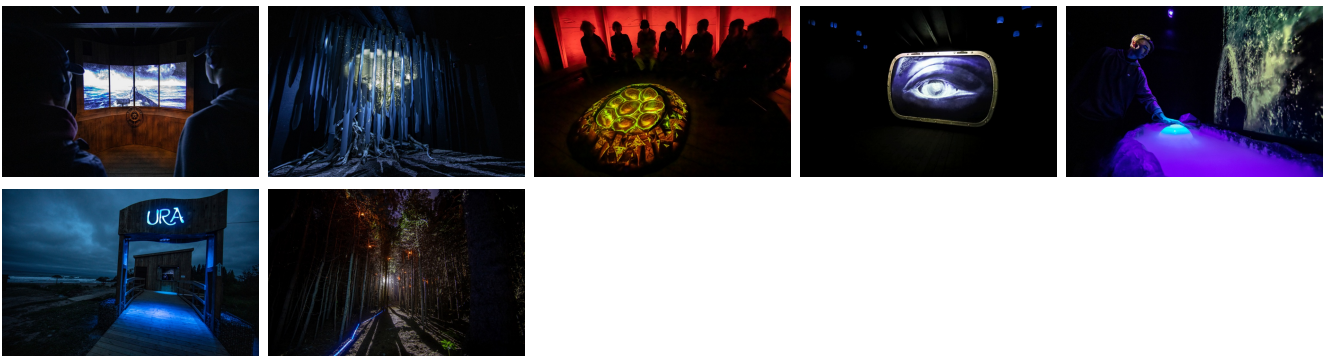
Immersive, interactive multimedia experience

Bourg de Pabos, Quebec, Canada, 2019

**Bourg de Pabos** asked XYZ Technologies to help strengthen its appeal as a tourism destination and honour the cultural heritage of the Gaspé region.

The idea was to create a fun, innovative experience that would appeal to the local community and visitors alike.

XYZ's response was URA - A Celebration of Water, designed, developed and implemented by the XYZ team. The final product paid tribute to the area's rich natural beauty using state-of-the-art technology to create a magical multimedia group experience. Guided by the voice of Lamia, a creature straight out of Basque folklore, visitors are enlightened and enthralled throughout their stay.



## Description

The main challenge for the XYZ team was finding a way to incorporate the sophisticated equipment into the installation, which was housed in eight separate stations, and make sure it blended seamlessly into the surroundings.

The materials and techniques used to build the stations were selected to ensure the surrounding ecosystem was not disturbed. Some of the stations could even be dismantled and stored during the off-season, safe from the ravages of winter and the powerful tides. This helped ensure their durability and cut down on maintenance costs.

The equipment provided to visitors was designed to be as user-friendly as possible to ensure the exhibition appealed to a broad audience.

A connected object provided to each person at the beginning of the tour unlocked each successive station along the way. It also let them set each immersive experience in motion using a lighted control button, located in a visible location at the entrance of each station.

The XYZ team incorporated the audiovisual effects into each station to make the experience even more immersive. For example, visitors could touch a pool of water in station 9 to activate the narration and set off a dramatic wind and storm sequence.

Several other interactive objectives and decorative elements were embedded into the various structures to round out the experience.

### Mandate

Technical direction

Design

Equipment supply

Installation

Calibration and programming

Scenography

### Expertise

Audio

Video

Lighting

Rigging

Control systems

Interactivity

Stage design

### Production

cadabra