



**BRIGHT DOWNTOWN, AN OUTDOOR PROJECTION-MAPPING ACTIVATION,
COMING TO DOWNTOWN VANCOUVER MARCH 6TH**

Vancouver, BC (Feb. 24, 2021) - The Vancouver Downtown BIA announced today a new public activation called BRIGHT Downtown - a safe, visually-exhilarating projection-mapping experience that will take place March 6-12, 2021. BRIGHT Downtown promises to lift spirits and light up our dark winter evenings with bright, vibrant animations.

This outdoor activation will feature colourful 3D animations that can be viewed from ʂxʷλəᅇᅇq Xwtl'e7ėnk Square (North Plaza of the Vancouver Art Gallery). The theme for this year is Tangled, which aptly explores the relationship between art and community, visually defining how art is intrinsically interwoven into every step of the human experience.

"We're so excited to be launching BRIGHT Downtown on ʂxʷλəᅇᅇq Xwtl'e7ėnk Square," says Charles Gauthier, President & CEO of the DV BIA. "The DV BIA's latest activation is an exciting and unique opportunity to view a light projection of this scale and duration in the heart of the downtown core. Safe, physically-distanced events like these create a meaningful shared experience that is so essential for the community, now more than ever. It's a reminder that although we cannot all be together right now, we're not alone."

BRIGHT Downtown is free for all to experience and will bring joyful imagery and soundscapes to the heart of downtown Vancouver. The projections will run in 15-minute loops from 6pm - 10pm to encourage staggered viewing, ensuring everyone will have a chance to enjoy the art while maintaining physical distancing protocols. The dynamic 3D animations have been created by local projection mapping company, Go2 Productions.

The lighting show will be projected onto the side of the Fairmont Hotel Vancouver, and will feature animations that play with the hotel's architectural elements, using the building's structural outline as the foundation for bold and bright optical illusions.

“Fairmont Hotel Vancouver takes great pride in being a prominent cultural and social destination within the heart of Downtown Vancouver,” says Adam Laker, General Manager at Fairmont Hotel Vancouver. “Having this opportunity to collaborate with the Downtown Vancouver Business Improvement Association on a program like BRIGHT Downtown means a great deal to myself and the Fairmont Family, and we are thrilled to be able to offer our support in creating this safe and enjoyable experience for our community.”

COVID Protocols

- Masks are highly encouraged for this event.
- Visitors must keep a 2-metre distance from those outside of their immediate bubble.
- If guests are feeling sick or have recently travelled, they MUST stay home.

Downtown Vancouver BIA is a participant of the [POST promise](#) a national initiative signifying COVID compliance. It signifies a business’s commitment to implementing and practicing the five key steps to workplace safety, helping to prevent the spread of COVID-19.

IN BRIEF

Event: BRIGHT Downtown: Light up your Night

Dates: March 6-12, 2021

Venue: The East façade of the Fairmont Hotel Vancouver

Hours: 6pm-10pm

Website: www.dtvancouver.ca/BrightDowntown

Facebook Event Page: <https://fb.me/e/19Ukrj7YI>

Instagram: @downtownvan

Twitter: @downtownvan

Hashtags: #BrightDowntown #TangledYVR

ABOUT THE DOWNTOWN VANCOUVER BUSINESS IMPROVEMENT ASSOCIATION:

The Downtown Vancouver Business Improvement Association (DVBIA) supports, promotes and represents the shared interests of 7,000 businesses and property owners in the central 90-block area of Vancouver’s downtown core. We focus on priorities voiced by our members: programs and services in the areas of advocacy, accessibility, cleanliness, beautification, business support, marketing and mobility.

ABOUT GO2 PRODUCTIONS:

From 3D projection mapping to immersive environments, video and experiential projects, Go2 is focused on creatively using technology to design unforgettable experiences. Expertly weaving together art, soundscape and digital mastery, the award-winning team transforms physical spaces into magical events that thrill and inspire. For more information, visit www.go2productions.com.

MEDIA CONTACT:

For more information on this release, or to schedule an interview, please contact:

Joshua Davidson

DVBIA Communications Lead

joshua@dtvan.ca