



Century Gardens Site





our CITY



ACTIVITIES
PRIOR TO
PANDEMIC

OUT OF BOUNDS
In the POST-EPIDEMIC ERA



Create new community experience
Revitalize night life the community
Encourage community to go out
Participate in community mingles

our GOAL



Cosmopolitan Cultural Atmosphere

A market a trip

WITH
U

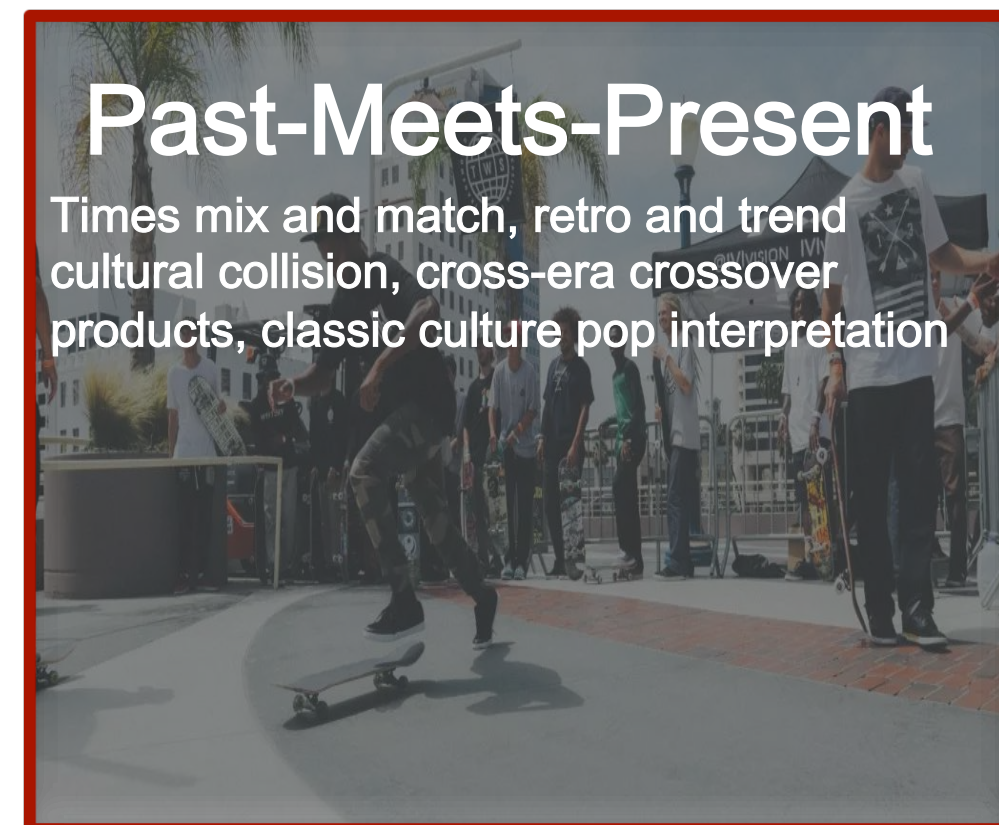
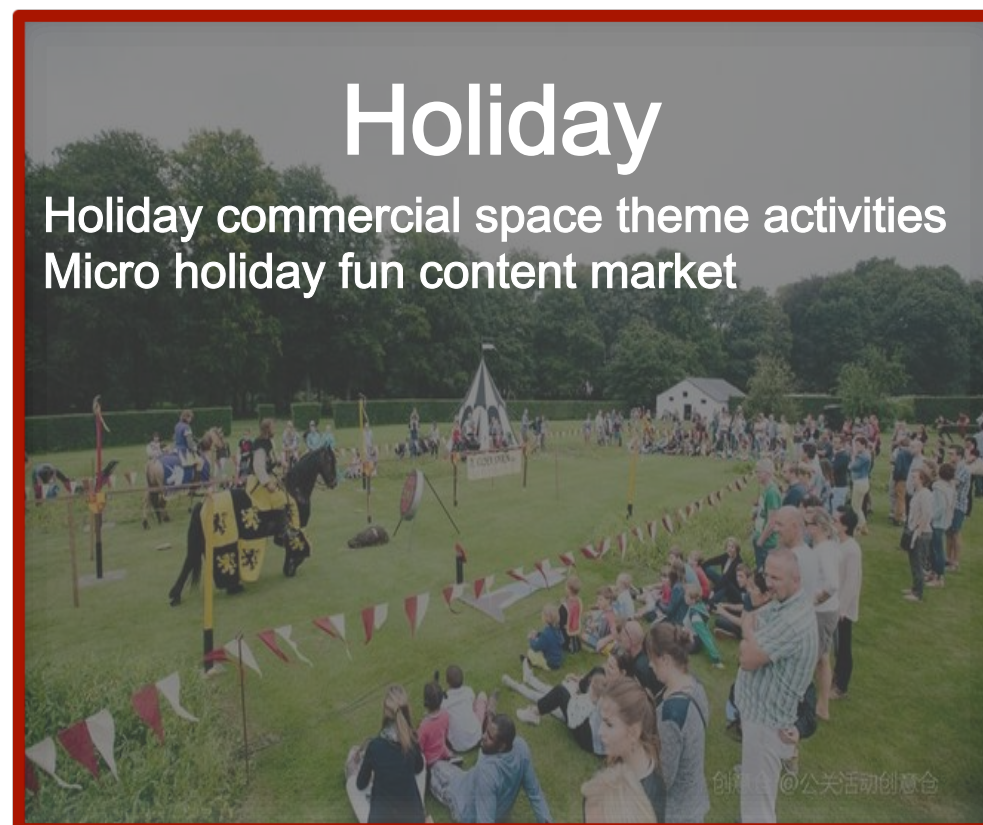
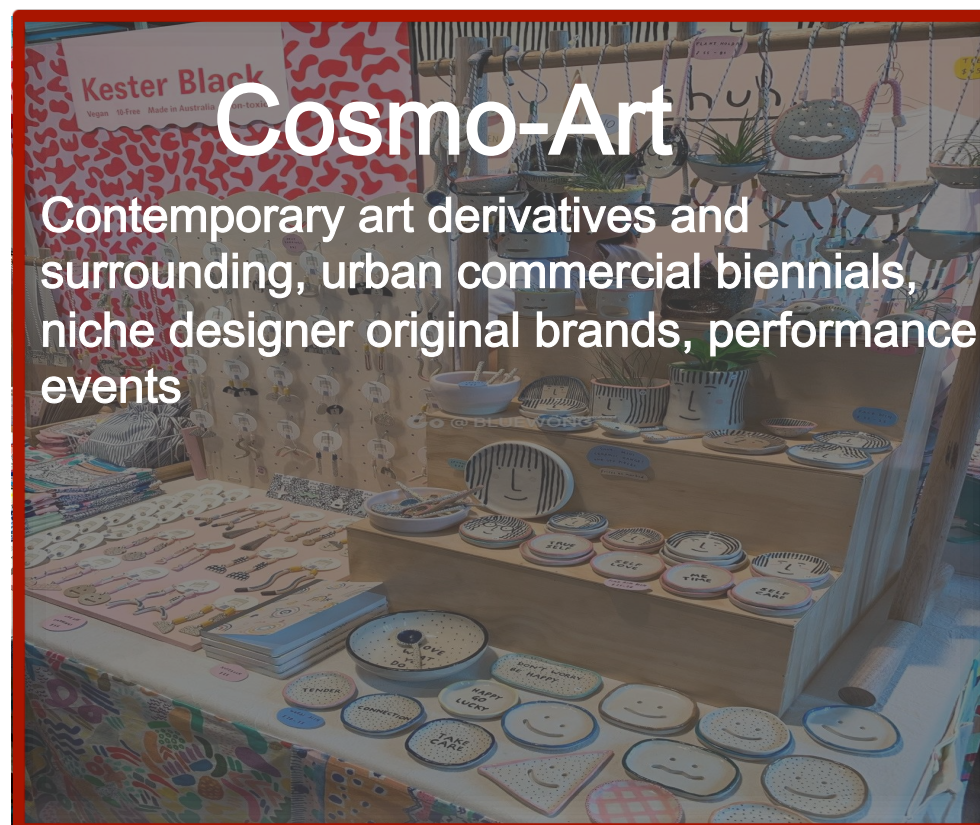
Fusion | Fashion | Function



our SETTING



our PRODUCT



our PHONE

Market is not always here
There is interaction every day

our SPREAD

Preheating
Period



spoiler

Outbreak
Period



annotation

Maintain
Period



unscramble

Through the continuous in-depth dissemination of the theme, the brand IP cross-media chain model, from revealing the story to interpretation, and then to in-depth interpretation, three-dimensional presentation of the market plan, the progressive form of cross-border cooperation with local fashion media, so that the market flow and transformation has a larger radius



PHASE
1

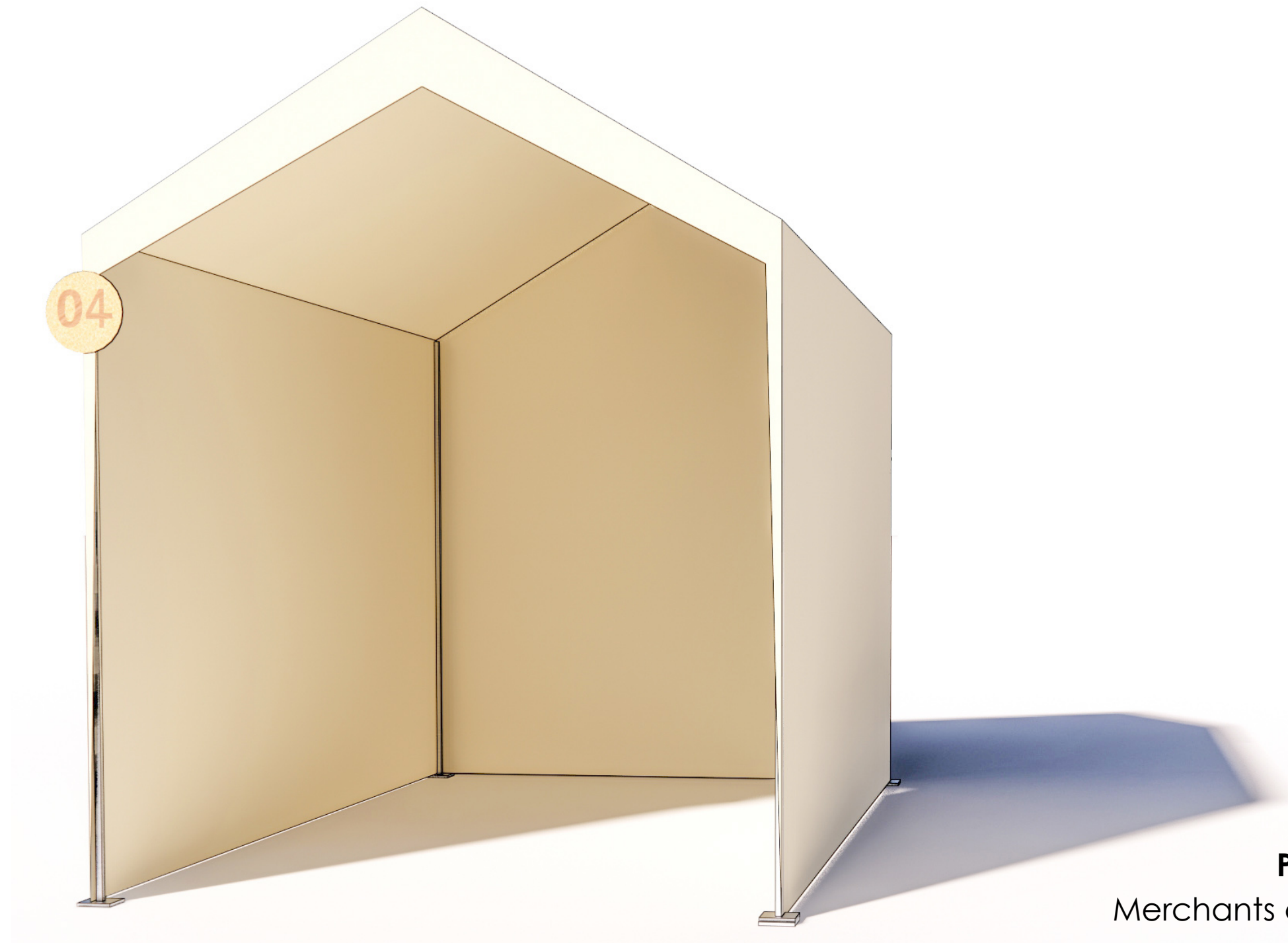


PHASE
2



PHASE
3

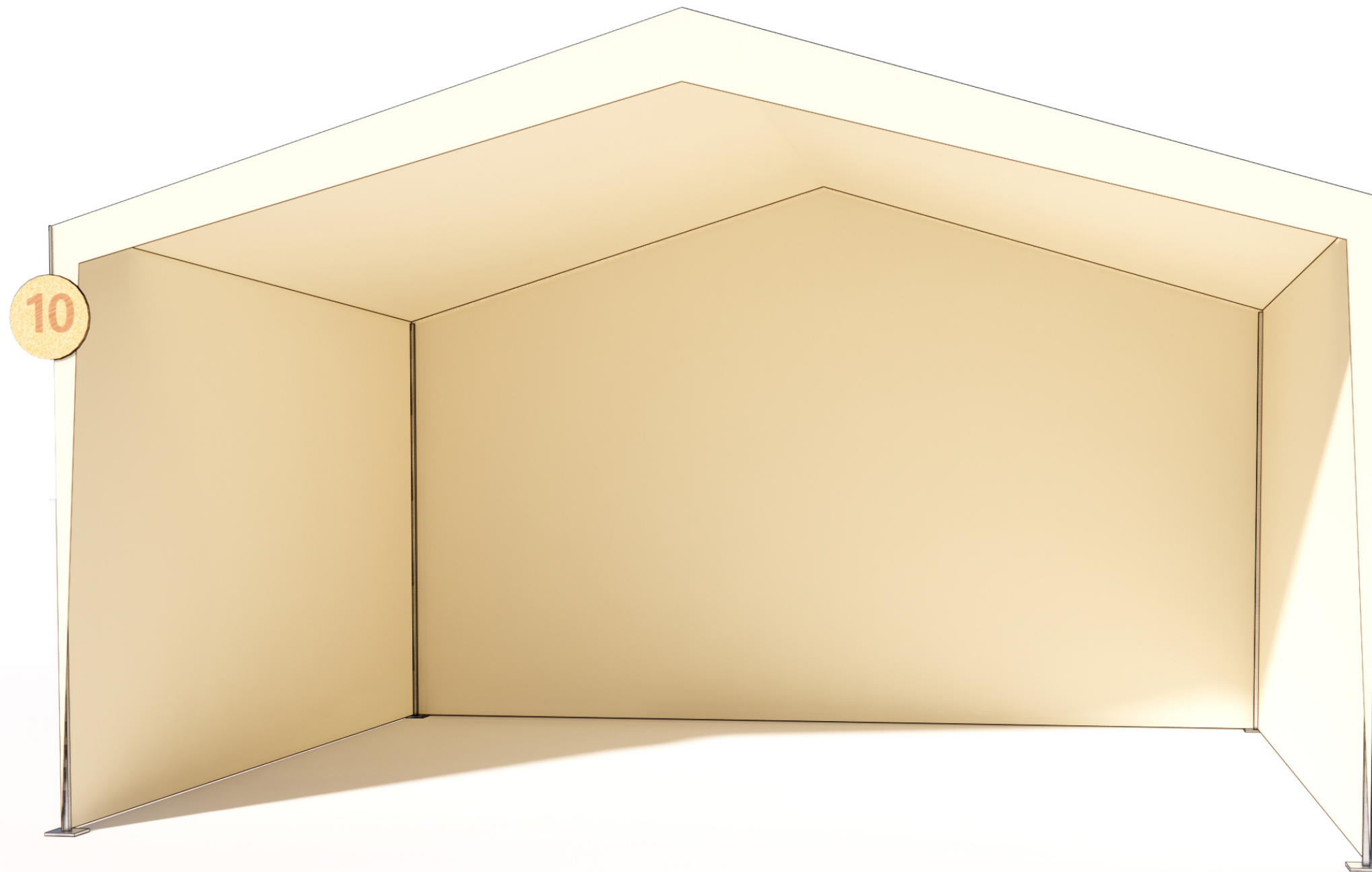
our BOOTH



Small Booth Size
2.0 X 3.5 X 2.5(m)

PS :Unified construction and numbering,
Merchants can decorate their stalls by themselves.

our BOOTH



Big Booth Size
4.0 X 3.5 X 2.5(m)

PS :Unified construction and numbering,
Merchants can decorate their stalls by themselves.

Square area
(about)
8100m²

Booth: 71
19 (big)
52 (small)

Entrance

Seat

Big Booth

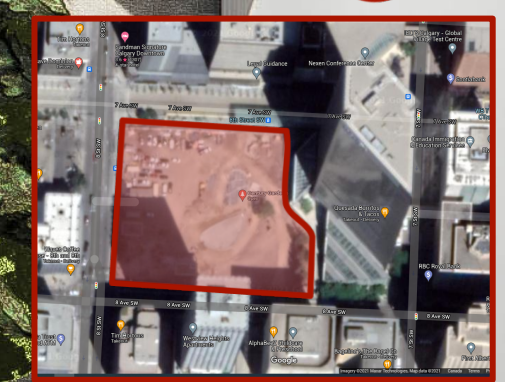
Show Area

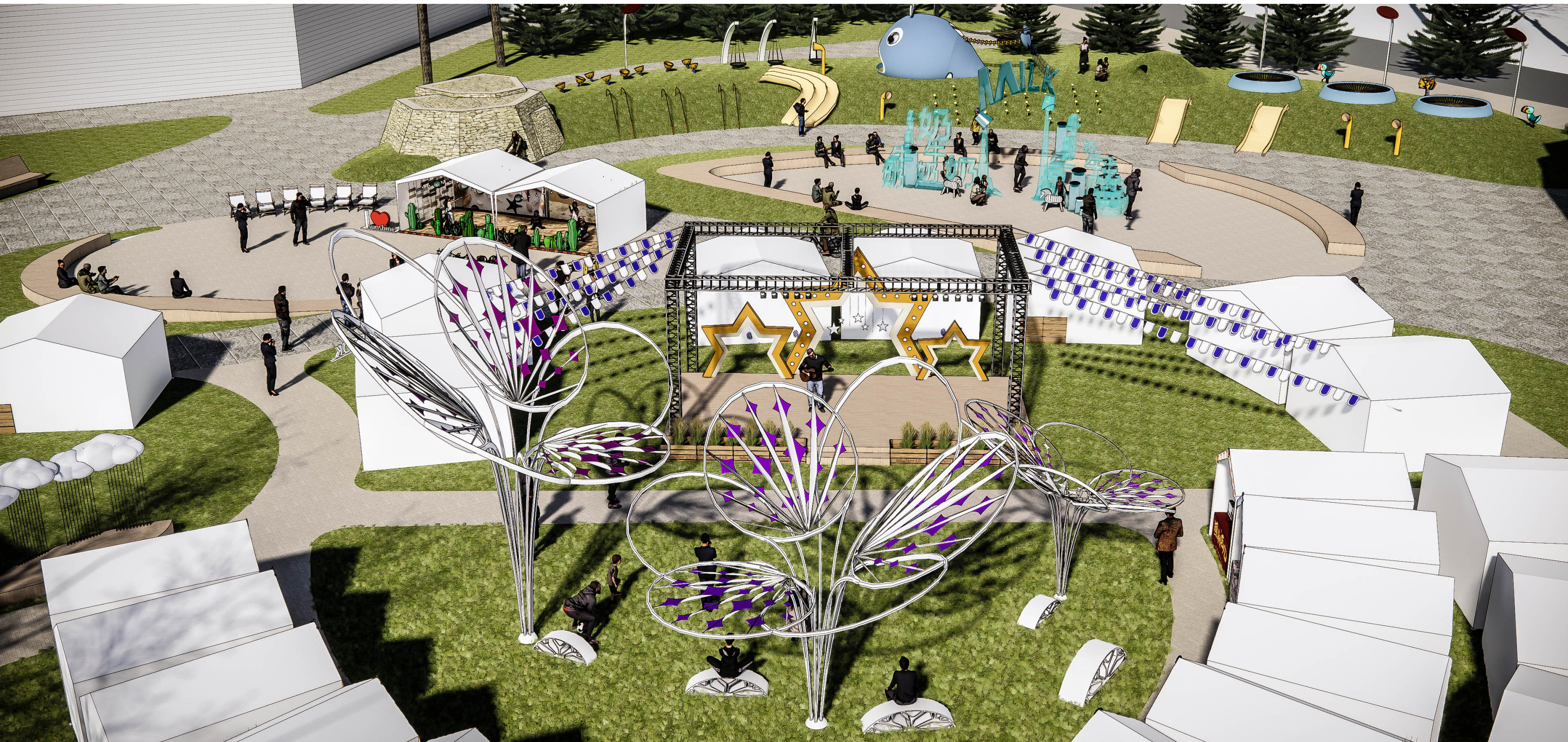
Stage

Small Booth

Ice Sculpture

Play Zone





























Material application:

Punch and sign at the reception
(Graffiti signature board)

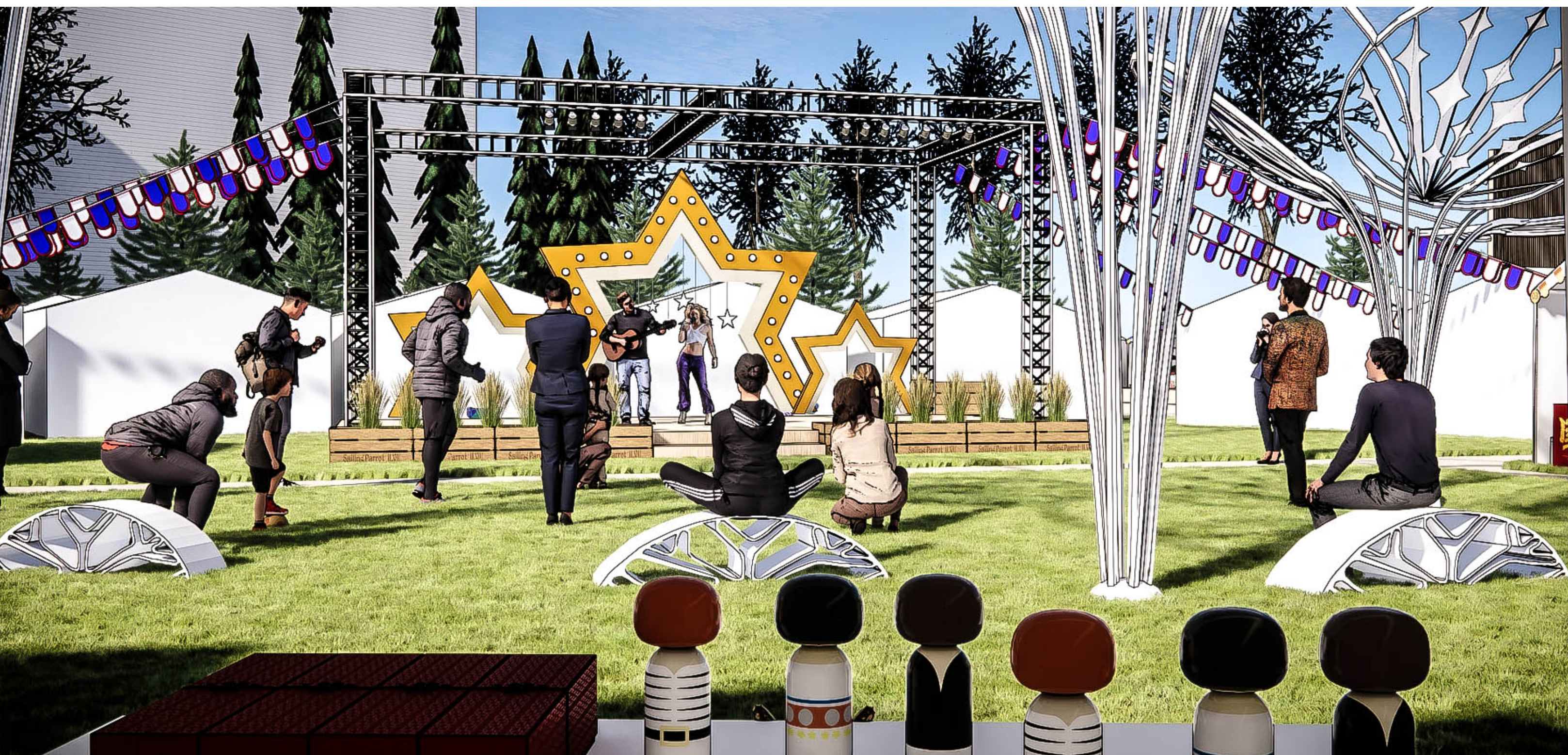
Scan the QR code to check in to the Instagram /Facebook interaction

Collect admission bracelets and masks



Performance Content

	Dance
Children theatre	Movies
Live band	Circus



Scenario idea:

Set up a beach scene in the tent, seasonal hedge

Emphasize out of bounds and integration

Calgary is snowy and cold in January

Beach theme would warm people up



Content:

You can pick up a note and write down your thoughts

Display:

Drop and stick to hanging glassware,
depending on the color of the note,
the glassware can be colored

Method:

Select and post comments from visitors
On Social Media

Objective:

To increase interaction and enhance communication











THE END
THANKS

OUT OF BOUNDS 2022

WITH U

CALGARY 11/2021