

DESIGNING OUTSIDE THE **MUSEUM** BOX

Jacqueline Tang

Senior Designer, Lord Cultural Resources



ONTARIO HOUSE

2010 Vancouver Winter Olympics



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| ONTARIO'S BEVERAGES BREUVAGES DE L'ONTARIO | COKE/COKE ZERO/SPRITE | \$3 |
| | JUS D'ORANGE | \$3 |
| | MÉLANGE ITALIEN / COLOMBIEN DÉCAFEINÉ <small>Timothy Coffees of the World</small> | \$3 |
| | CHOCOLAT CHAUD CRÉMEUX <small>Timothy Coffees of the World</small> | \$3 |

ONTARIO HOUSE

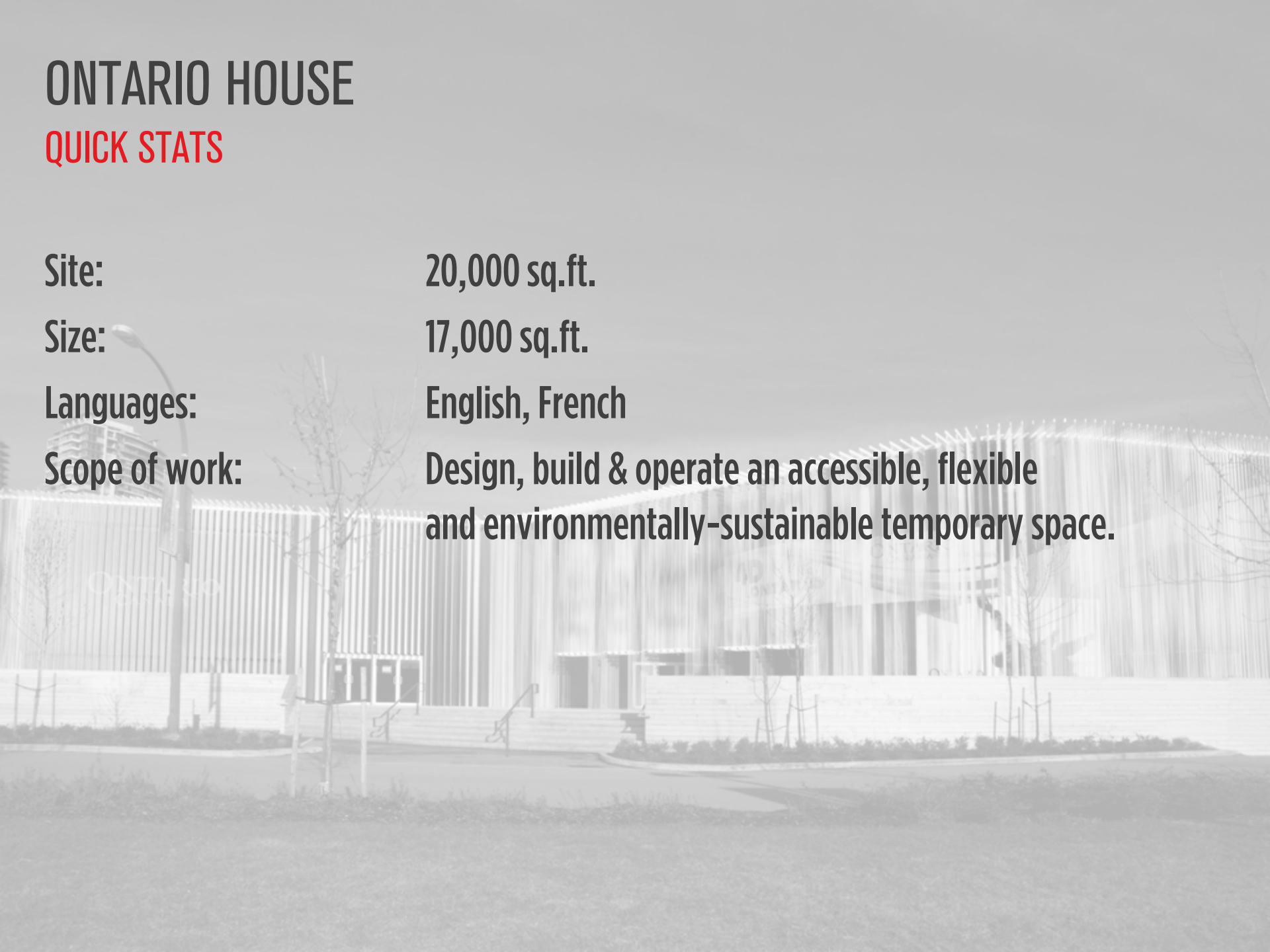
QUICK STATS

Site: 20,000 sq.ft.

Size: 17,000 sq.ft.

Languages: English, French

Scope of work: Design, build & operate an accessible, flexible and environmentally-sustainable temporary space.



ONTARIO HOUSE

PROJECT TEAM

- **Ontario's Ministry of Tourism (Client)**
- **Lord Cultural Resources (Creative Program and Development)**
- **EllisDon (General Contractor)**
- **Nussli (Pavilion Construction)**
- **Hariri Pontarini Architects (Building Architects)**
- **Infinite Stage Design (Day-to-day Operations)**
- **Opus Hotel (Catering & Staffing)**
- **Activations : SimEx-Iwerks, InteraXon, Sheridan & Spatial View, Imagin8, Gesturetek**
- **Third Party Suppliers and Creative Partners : Katherine Harvey (artist), broadcast media, singers, chefs, athletes, etc...**

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ACTIVATIONS – Bright Ideas



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ACTIVATIONS – Ontario Explorers



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ACTIVATIONS – IC3D



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ACTIVATIONS – Gesturtek



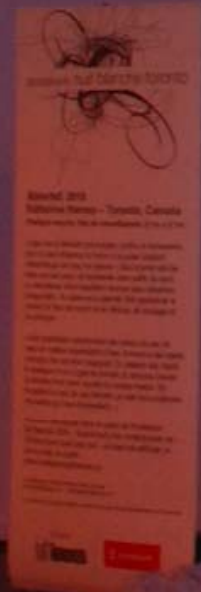
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ACTIVATIONS – 4D Ontario



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ACTIVATIONS – “Waterfall” by Katherine Harvey



scotiabank nuit blanche toronto

Waterfall, 2010
Katharine Harvey – Toronto, Canada
Recycled plastic, monofilament netting, 20x30 feet

"Water is an ambiguous element constantly morphing into myriad forms both continuous and transparent. I am captivated by water as metaphor – a repository for dreams and fears, desire for meaning, and the pursuit of beauty. My installations evoke both states of calm and calamity by portraying water's power to at once nourish and annihilate, soothe and suffocate.

"My site specific installations transform cheap detritus into a water-like substance, infusing banal objects with magical powers. By using recycled plastic objects on a grand scale, I highlight the glut of waste in our consumerist society. By salvaging some of this surplus garbage, I create large-scale sculptures that fill us with a renewed sense of wonder."

Waterfall was exhibited as part of Scotiabank Nuit Blanche 2008 – Toronto's all-night contemporary art event – and was a People's Choice Award recipient.
www.scotiabanknuitblanche.ca

ONTARIO HOUSE

PROCESS

START-UP

Project goals, Creative Brainstorming

MESSAGING

“There’s No Place Like This...”

PROGRAMMING

Themes: Reasons to Come & Leading the Way

**Food & Beverage, Signature Attractions, Musical Talents, Success Stories,
Press & Media, B2B Receptions, Celebrating Athletes, Tastings**

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PROGRAMMING – Musical Talents



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PROGRAMMING – Press and Media



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PROGRAMMING – Tastings



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PROGRAMMING – Cultural Performances



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PROCESS

DESIGN

8 weeks

**Final Program, Detailed Design & Specification, Talent Negotiations
Content coordination, Operations Plan, Food & Beverage, Menu, Budget**

FABRICATION

7-8 weeks

**Construction specifications, Talent booking, Off-site testing,
Oversee exhibit & interior construction, Procure all
equipment & materials**

INSTALLATION

5 weeks

Oversee installation & deliveries, On-site training, Staff training

OPENING!

20 days

ONTARIO HOUSE CHALLENGES

Pavilion construction



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CHALLENGES

Look and Feel of the Falls



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CHALLENGES

Look and Feel of the Falls



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CHALLENGES

Accessible Design



CHALLENGES

VISITOR FLOW

Over 170,000 visitors over 20 days



ONTARIO HOUSE

REWARDS...AWARDS!

- *Gold for Interior Design Temporary/ Portable Category* by the Design Exchange
- *Best Temporary Structure Design* by 2010 Canadian Institute of Steel Construction CISC Innovation Award
- *2011 Design Excellence* by Ontario Association of Architects (OAA)
- *2011 Azure People's Choice Award* in the category of "Architecture – Temporary and Demonstration"



THANK YOU!