

## TELUS garden – Media Facade, Animation & Public Art

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To: City of Vancouver, Heather Burpee

Date: January 24, 2015

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The following memo outlines the intent of the Media Façade, or Urban Theatre component, of the TELUS garden office tower.

### **1. TELUS Garden Urban Theatre Context, Location & Hours of Operation**

This partnership is set to create an outdoor exhibition space for artists and the community to showcase their work in an urban setting to a large public audience. This exhibition or urban theatre, if approved, would be free for the public to view, and would add to the innovative nature of public visual arts in Vancouver, much like the current installations at the Vancouver Art Gallery's *Off-Site* at the Shangri-La Vancouver. The location of TELUS Garden is in excellent proximity to both the existing and the proposed new Vancouver Art Gallery location, and provides further synergies and visual links between the shopping and cultural districts of the city. The proposed urban theatre can be seen clearly when heading east on Georgia Street, and would enhance Georgia Street as the ceremonial street within the city. As many major parades, festivals and sporting events (i.e. the Sun Run) start or pass through Georgia Street, this urban theatre could display video content of such event, adding a further layer of public engagement. The proposed urban theatre location is on the TELUS garden office tower, located with a three-storey volume on the façade of the west sky garden, from levels 16 to 18. The façade has a west facing exposure and has been designed using back projection technology. The technology uses projectors that are placed within the raised floor of the office building which project an image onto a mesh screen, which lowers from the ceiling of the three story volume. Because back projection is susceptible to light, the projectors are only intended to be operated in low light scenarios, such as in early to late evening. It is intended that the operation of the projectors would be tied to the building operation system and only activate after dusk. In the winter this would likely be close to 6:00 pm, and in the summer, it would be close to 10:00 pm. The building operation system would automate the start time of the projectors in conjunction with the setting of the sun and external light conditions.

On dark winter days, the screen could also be viewed on weekends and holidays, when the tenant space that the screen is located within was not being actively used. The animation of the urban landscape on dark, grey winter days would help to enliven the urban environment.

