


the experience starts here

BACKGROUND – SAILS OF LIGHT

Canada Place, in partnership with the Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC), is lighting up its iconic sails in celebration of the upcoming Winter Games.

- *Sails of Light* features VANOC's "Look of the Games," blending colour, animation, imagery and texture
- The show takes place nightly from dusk (5pm) to dawn (8am) from January 30 to March 31, 2010
- During *Sails of Light*, Canada Place's 90-foot sails glow with the Vancouver 2010 brand identity as part of VANOC's Urban Domain program. The show complements the banners, signage and billboards dressing the city
- *Sails of Light* celebrates athletes from around the world, showcases Canada's breathtaking landscapes and highlights our country's dynamic urban cities
- Canada Place and VANOC worked closely with renowned Canadian company Moment Factory, based in Quebec, to develop the exceptional lighting design and program
- Canada Place's famous five sails are an integral and iconic part of western Canada's cityscape, making them perfect for this grand display
- As the backdrop for the International Broadcast Centre, and home to the Main Press Centre, viewers from around the globe will share in this feast for the senses. The show is also viewable from Stanley Park, North Vancouver and West Vancouver
- First raised in 1984, Canada Place's majestic white sails are made of Teflon-coated fiberglass and are designed to represent a ship under full sail
- In 2009, a permanent system was installed to showcase annual and seasonal light shows on the sails
- Over the holiday season, the sails served as the canvas for a festive light show during Canada Place's marquee Christmas at Canada Place event





the experience starts here

About Canada Place:

Located in the heart of Vancouver's downtown harbour front, Canada Place generates over \$1 billion per year in economic activity and is the inspiring national landmark welcoming local residents, visitors and ships to the West Coast. Canada Place Corporation is the owner of Canada Place, and is the coordinating landlord for the organizations at Canada Place including the Pan Pacific Hotel, Port Metro Vancouver head office and Cruise Ship Terminal, World Trade Centre, VINCI Park parkade and Vancouver Convention Centre East. Canada Place Corporation hosts a number of marquee annual community events including Canada Day and Christmas at Canada Place. www.canadaplace.ca.

About Moment Factory:

Moment Factory is based in Montreal, a creative city that feeds the videogame, entertainment and design industries. In its studios, Moment Factory hijacks technologies, imagines interactions and builds moods. Founded in 2001, Moment Factory has realized more than 300 projects worldwide for clients such as Cirque du Soleil, Bell and Disney. Moment Factory has just finished permanent interactive installations in Dubai, Montreal and Calgary. Within the Olympic Games, Moment Factory has also contributed to "La Maison du Québec." www.momentfactory.com

For more information, please contact:

Brett Calder
Canada Place Corporation
T: 604.775.6245
E: bcalder@canadaplace.ca

Betsy Cooper
b*co communications
T: 778.229.4947
E: cooper@b-co.ca

