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16-AUG-2022
APPLICATION REF
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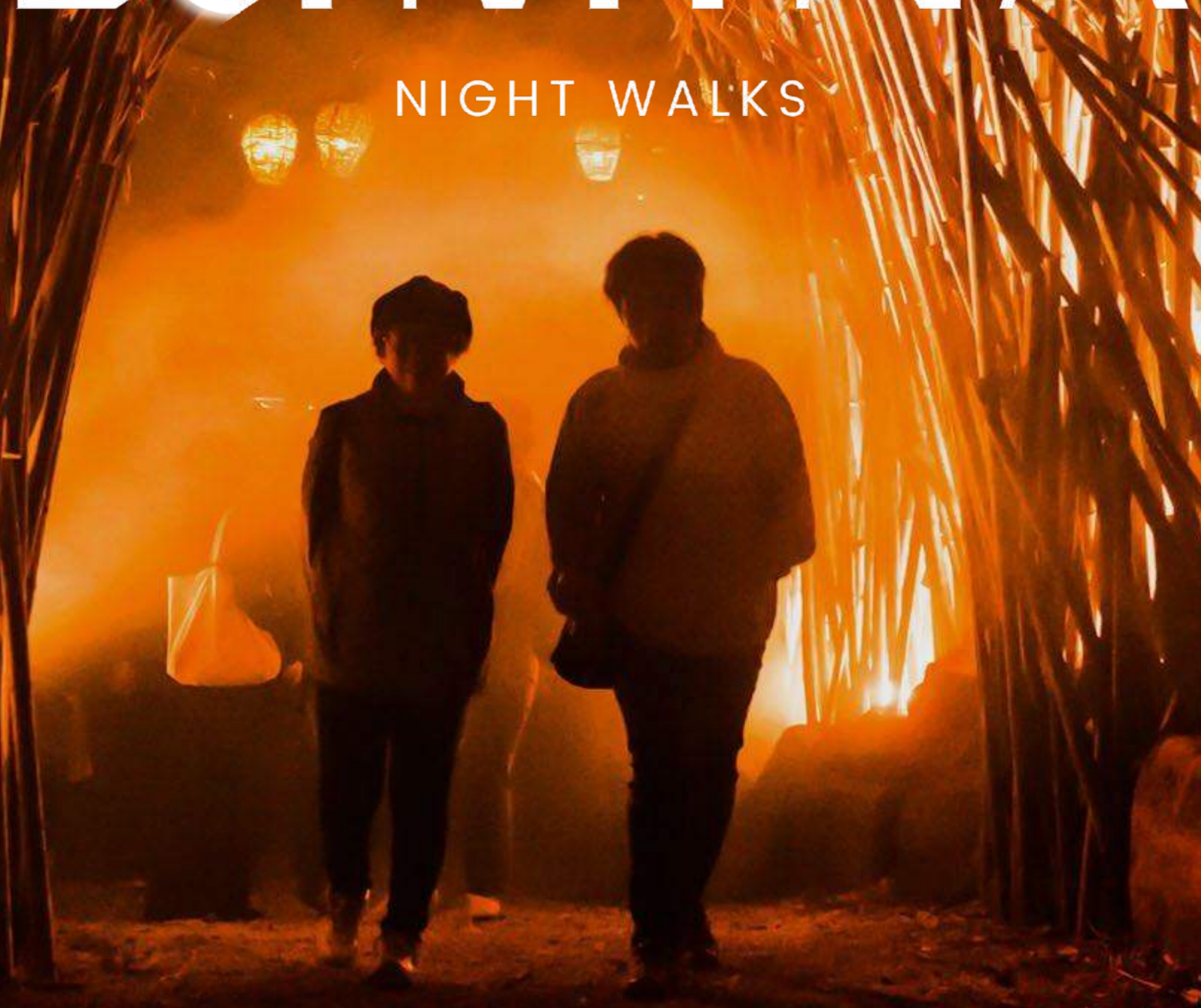
ATTACHMENT 6

Lumina Night Walks
Summary Presentation



LUMINA

NIGHT WALKS



LUMINA

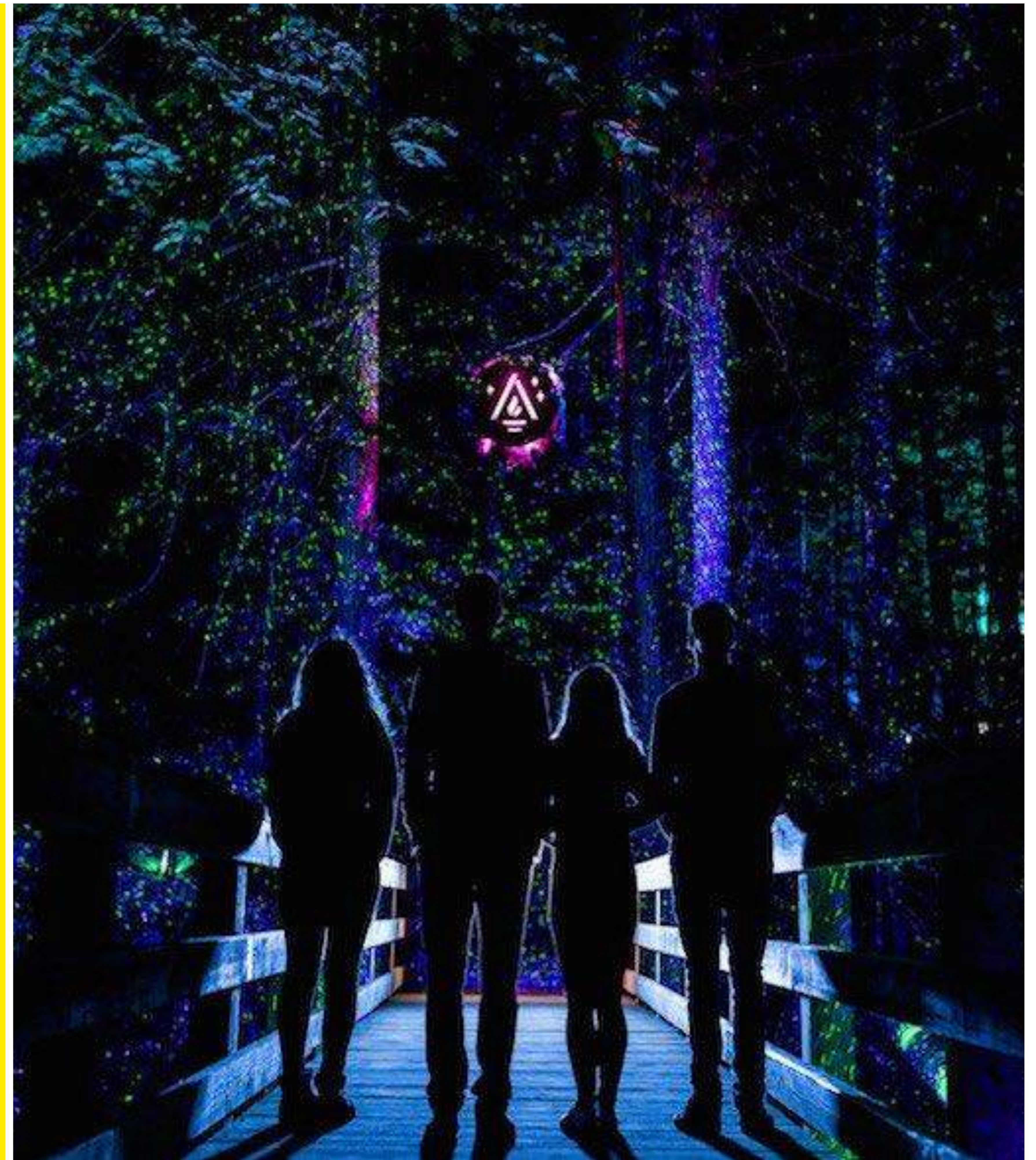
ENCHANTED NIGHT WALKS

The Lumina Night Walks are a series of unique outdoor immersive experiences that offer a 45 to 60 minutes luminous journey revealing the exceptional beauty of a natural environment.

Sites are enhanced through an artful and innovative multimedia transformation that establishes a second identity as a destination.

Visitors of all ages are immersed into an imaginative world that sparks emotion and creates unforgettable moments.

***“LUMINA IS A CELEBRATION OF NATURE
PRODUCED WITH AN AUTHENTIC RESPECT FOR
THE ENVIRONMENT”***



*“With the award-winning **Lumina experience**, Moment Factory brought interactivity out of the computer, off the screen and into the outdoor world.”*

*Our goal is to create **amazing and immersive worlds** sparking emotions through innovative technology that enhance and repurpose **unique outdoor or fantastic spaces**.*

WE CREATE MAGIC!



We take
INSPIRATION FROM

The
**LOCAL
CULTURE**

The
**NATURAL
BEAUTY**

Setting an
IMMERSIVE SHOW



INNOVATIVE
*interactive
& illuminated*



**SET IN A NATURAL
OUTDOOR
ENVIRONMENT**
*to discover a destination,
to repurpose a space*



45 - 60 MINUTES
beginning at nightfall



**SET ON PERMANENT OR
SEMI-PERMANENT BASIS**
*to operate in summer and/
or winter*



**USING A UNIVERSAL
LANGUAGE**
*that speaks to all
audiences*

Our
APPROACH



ANCHOR & ADAPT
*the experience to the
site's natural wonder*



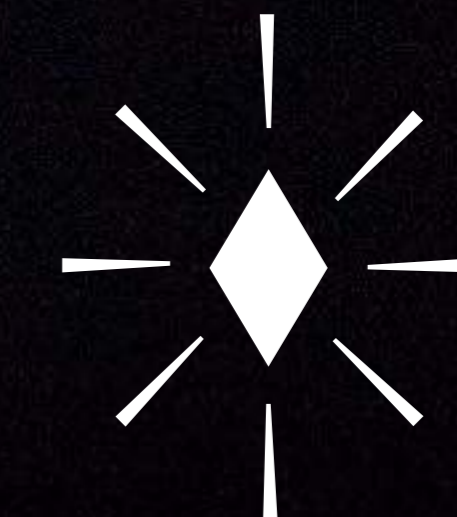
RESPECT
*nature and the site,
with sustainable and
low-impact installations*



COLLABORATE
*with local community and
partners to encourage local
job creation and regional
economic offsets*



DESIGN
*for fast roll out (as early as 6
months), simple operation with
minimal staff & low running costs*

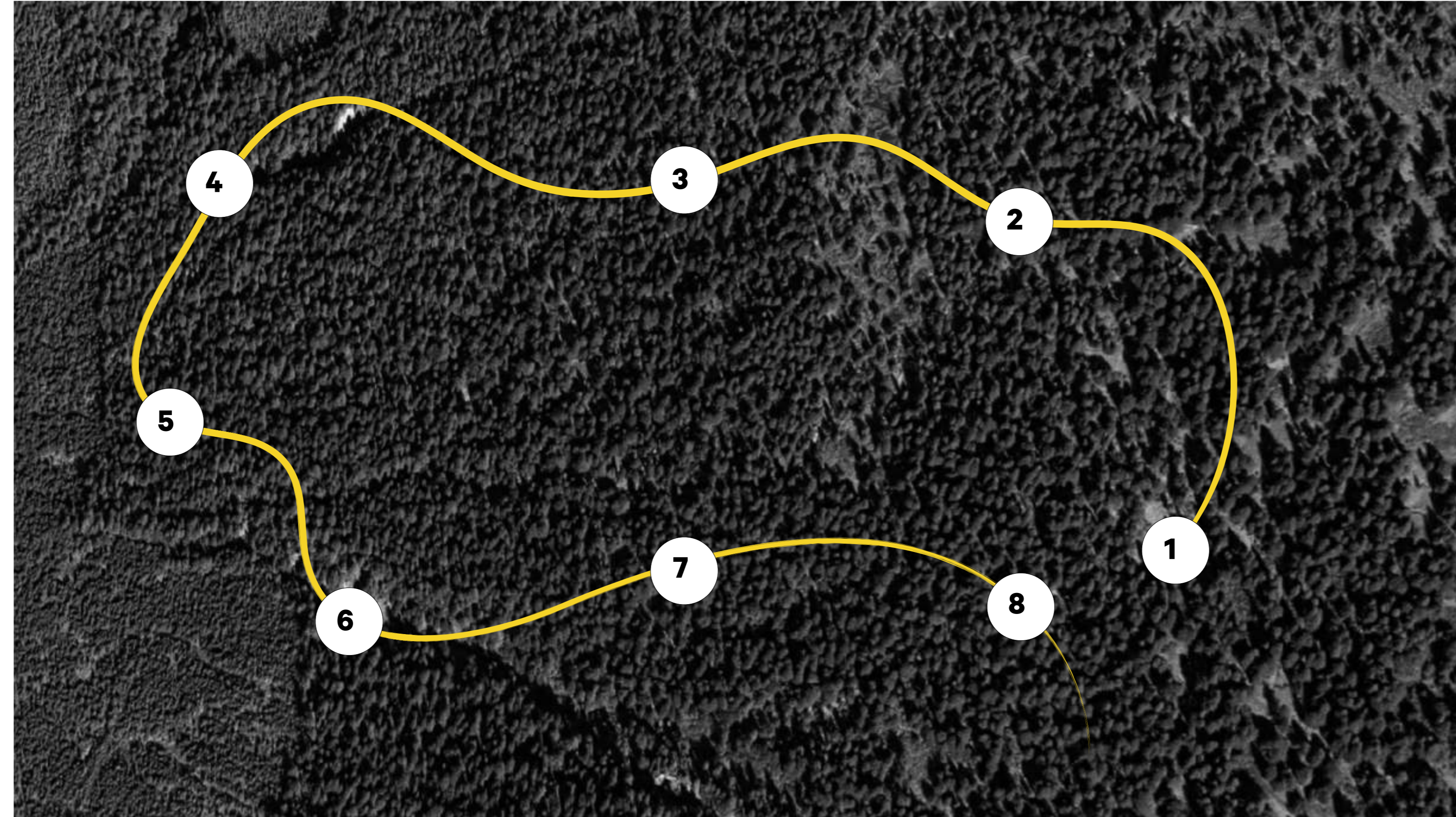


CREATE
*a competitive new offering
to brand, differentiate and
promote a location as a must
see destination*



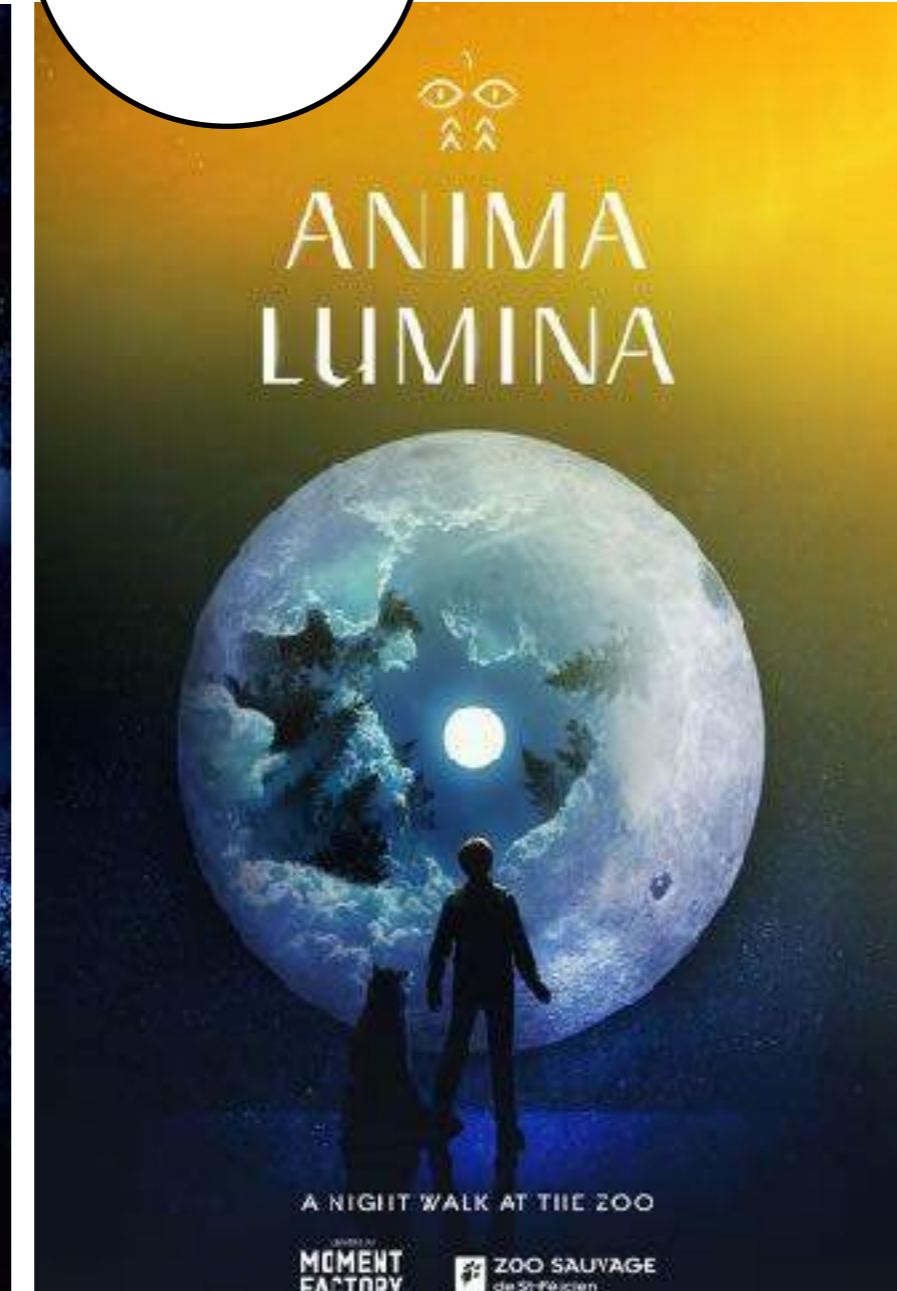
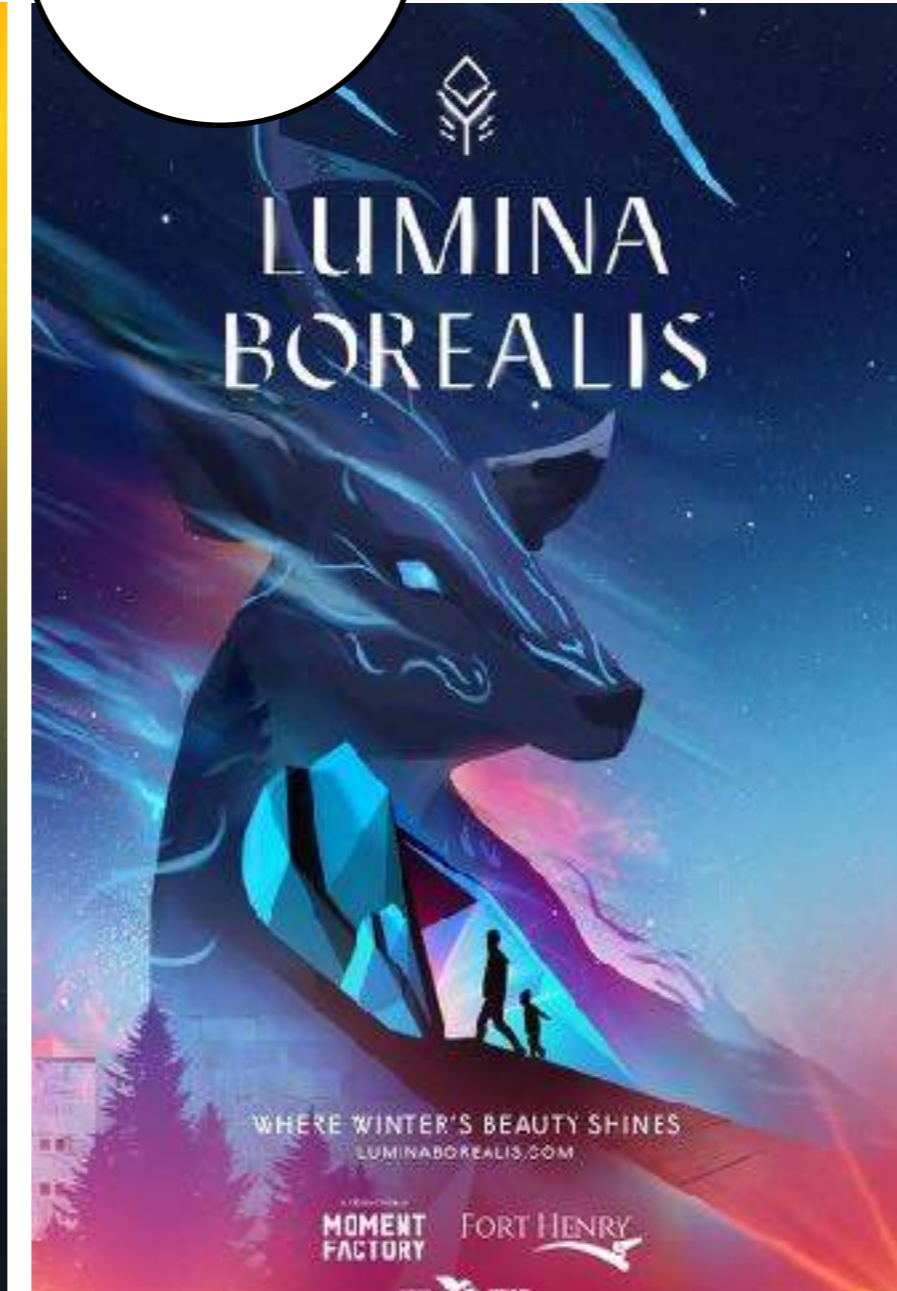
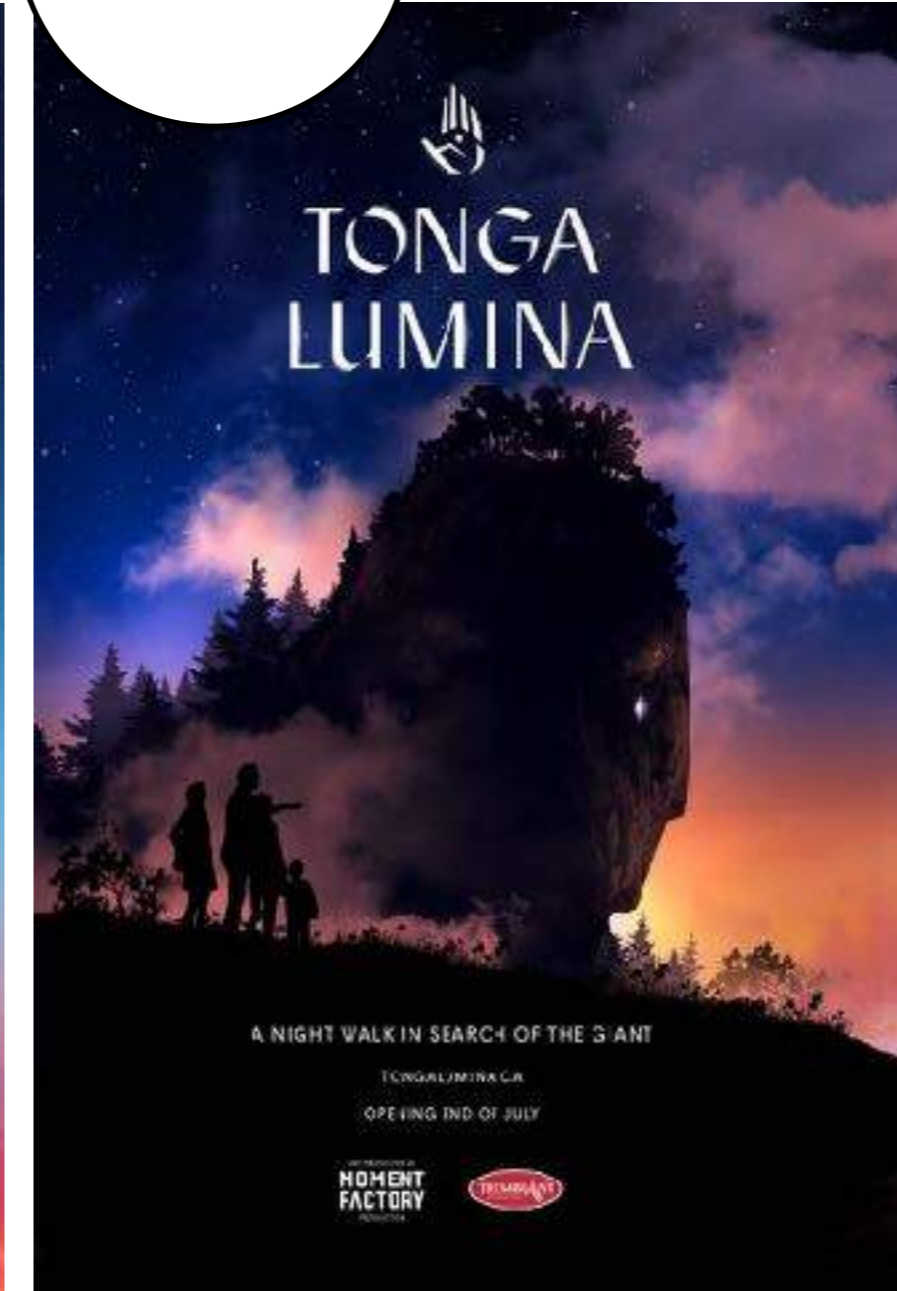


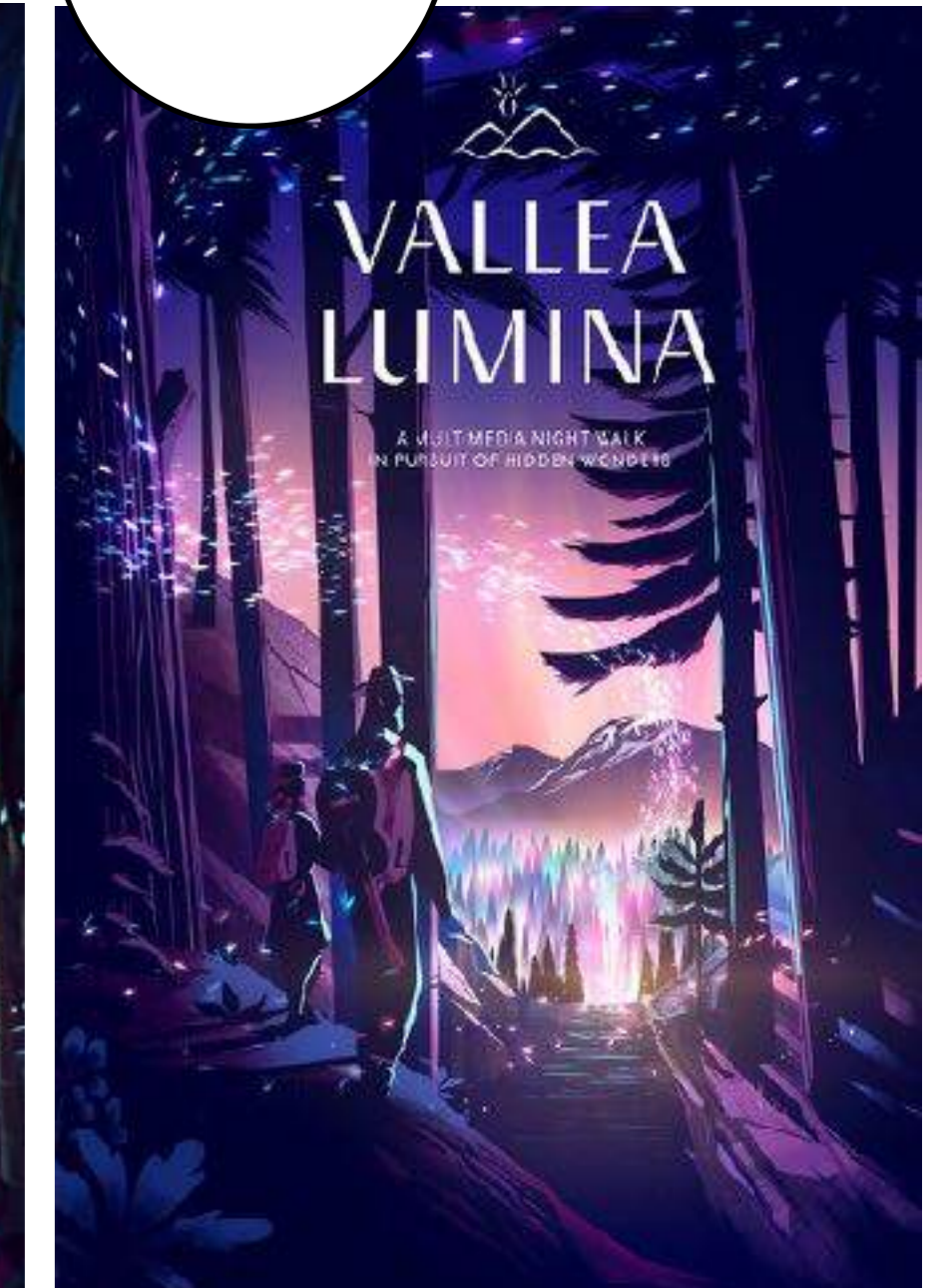
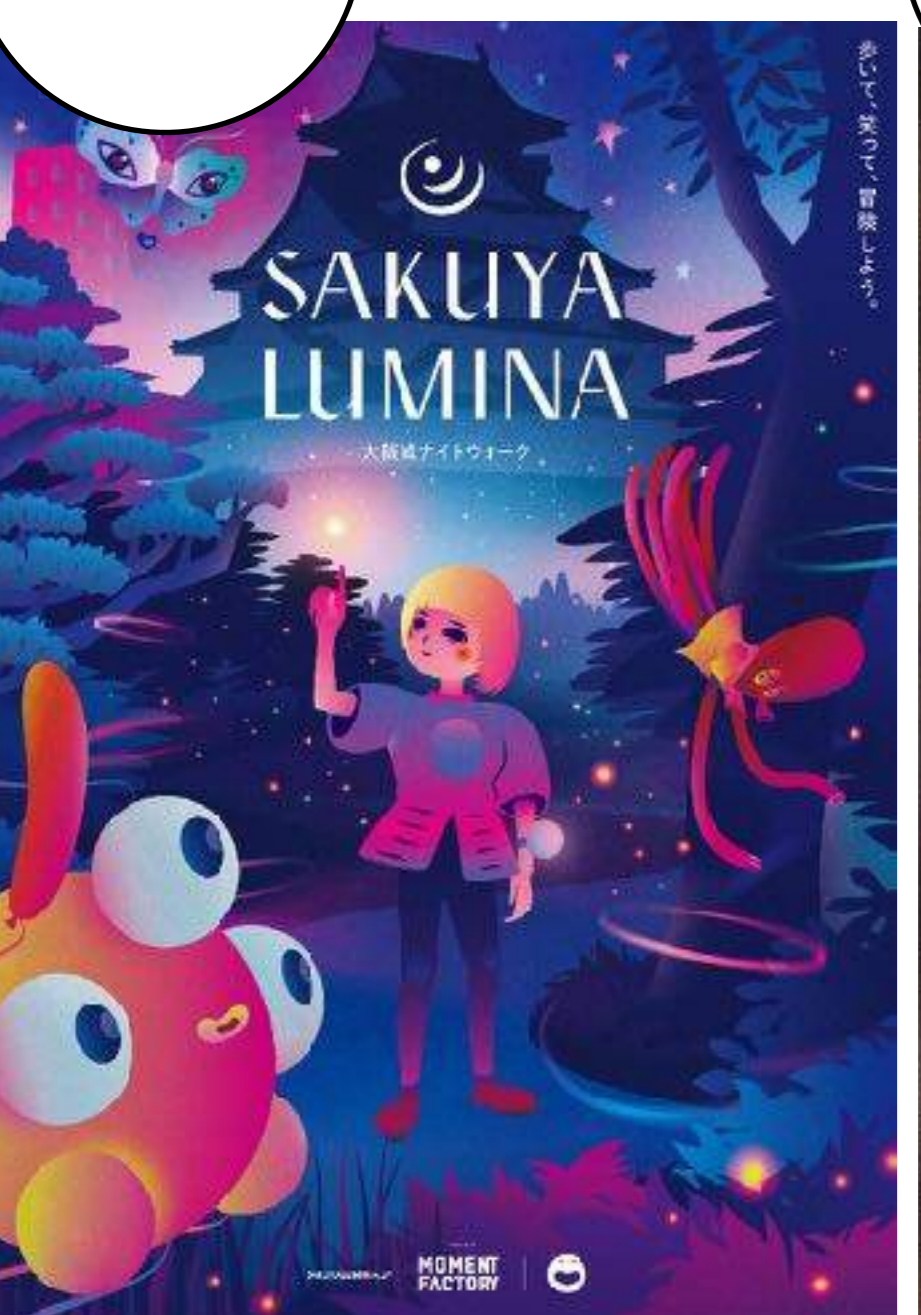
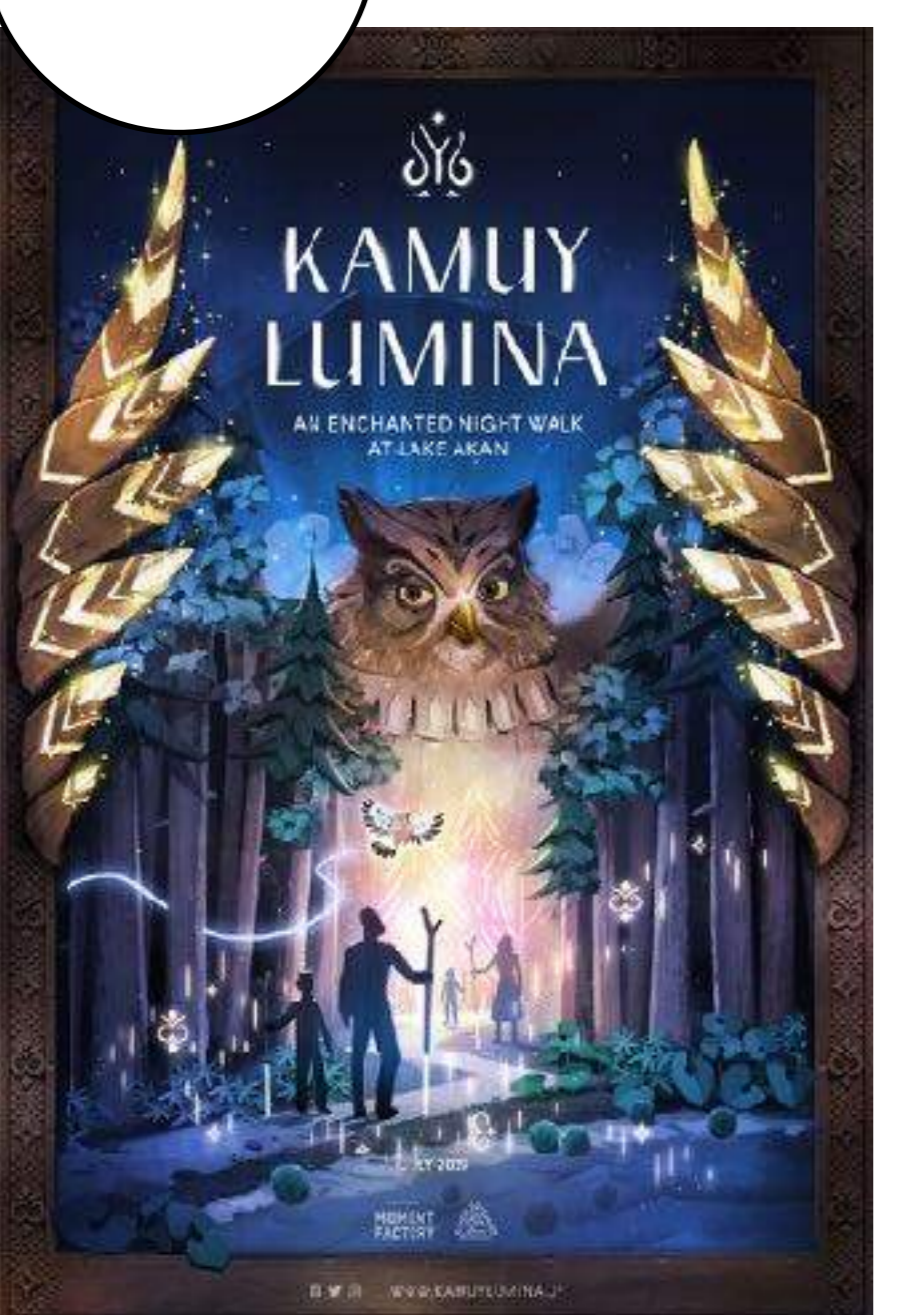
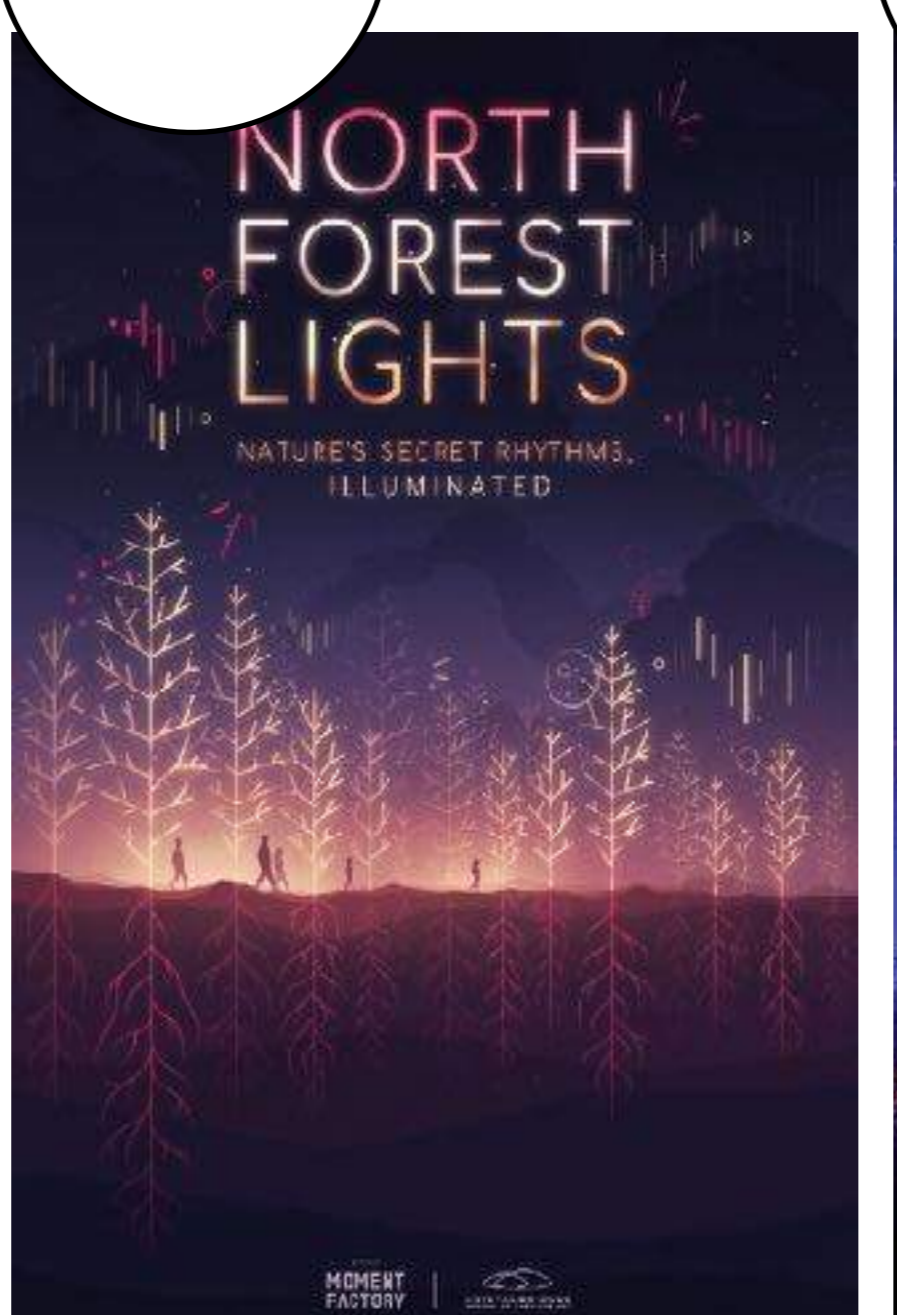
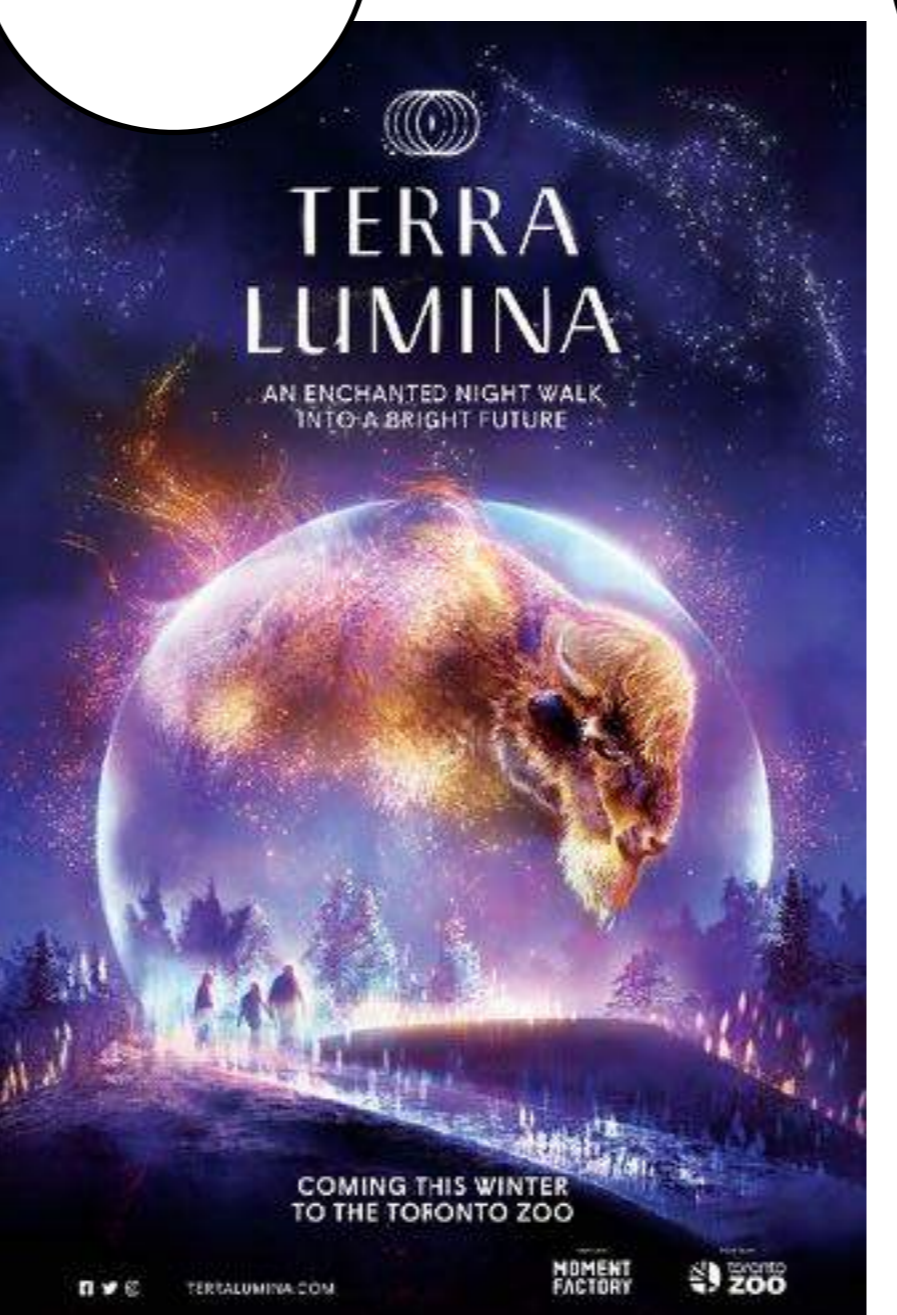
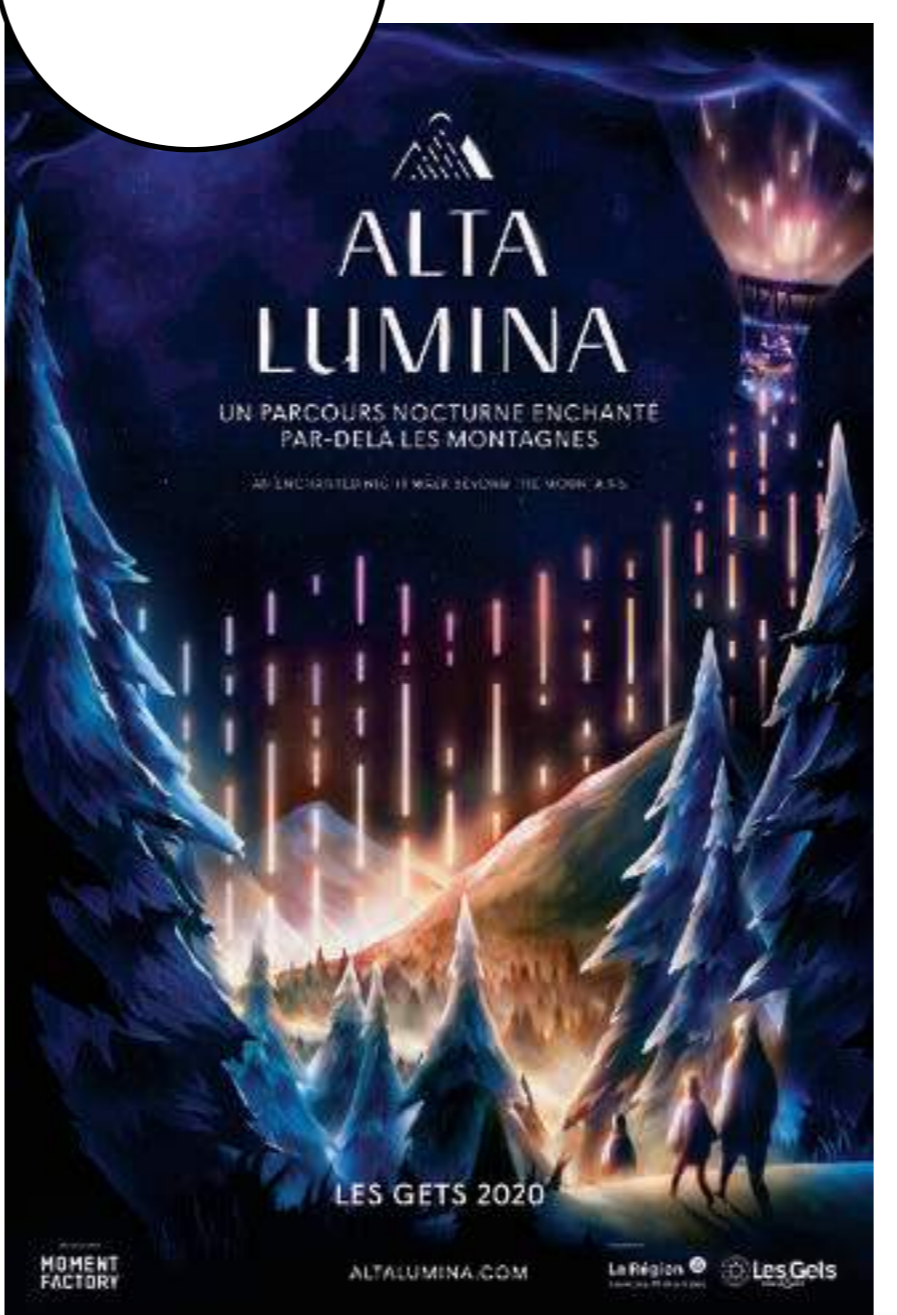
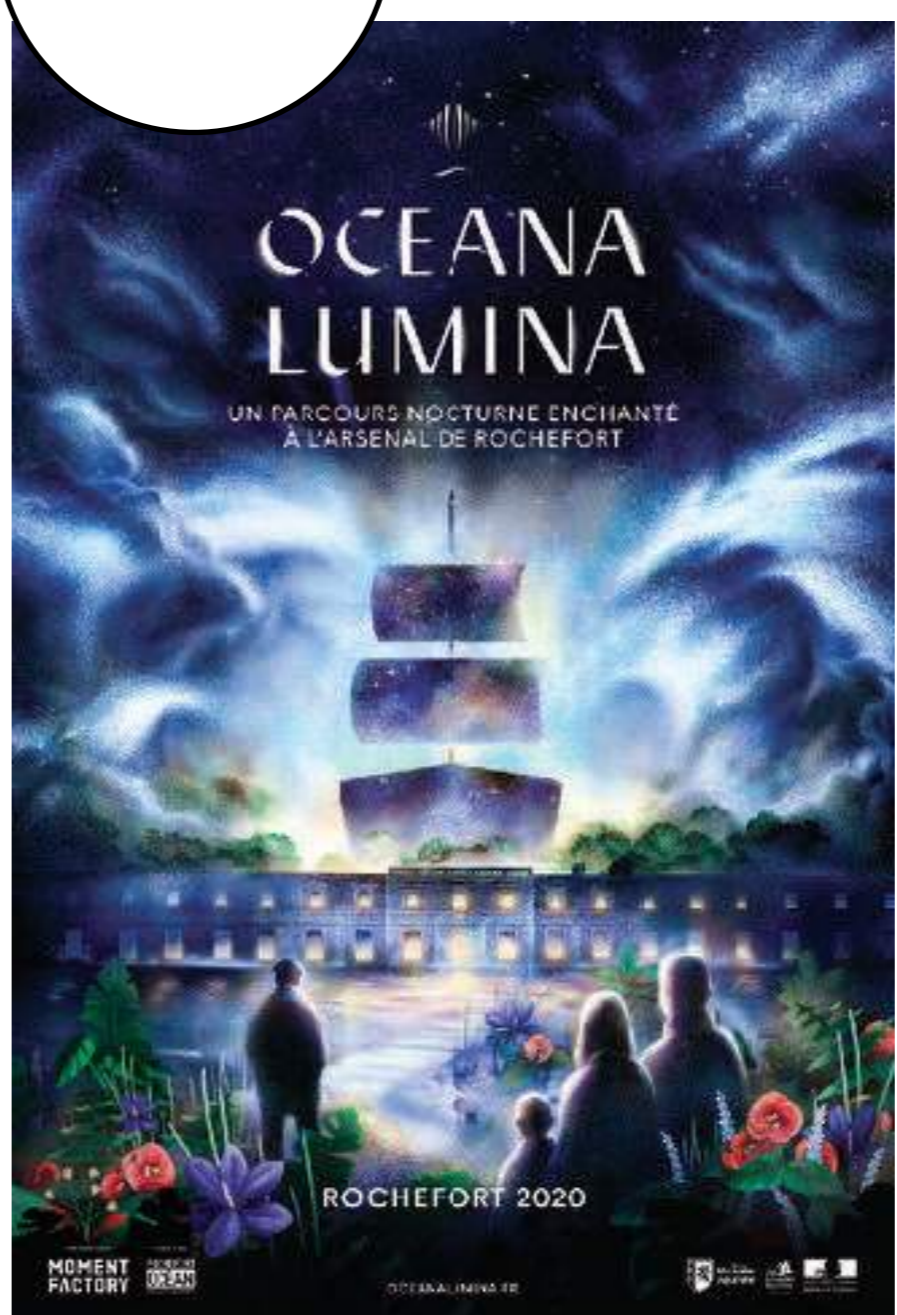
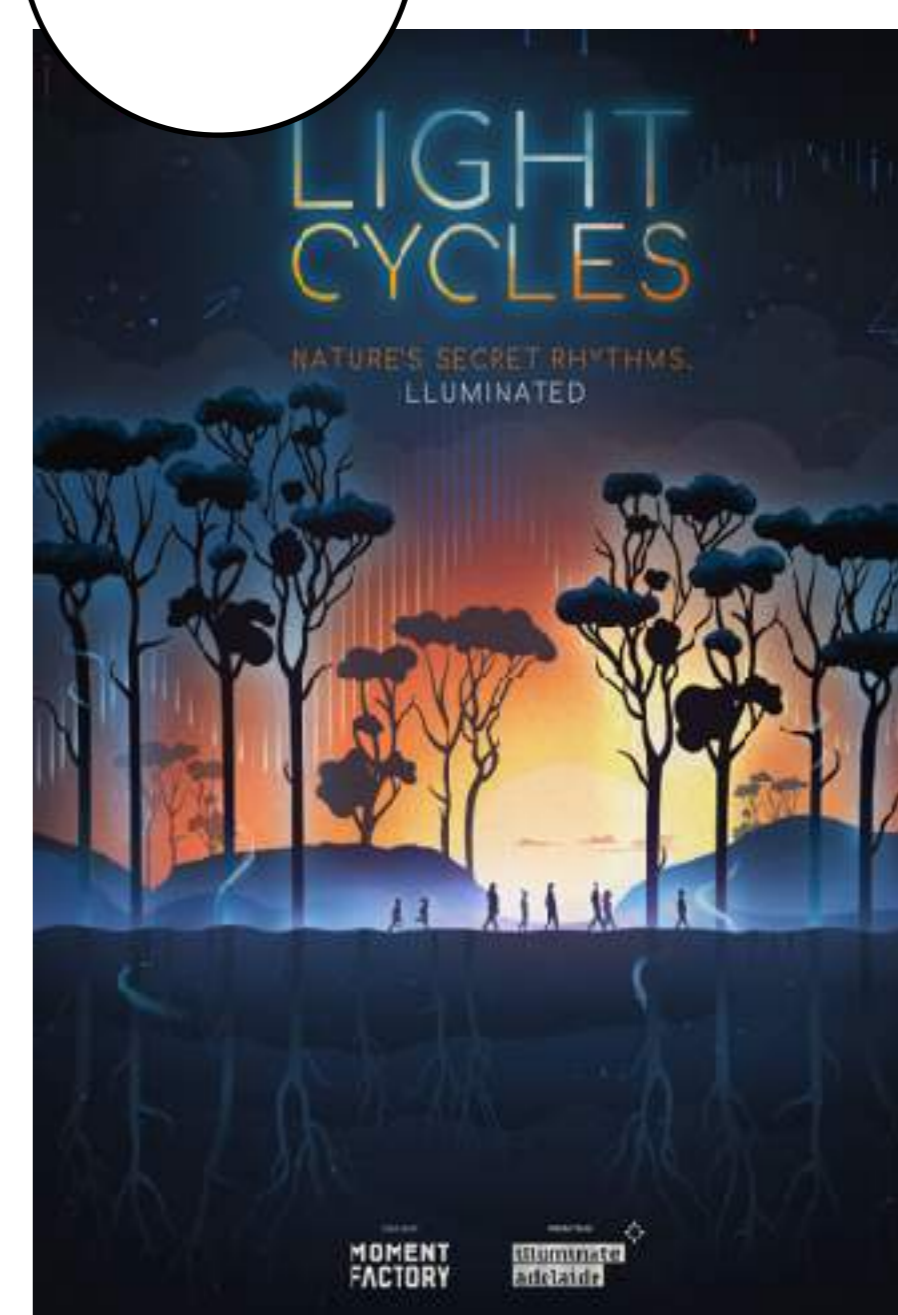
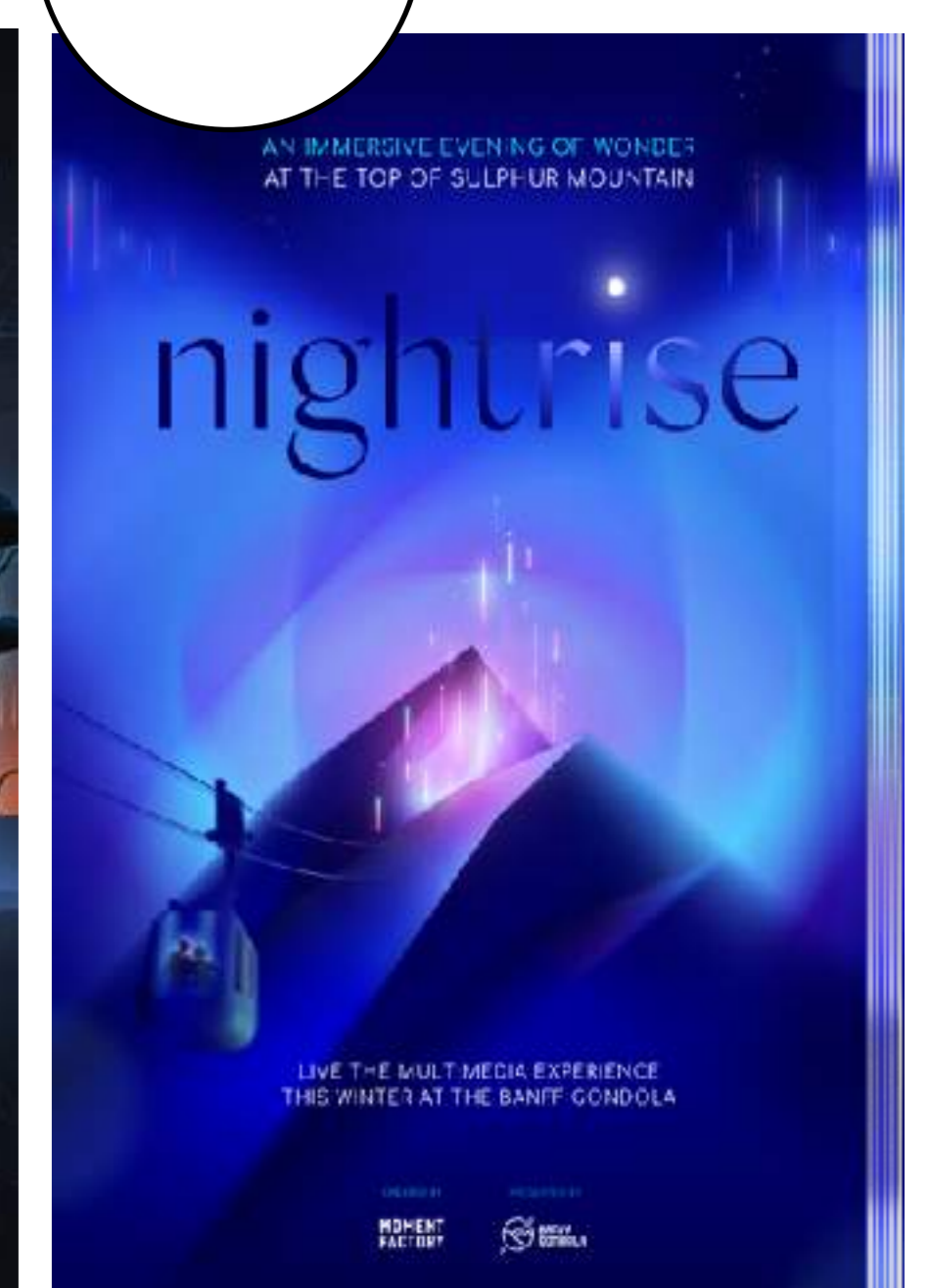
To create

A NIGHTTIME EXPERIENCE

WHERE EACH ZONE TRANSPORTS THE VISITOR THROUGHOUT AN ENCHANTED UNIVERSE



16 SIGNATURE IMMERSIVE EXPERIENCES DELIVERED AROUND THE WORLD

<p>PARK</p>  <p>FORESTA LUMINA A NIGHT WALK IN THE FOREST</p>	<p>PARK</p>  <p>NOVA LUMINA A NIGHT WALK BY THE SEA</p>	<p>ZOO</p>  <p>ANIMA LUMINA A NIGHT WALK AT THE ZOO</p>	<p>HERITAGE SITE</p>  <p>LUMINA BOREALIS WHERE WINTER'S BEAUTY SHINES</p>	<p>RESORT</p>  <p>TONGA LUMINA A NIGHT WALK IN SEARCH OF THE SANT</p>	<p>PARK</p>  <p>ISLAND LUMINA A MULTIMEDIA NIGHT WALK IN SEARCH OF AN ENCHANTED JEWEL</p>	<p>ZOO</p>  <p>RAINFOREST LUMINA A MULTIMEDIA NIGHT WALK</p>	<p>PARK</p>  <p>VALLEA LUMINA A MULTIMEDIA NIGHT WALK IN PURSUIT OF HIDDEN WONDERS</p>
<p>Gorge de Coaticook CAN</p>	<p>Bourg de Pabos park CAN</p>	<p>Saint-Félicien Zoo CAN</p>	<p>Fort Henry CAN</p>	<p>Mont-Tremblant CAN</p>	<p>Iojima JAP</p>	<p>Mandai Zoo SINGAPORE</p>	<p>Whistler CAN</p>
<p>HERITAGE SITE</p>  <p>SAKUYA LUMINA AN ENCHANTED NIGHT WALK AT LAKE AKAN</p>	<p>NATIONAL PARK</p>  <p>KAMUY LUMINA AN ENCHANTED NIGHT WALK AT LAKE AKAN</p>	<p>PARK</p>  <p>NORTH FOREST LIGHTS NATURE'S SECRET RHYTHMS, ILLUMINATED</p>	<p>ZOO</p>  <p>TERRA LUMINA AN ENCHANTED NIGHT WALK INTO A BRIGHT FUTURE</p>	<p>RESORT</p>  <p>ALTA LUMINA UN PARCOURS NOCTURNE ENCHANTE PAR-DELA LES MONTAGNES</p>	<p>HERITAGE SITE</p>  <p>OCEANA LUMINA UN PARCOURS NOCTURNE ENCHANTE A L'ARSENAL DE ROCHEFORT</p>	<p>BOTANIC GARDEN</p>  <p>LIGHT CYCLES NATURE'S SECRET RHYTHMS, ILLUMINATED</p>	<p>PARK</p>  <p>nightrise AN IMMERSIVE EVENING OF WONDER AT THE TOP OF SULPHUR MOUNTAIN</p>
<p>Osaka Castle JAP</p>	<p>Akan Mashu JAP</p>	<p>Bentonville USA</p>	<p>Toronto Zoo CAN</p>	<p>Les Gets FR</p>	<p>Rochefort FR</p>	<p>Adelaide AUS</p>	<p>Banff CAN</p>

LOCAL & REGIONAL ECONOMIC BENEFITS

BASED ON THE ECONOMIC OFFSET STUDY FROM THE MUNICIPALITY OF COATICOOK IN 2015



145,000

BOX OFFICE FOR FORESTA LUMINA



222,450

UNIQUE VISITORS TO THE REGION



+80%

TOURISTS IN THE REGION



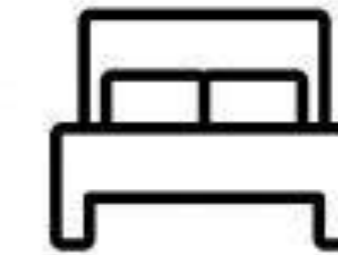
+125%

ONLINE TRAFFIC



+200%

RESTAURANTS



+100%

HOTEL OCCUPANCY



+30%

OTHER ATTRACTIONS

IN 2015, **COATICOOK MRC (QC)** HAS COMMISSIONED AN ECONOMIC OFFSET STUDY TO MEASURE THE OVERALL ECONOMIC BENEFITS OF TOURISM ON THE REGION.

OUT OF THE 222.450 UNIQUE VISITORS TO COATICOOK, MORE THAN 50% HAVE VISITED FORESTA LUMINA. THIS GROWING TOURISM TRAFFIC TO THE REGION RESULTED IN



524

FULL-TIME HOSPITALITY-RELATED JOBS CREATED



26M\$

SALARIES GENERATED OR SUSTAINED



48M\$

TOTAL TOURISM SPENDING

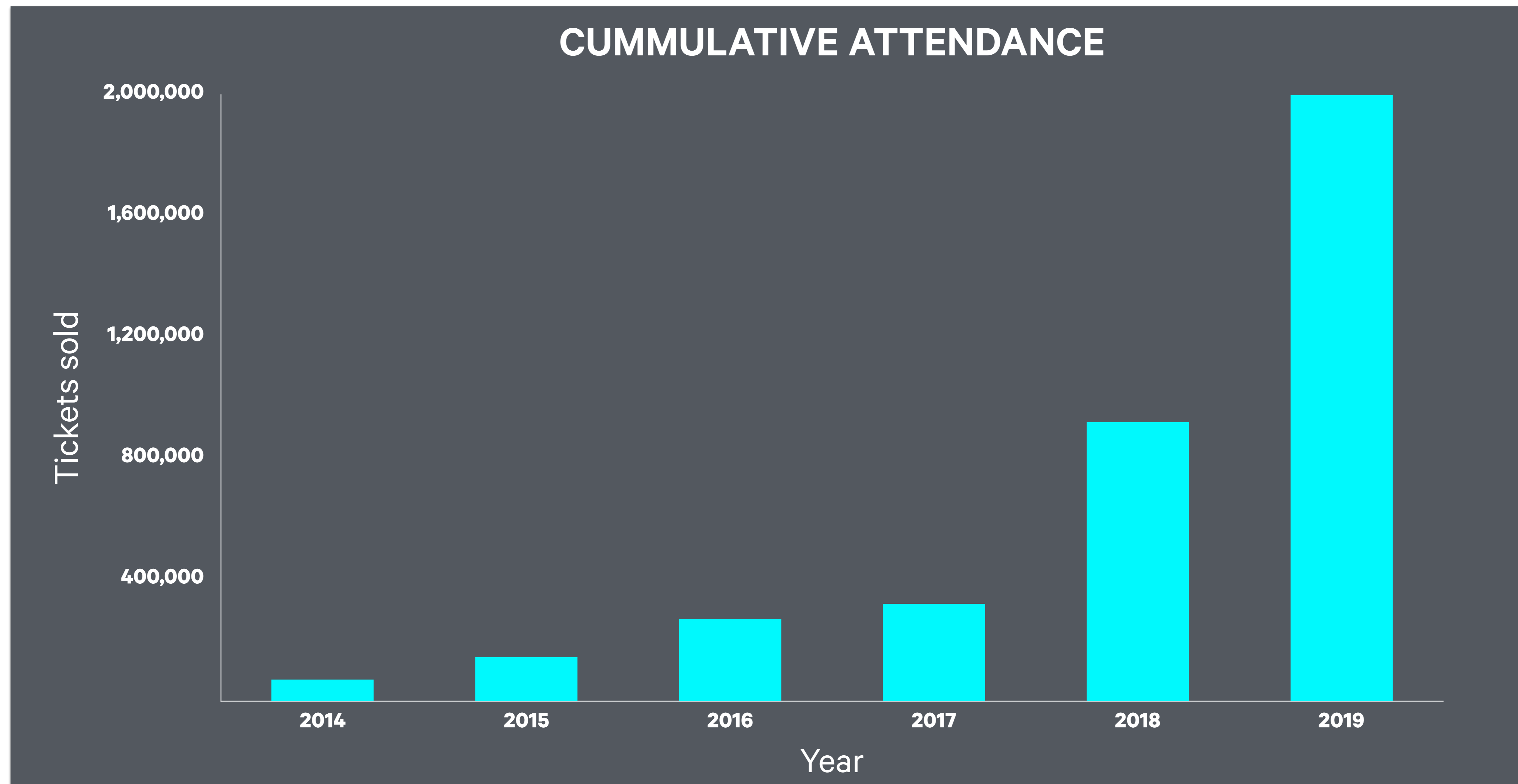


4.8M\$

GOVERNMENTAL FISCAL COLLECTION

WORLDWIDE GROWTH

Since the opening of Foresta Lumina in 2014, our global attendance has been growing steadily every year. **Over 2,000.000 people** have visited a Lumina experience.



MOMENT FACTORY'S SIGNATURE EXPERIENCE

EARNED MEDIA THAT GENERATES VALUABLE ATTENTION

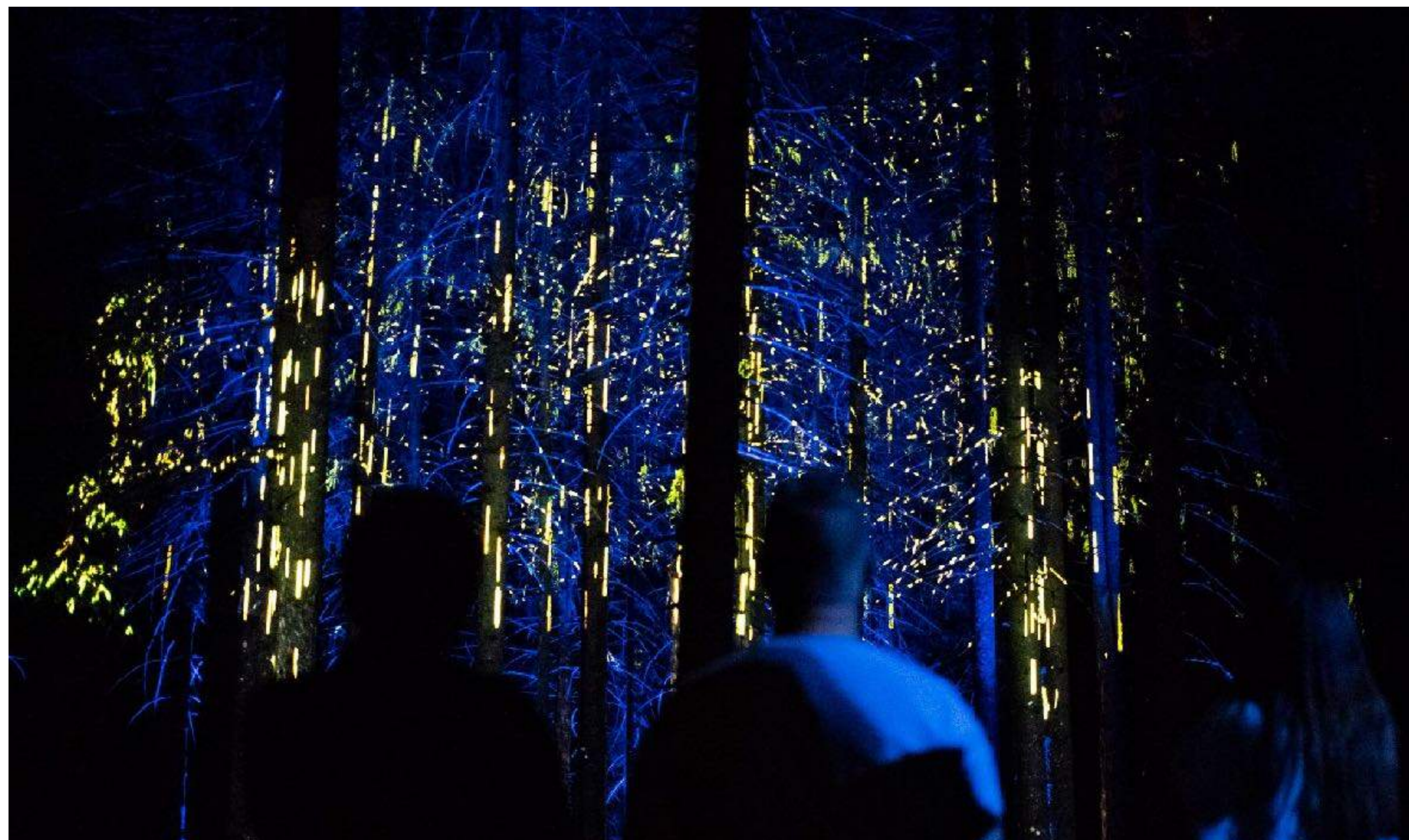
IN 2019 ALONE,
THE **LUMINA ENCHANTED NIGHT WALKS** SERIES
GENERATED MORE THAN **1585 ARTICLES** WORLDWIDE
AND CLOSE TO **4 478 265 817 WEB VISITS,**
EQUIVALENT TO AN **EARNED MEDIA VALUE** OF
\$41 MILLION.



OUR ENVIRONMENTAL APPROACH

BUILT WITH RESPECT & INTEGRITY

As creators of multimedia experiences, we firmly believe that respecting a site's integrity comes first. We have a fundamental responsibility to minimize our impact on the environment.



Developing multimedia experiences in natural environments requires a high level of care and consideration.

From concept development and design to production and installation, Moment Factory's team prioritizes a site's natural and cultural heritage. Moreover, we make every effort to conform to or exceed any technical recommendations and regulations which may be applicable locally.

All equipment and scenery is designed to be integrated into the space seamlessly to preserve a location's natural beauty. Physical installations are also designed to have minimal impact on the environment, both during and after installation, and remaining invisible during daytime operations.

We take pride in embodying environmental values and aligning to our clients' highest standards. As such, throughout all phases of the project, our team will ensure that environmental conservation is built into our overall strategy and costing.

COLLABORATIONS

Our extensive experience working hand-in-hand with public stakeholders and environmental protection agencies demonstrates our ability to respectfully and effectively develop projects in heavily-regulated and protected areas.

CITIES &
GOVERNMENTS



DISTRICTS &
BUSINESS
ALLIANCES



NATIONAL PARKS



ZOOS



WILDLIFE

Shedding light on nature's beauty

BRINGING ANOTHER DIMENSION TO UNIQUE ENVIRONMENTS

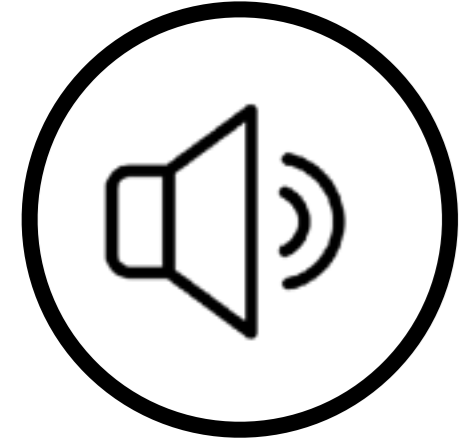
From the ideation of a project to its execution, Moment Factory's integrated process is mindful of the natural environment and its unique ecosystem.

On a daily basis, we collaborate with our clients, site owners and other collaborators to best adapt our practices and minimize our impact on wildlife.



WILDLIFE

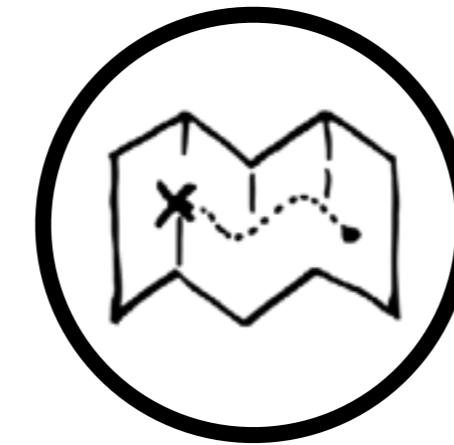
EXAMPLES OF DIFFERENT PRACTICES



SOUND

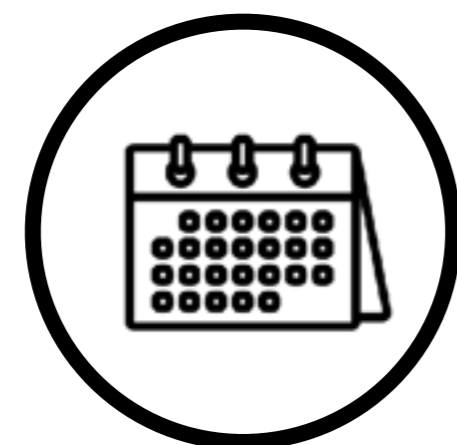
We carefully control the volume to reduce the effect on local wildlife.

We can also measure the impact of audio and visual sequences by attaching non-invasive devices to animals.



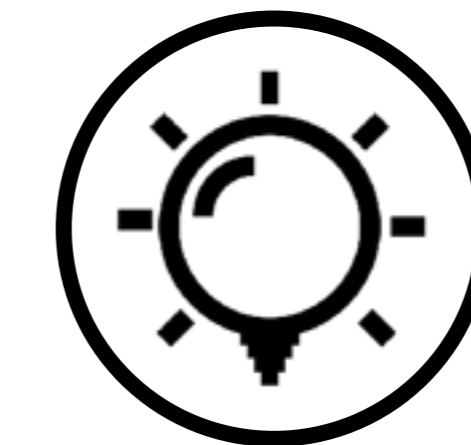
PATHWAY

It is our priority to ensure that at all times our trails and pathways are adapted to animal habits. In partnership with local experts, we are committed to modifying any path that could conflict with the habitats of the animals.



TIMELINE

We adapt the integration schedule to respect and avoid interfering with the reproductive cycles and behavioural patterns of species.



LIGHTS

Comfort-enhancing analyses are conducted prior to any on-site work to ensure that our physical presence, in terms of visitorship or infrastructure, is not at all impacting or endangering any animal behaviour, not only during the day but also during our nighttime light shows.



MONITORING

We collaborate with local stakeholders and experts to conduct initial and ongoing studies of the impacts of our experiences on local wildlife.

FLORA

With nature as our canvas, we create journeys into imaginative worlds



NATURAL SITES ARE ENHANCED THROUGH AN ARTISTIC AND RESPECTFUL MULTIMEDIA TRANSFORMATION.

Over the course of several decades of experience, we have refined our methods, from creation to production, to truly respect the environment in which we integrate our work.



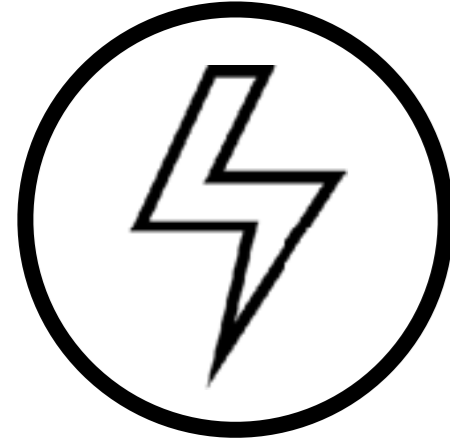
MAKING OF

KAMUY LUMINA

AN EXPERIENCE
CREATED IN RESPECT
OF NATURE

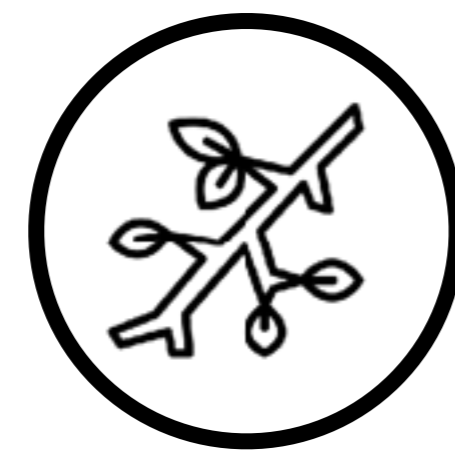
FLORA

EXAMPLES OF DIFFERENT PRACTICES



ENERGY

We prioritize low energy consumption equipment and reduction of the quantity of equipment.



MATERIALS

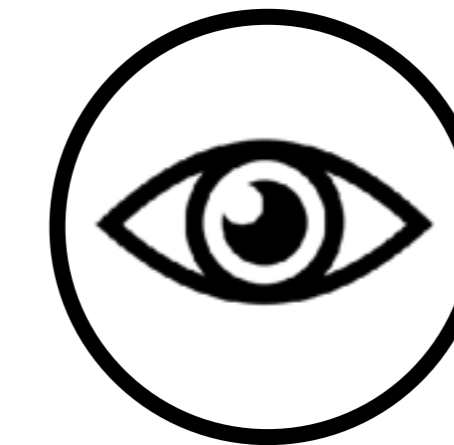
We use local, renewable and natural materials as camouflage and scenographic elements.



INFRASTRUCTURE

We always use the least invasive techniques to secure elements in trees.

We can use portable power sources to reduce the amount of infrastructure as well as integrate connected objects as light sources to reduce the amount of equipment that must be integrated into the various transitions.

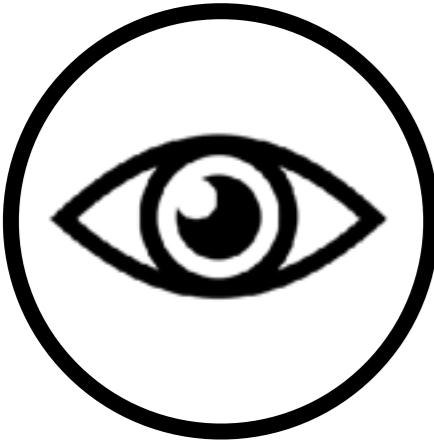


STUDIES + MONITORING

We collaborate with local stakeholders and experts to conduct initial and ongoing studies on the environmental impacts of our experiences.

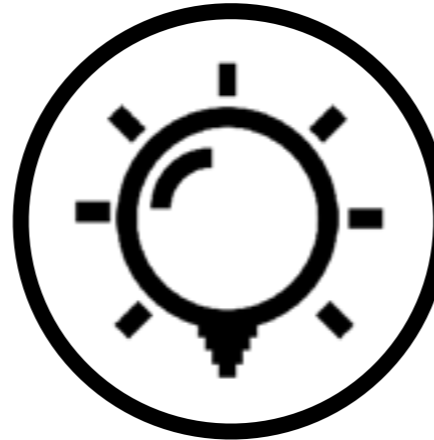
FLORA

EXAMPLES OF DIFFERENT PRACTICES



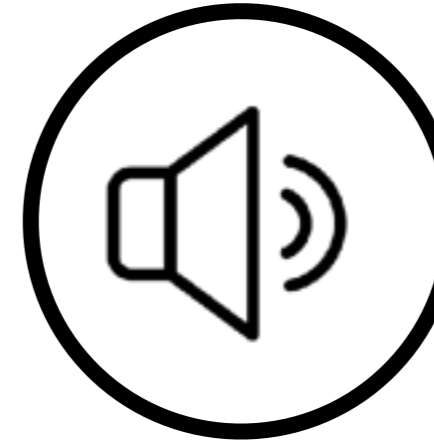
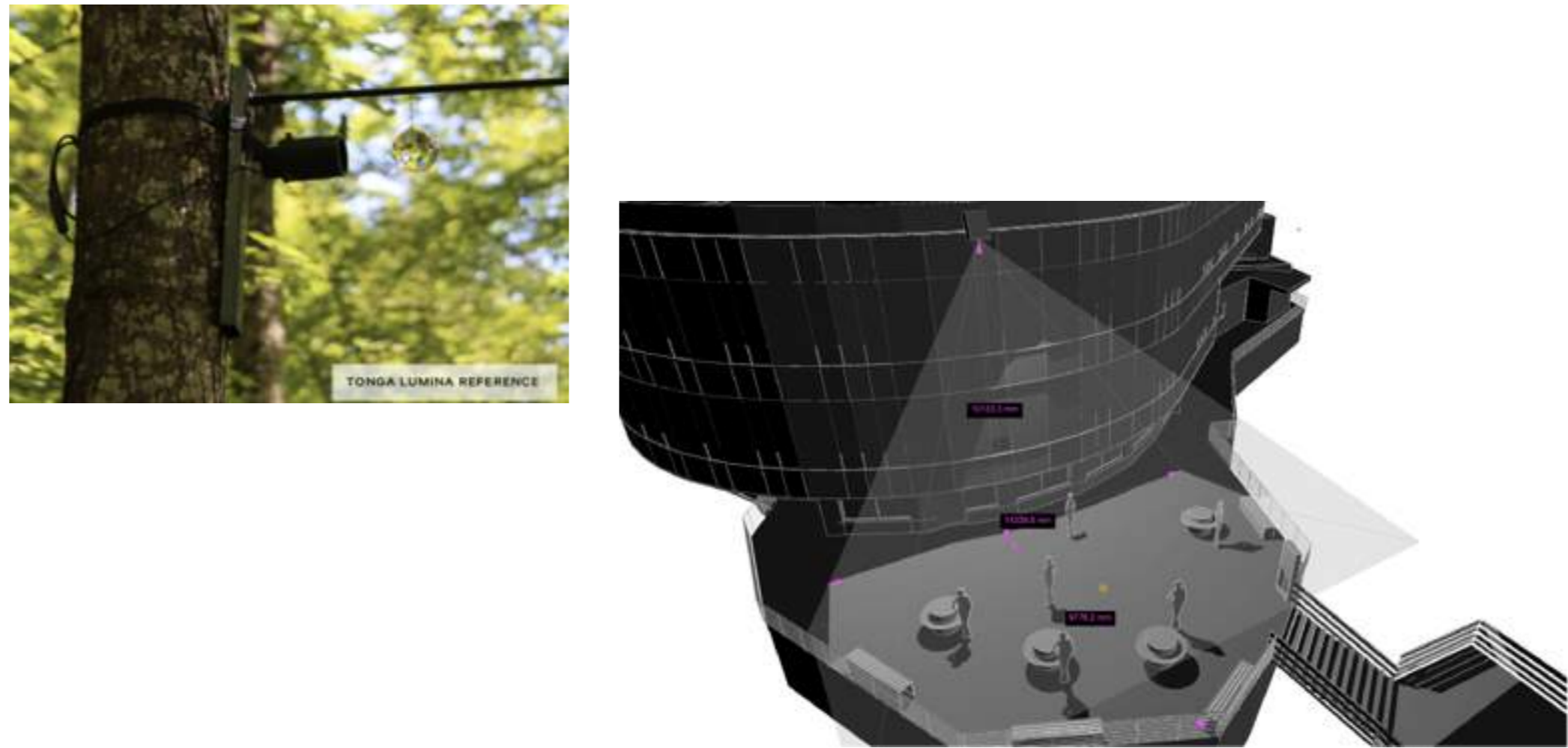
INSTALLATION & CAMOUFLAGE METHODS

Moment Factory has developed a variety of techniques to camouflage equipment using environmentally-friendly methods and materials. The following examples have been used in many of our summer experiences. For this project, winter-inspired techniques would be considered.



PROJECTION & LIGHTING APPROACH

Brightness and power consumption are to be reduced to manageable levels by taking a human-scale approach to projection design. By reducing distance between a projector and a projection surface, and bringing the visitor in close proximity to the projected image, it is possible to work with light sources emitting lower light output and consuming less power.



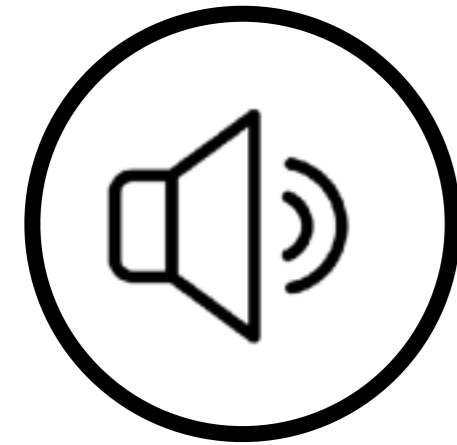
LIMITING FOOTPRINT WITH SHELTERS

The below cabinet shelters are NEMA type rack enclosures that serve as secure, temperature, humidity, and air exchange controlled locations to house show control equipment. In certain instances, these cabinets reduce the footprint and impact on the environment.



AUDIO REFERENCE

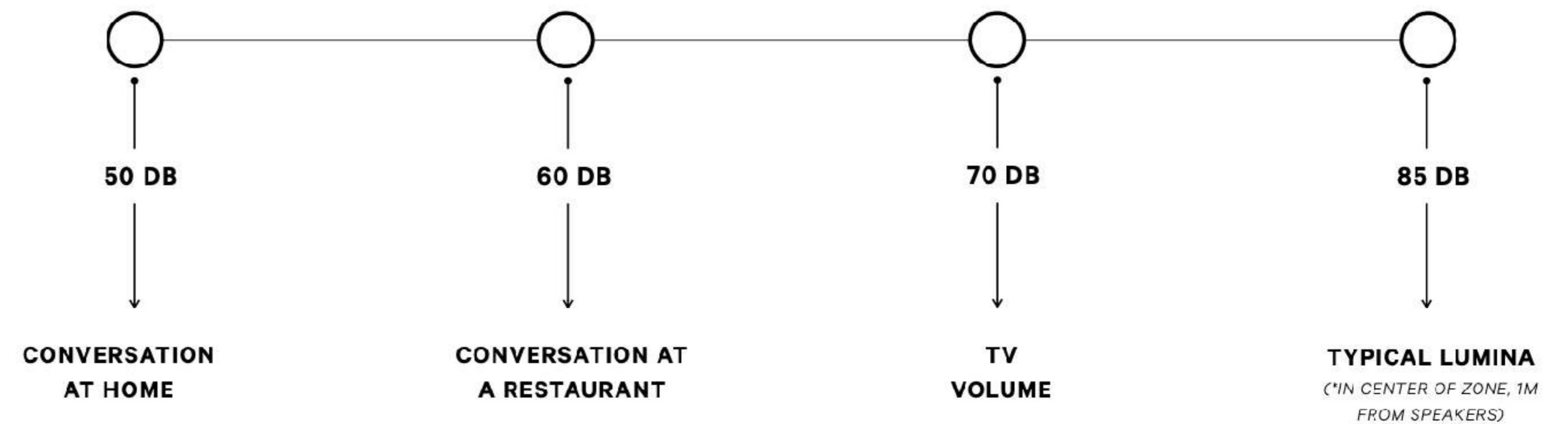
EXAMPLES OF DIFFERENT PRACTICES



SOUND APPROACH AND LIMITATIONS

In terms of DB, a standard Lumina Zone is between 70-85DB with a peak around 85-90DB when measured inside the zone. Without a study, we cannot determine the impact past a 100m, since too many factors can vary the result. We can do this study remotely but strongly suggest an on-site validation.

As a reference, please see indications on decibel level & ideal parameters for a multimedia experience :



DISTANCE & MEASUREMENTS:

Example: A level of 85db at 1m = 50 db at 100m

PAST COLLABORATION

WITH INDIGENOUS COMMUNITIES

LUMINA BORÉALIS (2016)

Collaboration with David Maracle, of the Mohawk, and Inuit throat singers.

MÌWÀTE (2017)

Collaboration with the Algonquin of Pikwàkanagàn, through a meeting with Chief Kirby Whiteduck and the members of the counsel. Recordings of students, singing in Algonquin language, and songs by the Wildflowers, a powerful group of 16-year-old hand drummers and singers from Pikwàkanagàn.

ILLUMINATIONS: HUMAN/NATURE (2017)

Research and interviews with representatives of the First Nations, to explore the numerous stories of each site, and a collaboration with the group Eya-Hey Naked from the Stoney Nakoda tribe.

KAMUY LUMINA (2019)

Close collaboration with the Ainu community of Lake Akan, in Hokkaido, to adapt a legend, with artistic direction as well as a musical approach.

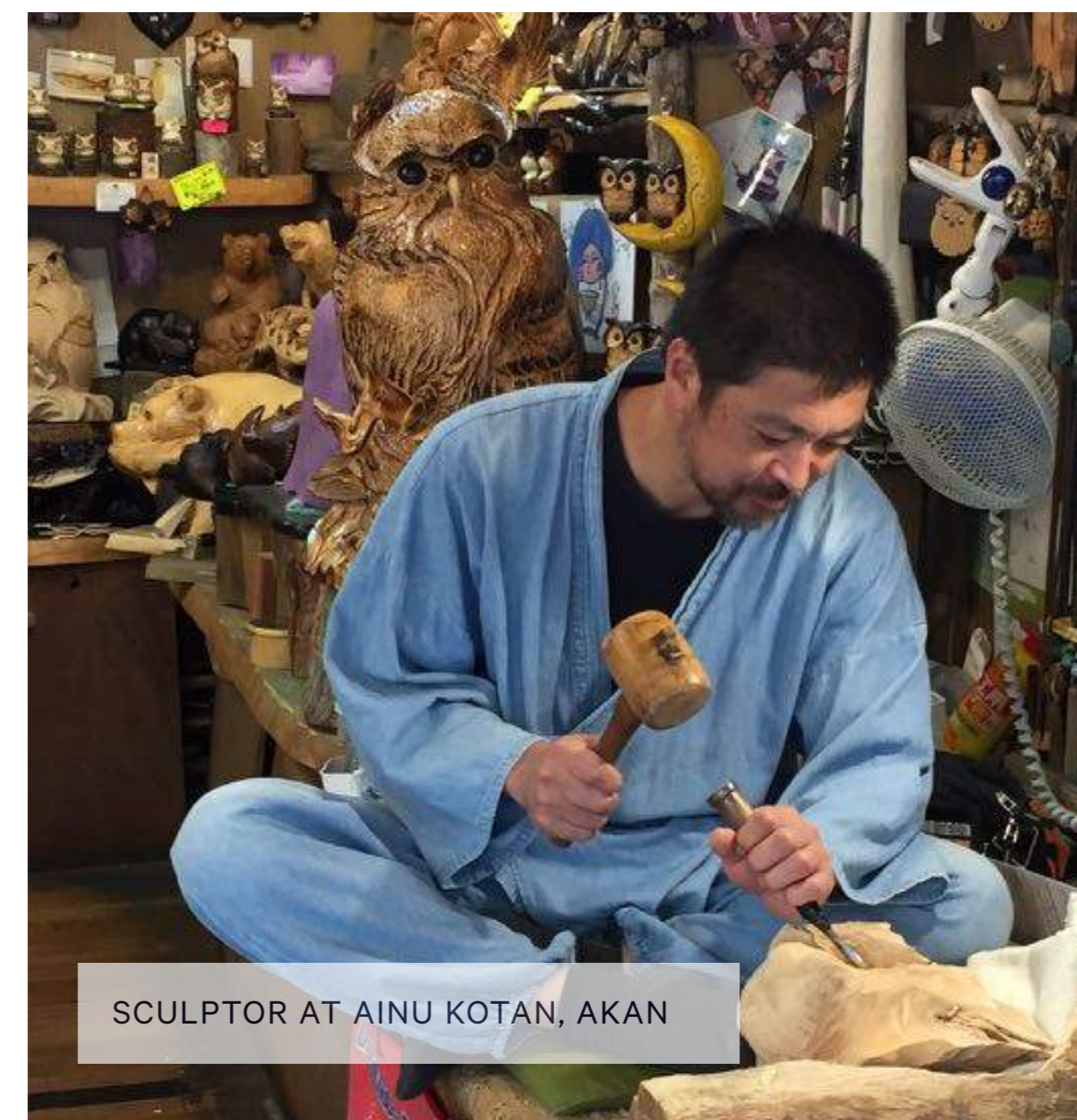
TERRA LUMINA (2019)

A unique sound environment, created in collaboration with Chippewa Travellers, an Anishnaabe family percussion group, originating from the Chippewas of Nawash, and Eya-Hey Nakoda, highlighting Nakoda musicians and other tribal groups of Canada.

NIGHTRISE (2021)

Collaboration with Stoney Nakoda Nation to create an experience that celebrates the Rockies. Members of the community shared their unique knowledge of the land, helping to develop the storytelling, soundscape, and music of the experience with us. The Stoney Nakoda language is also woven into the experience.

Nightrise acts as a platform for Stoney Nakoda creators and voices—musicians, elders, community members, etc. to share and express their perspectives.



MOMENT FACTORY



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