

Projection Mapping YYC

By creating physical space for art and technology, Calgary can further establish itself as a global innovation destination. Showcasing local architecture, talent and tech, projection mapping is an opportunity to shine a light on the city's innovative DNA.

Featuring a rotating roster of local and international animators, a projection will be displayed in an inner-city location to add vibrancy to Calgary at night.



Images courtesy of Axis-Z Media, Alberta Winter Games, Airdrie AB

Reasons to be excited:

1. Innovation

Another facet of infrastructure to prove innovation is part of YYC's DNA

2. Placemaking

Revitalize downtown traffic and boost surrounding businesses by creating a destination

3. Invigoration

Inject artists with funding to stimulate the industry and learn new skills

What is Projection Mapping exactly?

Simply projecting onto a 3D object or building without adjusting it properly will leave the image warped and stretched. Projection mapping accounts for 3D spatial dimensions to shine a precise image. Animations and footage can be mapped to create place and performance in unexpected ways.

Where could we do it?

A dim corner of the city that needs some light. The projection would shine on an inner-city business with large, blank space viewable from the street, with minimal street light pollution.

VIPs

- Rotating animators
 - Students + Emerging
 - Established + International
- Project coordinator
- Mapper tech
- Business and property owners

What do we need?

- Equipment + maintenance
- Projection space + security
- Artist fees
- Tech salary
- Marketing + Outreach

Where to start

Share this idea with people who would be excited about it!