

## Unleash Your Imagination: Science World Debuts *Creative Technology Gallery* Inviting Guests to Dream, Build and Play, Opening September 18



Explore *Dream Builder: The Shattered Isles*, the first immersive show in the new *Creative Technology Gallery*

Photos and videos can be found at this [link](#)

**Vancouver, BC, August 29, 2023** – Starting September 18th, a new [Creative Technology Gallery](#) will spark the realm of imagination at Science World’s iconic dome. This thought-provoking new gallery is co-presented by Beedie and RBC, supported by Pacific Economic Development Canada and developed with the participation of Creative BC and the British Columbia Arts Council. Feel a sense of wonder and possibility in the groundbreaking space that offers a fully immersive and interactive experience. Visitors will explore three rooms where they will get to *Dream, Build* and *Play* through the eyes of a creative technologist, from childhood imagination and fascination to the creation of incredible immersive worlds.

This new *Creative Technology Gallery* blends science, technology and art to spark the next generation of creative media talent while supporting Science World in their mission to ignite wonder and empower dreams through science and nature, ultimately leading to their main purpose – **Science for All.**

The gallery, developed in partnership with [DigiBC](#), will showcase the vibrancy of the local creative community with engaging and interactive experiences by incorporating IP from well-known movies, animation and video games made right here in British Columbia. This experience introduces Science World's visitors to the role of a creative technologist and other STEAM career possibilities within B.C.'s technology community. The gallery's first show – *Dream Builder: The Shattered Isles* – features interactive scenes and characters from popular multiplayer online role-playing game, *Dauntless*, created in collaboration with local studio [Phoenix Labs](#).

Visitors will have the opportunity to explore three distinct rooms within the gallery: *Dream*, *Build* and *Play*. Each space offers a unique and engaging experience, with sound effects and music throughout, allowing visitors to step into the shoes of a creative technologist and unleash their imagination.

- Entering the space, visitors will be greeted by a Hall of Heroes that showcases diverse artists and technologists in the thriving creative technology industry in B.C.
- In the *Dream* space, a child's bedroom with changing settings in space, a forest and underwater mimics the envisioning and imagining of different worlds that start at childhood.
- In *Build*, guests can play the role of creative technologist to become an environment designer, artistic director or character artist at three interactive stations featuring custom-developed scenes from *Dauntless*. Visitors will step into the role of game maker, adjusting the density of foliage, changing the roars of behemoths and choosing camera angles to best convey their artistic vision.
- In *Play*, the final space, visitors can expect deep immersion in the fantastical world of *Dauntless* through a full sensory experience with 360° projections of the environment. Visitors will interact by discovering content "hot-spots" that trigger a response in the *Dauntless* world around them.

"With BC's growing technology sector, and an especially thriving creative technology industry, Science World plays an important role in inspiring today's youth to explore the world of STEAM (science, technology, engineering, arts and design, and math) for educational and career possibilities," said Tracy Redies, Science World President and CEO. "We are so excited for guests to be mesmerized by what the *Creative Technology Gallery* offers, sparking curiosity and fostering imagination for the worlds they can create and career paths they could follow."

The *Creative Technology Gallery*, along with Science World's new dome lights and several other upgrades over the last year, was made possible, in part, thanks to \$10 million in funding from the federal government [through PacifiCan's Tourism Relief Fund](#).

The *Creative Technology Gallery* is open for all Science World visitors from September 18, 2023. Science World members have preview access from September 14-17. Ticket with admission, more information can be found at [scienceworld.ca](#).

#### Quotes:

**The Honourable Harjit S. Sajjan, Minister of Emergency Preparedness and Minister responsible for the Pacific Economic Development Agency of Canada -**

"Science World's Creative Technology Gallery is an immersive experience that celebrates the synergy between technology and art, and showcases the vibrancy of B.C.'s creative community. PacifiCan is



committed to supporting opportunities for our youth to learn, play, and explore exciting career possibilities under the iconic dome. This new gallery effectively blends both education and entertainment, and will undoubtedly inspire the next generation of creative technologists.”

**Ryan Beedie, President, Beedie -**

“At Beedie, we believe everything we do should be built for good. As a Co-Presenting Partner of the new Creative Technology Gallery at Science World, we're proud to support this new interactive and immersive space that's been built to enhance the visitor experience at Science World. Looking forward to seeing this program inspire the next generation of creative technologists right here in British Columbia.”

**Martin Thibodeau, Regional President British Columbia, Royal Bank of Canada (RBC) -**

“As long-time supporters of Science World, RBC is delighted to be a Co-Presenting Partner of the new Creative Technology Gallery. This exciting new space is an important next step in our commitment to helping youth prepare for the future of work by showcasing the fascinating role of a creative technologist. We are proud to support the excellent work the Science World team is doing to promote STEAM careers in British Columbia and we thank them for this visionary initiative that visitors will enjoy for years to come.”

**Loc Dao, Executive Director, DigiBC -**

"DigiBC has been proud to partner with Phoenix Labs and Science World to co-develop the Creative Technology Gallery. We believe the gallery will inspire future generations not only to become creative technologists but also show them the many career opportunities available in this sector in our own province. And who knows, maybe they will go on to create the next world-renowned video game, movie, and/or spatial experience when they grow up!"

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**About Science World**

Science World is a BC-based charitable organization that engages the people of British Columbia in STEAM literacy. Their mission is to ignite wonder and empower dreams through science and nature. Their vision is that within a generation, Canada will be a country of thriving, sustainable communities rooted in science, innovation and a deep connection to nature.

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