



# Baldwin

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## CASE STUDY:

### PARLÉVIEW & DESTINATION CANADA

**The Challenge:** Our client challenged us to help bring the Museum of History's Grand Hall to life during the opening networking and cocktail reception for Destination Canada's International Symposium on Destination Stewardship event. We were also tasked with providing an engaging video presentation setup for the keynote and panel discussions in the Theatre.



**Venue:** Canadian Museum of History (Gatineau, QC)



**Client:** Parléview (event planning) and Destination Canada (end client)



**Date:** November 6th-8th, 2023



**Event Topic:** Destination Canada - International Symposium on Destination Stewardship

**The Solution:** Baldwin tackled the intricacies of venue transformation, set design integration, content creation, and audience engagement with a comprehensive and innovative approach. Our state-of-the-art video mapping solution turned the Grand Hall's ceiling into a live version of the night sky, while the Speakers Corner setup facilitated engagement and provided valuable feedback for the client.



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## Overview:

Baldwin worked with the client to integrate our video production equipment into the Grand Hall (working months in advance to design set pieces to the exact specifications of our video equipment) and teamed up with a set design company for the Theatre's setup, while our Creative Services team handled the content creation.



## Visuals:

Baldwin collaborated with the client and event planning team to come up with and design an innovative video mapping solution for the symposium's opening reception in the museum's Grand Hall, transforming an already eclectic space and incorporating meaningful audio-visuals that elevated the room's overall theme and atmosphere.



## Content:

Baldwin's Creative Services department designed a solution that video mapped the live version of the night sky from above the museum on to the ceiling of the Grand Hall, consisting of both static and moving elements that were created by the motion animation team and integrated into the space by our video mapping technicians.



## Engagement:

Baldwin worked with the event planning team to design a Speakers Corner setup that was hosted within venue allowing guests to record private remarks and share their thoughts on the conference content and future of tourism and destination stewardship.



## Sustainability:

Baldwin's team tracked its carbon footprint based on the requirements for the entire event, providing a full report on vehicle usage and staff transport needs to the event team as part of an effort to use data to help bring sustainable adjustments to the industry.

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