MITACS ACCELERATE PROPOSAL

Project Title

"As Time Goes By": Immersive Event Pre-Visualization Workflow Development Through Casablanca-Themed Case Study at Four Vancouver/Island Venues

Applicant / Principal Investigator

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(*to be registered in an eligible graduate research program for duration of Mitacs internship*)

Proposed Industry Partners

Primary Industry Partner:

- **Multimodal Media Lab (MML)** - $15,000 cash
  - AI, film, and visual effects studio
  - Pre-visualization capacity (VR/MR/XR, digital twins)
  - Primary beneficiary: validated workflow for event pre-visualization services

Strategic Technology Partner:

- **ClearLED Inc.** - $10,000 cash
  - Transparent LED display manufacturer
  - Featured technology provider for case study
  - Product validation in event/hospitality contexts

Design & Fabrication Partner:

- **Pacific Design Academy (PDA)** - $5,000 cash
  - Set design, stage fabrication, spatial design
  - Physical environment design integrating with digital elements
  - Student recruitment event co-host with MML

Validation & Venue Partner (In-Kind):

- **Evergreen Hospitality Group**
  - Painter's Lodge as destination venue reference point
  - Operational insights and heritage consultation
  - Access to actual wedding/event spaces for pre-visualization

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Project Duration

18 months (Mitacs Accelerate - 4 units × 4 months)

Total Budget

Source	Amount
Multimodal Media Lab (Primary)	$15,000
ClearLED Inc.	$10,000
Pacific Design Academy	$5,000
Total Industry Cash	**$30,000**
Mitacs Contribution	**$30,000**
TOTAL PROJECT VALUE	**$60,000**

Intern Stipend: $60,000 (4 units × $15,000)

EXECUTIVE SUMMARY

The Opportunity: Integrated Event Pre-Visualization Services

Multimodal Media Lab (MML) possesses exceptional technical capacity for immersive pre-visualization (VR/MR/XR, digital twins, AI-assisted design), but lacks:

- **Systematic workflows** for event industry application
- **Established partnerships** with display technology and set design providers
- **Validated case studies** demonstrating ROI for event clients
- **Market positioning** in wedding/corporate event sectors

ClearLED Inc. manufactures premium transparent LED displays but needs:

- **Real-world demonstrations** showing products in event contexts
- **Pre-visualization integration** to sell installations before purchase
- **Event industry presence** beyond architectural/retail focus

Pacific Design Academy (PDA) trains students in spatial/set design but seeks:

- **Industry partnerships** providing authentic project experience
- **Technology integration** showing digital + physical design coordination
- **Brand awareness** in Vancouver's emerging creative tech sector

This Mitacs Accelerate project integrates these three partners through development of a **comprehensive event pre-visualization workflow**, validated through a specific case study: **June 25, 2026 "Casablanca" recruitment event** pre-visualized across four Vancouver/Island venues.

The Case Study: "As Time Goes By" - June 25, 2026

Event Concept

Theme: Casablanca (1942 film) through Umberto Eco's cultural authenticity lens + Anthony Bourdain's culinary cultural critique

Purpose:

- Student recruitment and brand awareness for MML and PDA
- Follow-up to December 6, 2025 "Digital Masquerade" launch event
- Demonstrate integrated digital (MML pre-viz + ClearLED displays) and physical (PDA set design) capabilities

Theoretical Framework: Eco's "Travels in Hyperreality" essay on Casablanca

- Film as "hodgepodge of sensational scenes strung together implausibly" that becomes culturally significant through accumulated viewing and reference
- Authenticity emerges through cultural circulation, not original purity
- Parallel to Bourdain's view: Authentic food culture exists through practice, not preservation

Target Audience:

- Prospective MML/PDA students (digital media, film, VFX, design)
- Industry partners and collaborators

- Vancouver creative technology community

Experience Design:

- Casablanca-appropriate food/drink (Moroccan-French-American fusion)
- Rick's Café Américain atmosphere (intimate, cinematic, culturally layered)
- Live music ("As Time Goes By" and era-appropriate jazz)
- ClearLED displays showing Casablanca scenes, Morocco imagery, student work
- PDA-designed set recreating café elements (arches, lighting, textures)
- MML pre-visualization enabling venue comparison before commitment

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Four Pre-Visualization Venues

The case study will pre-visualize the same Casablanca-themed event across four different venues, each serving specific strategic purposes:

1. Painter's Lodge Lounge (Campbell River)

- **Role:** Destination venue baseline, connects to other Mitacs applications
- **Strategic value:** Tests workflow for destination hospitality (weddings/corporate retreats)
- **Design challenge:** Integrating Casablanca theme with fishing lodge authenticity
- **ClearLED application:** Transparent displays preserving Discovery Passage views while showing content
- **Aurascope™ consideration:** Does "Casablanca in Campbell River" enhance or violate "authentic wilderness lodge" identity?

2. The American Bar (Main Street, Vancouver)

- **Role:** Direct thematic reference (name parallels "Rick's Café Américain")
- **Strategic value:** Existing venue with Casablanca-appropriate aesthetics
- **Design challenge:** Minimal alteration (venue already aligned), focus on enhancement
- **ClearLED application:** Window displays facing Main Street (exhibition value for passersby)
- **Venue advantage:** Authentic bar setting requires less transformation

3. Relish Bar (Downtown Vancouver)

- **Role:** Proximity to MML offices, practical logistics for recurring events
- **Strategic value:** Potential ongoing partnership for MML student showcases
- **Design challenge:** Contemporary space requiring significant thematic transformation
- **ClearLED application:** Multiple display zones creating ambient Moroccan atmosphere

- **Venue advantage:** Walking distance from MML, enables frequent testing/iteration

4. Hollywood Theatre (Broadway, Vancouver)

- **Role:** Largest capacity, heritage cinema space, meta-cinematic resonance
- **Strategic value:** Casablanca screening + event combination (film about film, in cinema)
- **Design challenge:** Stage + lobby design coordination, theatrical presentation
- **ClearLED application:** Stage backdrop, lobby ambient displays, pre-show content
- **Venue advantage:** Cinema context makes Casablanca theme self-evident, largest audience reach

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Why This Case Study Works

Thematically Rich:

- Casablanca as hyperreal cultural object (Eco's analysis)
- Authenticity through circulation vs. preservation (Bourdain's lens)
- Food/drink as cultural practice (culinary design integration)
- Film screening in cinema (meta-cinematic venue at Hollywood Theatre)

Practically Demonstrable:

- Single event concept, four venue variations
- Same theme/content, different spatial/technical configurations
- Comparable cost structures, client decision-making simulation
- Real event (June 25, 2026) providing actual implementation deadline

Strategically Valuable:

- **MML:** Validates pre-visualization workflow across venue types
- **ClearLED:** Product demonstrations in four actual contexts
- **PDA:** Set design portfolio across spatial challenges
- **Evergreen:** Destination venue application (Painter's Lodge)

Theoretically Grounded:

- Umberto Eco's hyperreality framework (Section 2.8 of literature review)
- Aurascope™ three-level analysis (PRIMARY/SECONDARY/TERTIARY)
- Benjamin's exhibition vs. cult value (Section 2.2)
- Authenticity in mediated experience design

Research Objectives

Primary Objective: Integrated Workflow Development

Develop and validate a **systematic pre-visualization workflow** coordinating:

1. **Set Design (PDA):** Physical spatial design, fabrication, materials
2. **Display Technology (ClearLED):** Digital content integration, screen placement, technical specifications
3. **Pre-Visualization Production (MML):** VR/MR/XR modeling, digital twins, rendering, client delivery

Deliverable: Documented workflow enabling MML to offer turnkey event pre-visualization services integrating physical design (PDA) and display technology (ClearLED).

Secondary Objectives

1. Venue Comparison Methodology

- How do clients evaluate multiple venues using pre-visualization?
- What delivery formats maximize decision confidence? (VR headset, web-based 3D, video walkthrough)
- What cost/time thresholds make pre-visualization economically viable?

2. Technology Integration Protocols

- ClearLED display placement optimizing visibility + spatial flow
- Content design for transparent LED in event contexts
- Physical set + digital display coordination

3. Aurascope™ Framework Validation

- Test three-level cultural analytics on Painter's Lodge scenario
- Does "Casablanca theme" align with "fishing lodge authenticity"? (Tertiary level question)
- How does technology preserve vs. erode place-based meaning?

4. Educational Outcomes

- Work-integrated learning for MML/PDA students
- Authentic project experience (real event, real deadline)

- Cross-disciplinary collaboration (digital + physical design)

Strategic Significance

For Multimodal Media Lab

Market Entry: Event pre-visualization as new service offering

- Wedding venues (Painter's Lodge use case)
- Corporate events (recruitment event demonstrates capability)
- Cultural events (Hollywood Theatre cinema programming)

Competitive Differentiation:

- Not just VR production—integrated workflow with set design + technology
- Systematic process (not custom one-offs)
- Validated through real case study (not speculative)

Revenue Model Validation:

- Pricing structures for different venue complexities
- Time/cost estimation for future projects
- Partnership economics (MML ↔ PDA ↔ ClearLED)

For ClearLED Inc.

Product Demonstrations:

- Four actual event contexts showing versatility
- Content design specific to events (not just retail/architecture)
- Integration with set design (PDA collaboration)

Sales Tool Development:

- Pre-visualizations showing ClearLED installed BEFORE purchase
- Client decision confidence through "try before you buy"
- Case studies for event industry marketing

Market Expansion:

- Beyond permanent installations to temporary event rentals
- Wedding market entry (Painter's Lodge proof-of-concept)
- Vancouver cultural venue presence (Hollywood Theatre, bars)

For Pacific Design Academy

Industry Partnership:

- Authentic client projects for student portfolios
- Technology integration experience (digital + physical)
- Connection to MML's AI/VFX capabilities

Brand Awareness:

- Co-hosting June 25, 2026 event with MML
- Showcasing student work in public venue
- Recruitment pipeline (prospective students experiencing PDA design)

Curriculum Development:

- Event design specialization within spatial design program
- Digital-physical integration pedagogies
- Industry-standard workflows (MML/ClearLED partnership model)

For Canadian Innovation Ecosystem

Cross-Sector Integration:

- Film/VFX (MML) + Manufacturing (ClearLED) + Design Education (PDA)
- Digital + Physical convergence
- Academic + Industry collaboration

Export Potential:

- Workflow applicable beyond Vancouver
- International event industry market
- Scalable service model

SR&ED Eligibility:

- Experimental development of new workflows
- Technical uncertainty (optimal pre-viz delivery formats)
- Systematic documentation and testing

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1. THEORETICAL FOUNDATION

1.1 Umberto Eco: Casablanca as Hyperreal Cultural Object

Eco's "Casablanca: Cult Movies and Intertextual Collage" (1984/1986)

From *Travels in Hyperreality*, Eco argues Casablanca became culturally significant **not despite but because of** its "hodgepodge" construction:

Key insights:

1. **Intertextual Collage:** Film references multiple pre-existing narratives
   - Wartime romance
   - Redemption arc
   - Political intrigue
   - Sacrifice for greater good
   - Love triangle
2. **Archetypal Oversaturation:** So many cultural archetypes that viewers connect deeply
   - Not through originality but through **recognition**
   - Each scene evokes memories of other films, stories, myths
   - Becomes "cult" through accumulated references
3. **Authenticity Through Circulation:** Film gains meaning through:
   - Repeated viewings
   - Cultural quotation ("Here's looking at you, kid")
   - Parody and homage
   - **Not original purity but cultural practice**

Application to Event Design:

The June 25, 2026 event **embraces this Eco logic**:

- Not "authentic 1940s Moroccan café" (impossible, hyperreal simulation)
- But "Casablanca-themed experience recognizable through cultural circulation"
- Authenticity emerges through **shared cultural references**, not historical accuracy

1.2 Anthony Bourdain: Experiencing Culture Through Multiple Modes

Bourdain's Morocco Episodes as Prototype

From *A Cook's Tour* Season 1, Episodes 11-12 (March 2002):

Bourdain's Morocco journey established the template for his later work (*No Reservations*, *Parts Unknown*):

Episode 11: "Morocco: A Desert Feast"

- Traversing the Sahara desert seeking mud-oven-roasted sheep
- Small-town roadside experiences (grilled trout, beef kebabs, local beer)
- Desert adventure as "Boys' Own" romantic quest
- **Quote:** "Just like the movies, life finally lives up to the advertising..."

Episode 12: "Traditional Tastes"

- Fes medinas (walled districts) as cultural heart
- Couscous as serious cultural practice: "fluffy, ethereal stuff, a world apart"
- Markets, rituals, hospitality traditions
- Multiple modes of encounter (not just eating)

Core Principles: Culture Through Experience, Not Just Food

1. **Culture Is Encountered Through Multiple Modes**
   - **Food** as entry point (couscous, tagine, mint tea)
   - **Place** as context (desert, medina, roadside stops)
   - **Ritual** as meaning-making (hospitality, preparation, sharing)
   - **Story** as connection (conversations, history, personal narratives)
   - **Aesthetic** as atmosphere (architecture, sounds, textures, light)
2. **Authenticity Emerges Through Open Encounter**
   - Not "preservation of pure form" (museum logic)
   - But "willingness to be affected by difference" (participatory logic)
   - Bourdain's vulnerability: "I don't know what I'm doing here, help me understand"
   - Learning through experience, not expert observation
3. **Romanticism Is Acceptable (If Honest)**
   - Bourdain's desert quest: overtly romantic, seeking "Boys' Own adventure"
   - Acknowledges: "Just like the movies" — cinema shaped his expectations

- Not pretending to be objective anthropologist
- Authentic through self-awareness of one's own romantic projections
4. **Context Determines Meaning**
   - Couscous in Fes ≠ Couscous in New York ≠ Couscous at Vancouver event
   - All can be meaningful within their contexts
   - Question: Does experience honor origins while acknowledging its own situated nature?

Application to Casablanca Event Design

Not: "Authentic recreation of 1940s Morocco" (impossible, hyperreal simulation)

But: "Multi-modal cultural encounter honoring Casablanca's Morocco-through-cinema"

- **Food/Drink:** Moroccan-French-American fusion (tagine, couscous, cocktails)
- **Space:** Set design evoking Rick's Café (arches, textures, intimate atmosphere)
- **Visual:** ClearLED displays showing Morocco (desert, markets, coastal scenes) + Casablanca film
- **Sonic:** "As Time Goes By," era-appropriate jazz, ambient Moroccan music
- **Narrative:** Eco's essay, Bourdain's episodes, film screening — multiple cultural texts intersecting
- **Ritual:** Hospitality choreography (arrival, seating, service, conversation)

The Bourdain Standard:

- Open about romantic projection (we're channeling cinema's Morocco, not claiming anthropological accuracy)
- Multi-modal encounter (not just food, but atmosphere, story, visual, ritual)
- Willingness to let audience experience on their own terms
- Honoring origins (Morocco, Casablanca film) while acknowledging Vancouver context

Bourdain's Morocco episodes screen during event — showing how he experienced Morocco through cinema's lens, just as we're experiencing Casablanca through multiple lenses (Eco's essay, Bourdain's travel, our own event)

1.3 Product→Service→License: Objectified Value Propositions as Coordinating Lens

The Three-Level Business Model Framework (Flynn 2016)

A complementary analytical lens to Aurascope™, derived from practice insights during 2010-2020:

PRODUCTS (PRIMARY Level):

- Tangible cultural artifacts that can be owned/taken home
- Objectified forms: physical goods, documented content, branded items
- What was once living practice (secondary) becomes fixed object (primary)
- Examples: Cookbooks (recipes objectified), film prints/digital files (performances captured), branded merchandise

SERVICES (SECONDARY Level):

- Cultural experiences and knowledge transfer through human activity
- Living practices: performances, guided activities, hospitality rituals
- Fluid, context-dependent, requiring human interpretation and adaptation
- Examples: Film screenings (not just DVD), cooking demonstrations (not just recipes), event hosting (not just venue rental)

LICENSES (TERTIARY Level):

- Permission/authority to use, reproduce, or represent cultural content
- Objectified value propositions: legal frameworks enabling circulation
- Determines who can do what with products and services
- Examples: Film screening rights, music performance licenses, trademark permissions, venue operating licenses

Dynamic Movement Between Levels

Objectification Process:

- Living service (secondary) → Fixed product (primary) through documentation
- What's gained: Transmissibility, preservation, scalability
- What's lost: Context-dependent variation, human adaptation, ritual significance

Licensing as Tertiary Framework:

- Governs circulation and legitimate use of both products AND services
- Not just "legal compliance" but **value proposition coordination**
- Different license types enable different business models and cultural practices

Application to June 25, 2026 Event

This framework reveals multiple licensing layers coordinating the event:

1. Casablanca Film Screening Rights

Product (PRIMARY):

- Digital file of Casablanca (1942)
- 102-minute film as fixed cultural artifact
- Exists as reproducible object

Service (SECONDARY):

- **Screening** at Hollywood Theatre (if selected as venue)
- Not just "playing DVD" but **theatrical presentation event**
- Context, atmosphere, collective viewing, introduction/discussion
- Requires **public performance license**

License (TERTIARY):

- **Warner Bros.** holds copyright (through Turner Entertainment/MGM)
- Public screening requires negotiated license (not covered by DVD purchase)
- License cost varies by: venue capacity, ticket pricing, commercial vs. educational use
- **Research question:** How does license cost factor into venue selection decision?
- **Value proposition:** Is theatrical screening essential to event, or can we use clips/references instead?

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2. Bourdain Content Usage

Product (PRIMARY):

- *A Cook's Tour* Morocco episodes (digital files)
- Bourdain's books: *Kitchen Confidential*, *A Cook's Tour*
- Photography and video footage

Service (SECONDARY):

- **Screening Bourdain's Morocco episodes** during event
- Not just background video but **curated viewing with discussion**
- Frames event as "Bourdain-inspired cultural encounter"

- Educational context (student recruitment event)

License (TERTIARY):

- Bourdain estate/Zero Point Zero Production owns content rights
- *A Cook's Tour* distributed by Questar Entertainment (GoTraveler brand)
- Available on YouTube, Tubi, Amazon Prime — but **public screening ≠ personal viewing**
- **Educational fair use** may apply (student recruitment, non-profit educational context)
- **Research question:** Does educational context enable use, or do we need formal license?
- **Value proposition:** Is Bourdain content essential, or can we reference textually instead?

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3. Music Performance Licenses

Product (PRIMARY):

- "As Time Goes By" (Herman Hupfeld, 1931) — composition
- Original recordings (various artists)
- Sheet music and arrangements

Service (SECONDARY):

- **Live performance** at event (pianist/vocalist)
- Not playing recording but **performing composition**
- Era-appropriate jazz standards (live band)

License (TERTIARY):

- **Composition rights:** SOCAN (Canada) or ASCAP/BMI (US) blanket licenses
- Most venues have blanket license covering compositions
- **BUT:** Need to verify specific venue coverage
- **Mechanical reproduction:** If event is recorded/streamed, additional clearances needed
- **Research question:** What licenses does each venue already hold? What gaps exist?

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4. Venue Operating Licenses

Product (PRIMARY):

- Physical venue spaces (Painter's Lodge, American Bar, Relish, Hollywood Theatre)
- Infrastructure and facilities

- Tangible resources enabling service delivery

Service (SECONDARY):

- **Event hosting** as hospitality service
- Food/beverage service
- Entertainment presentation
- Guest experience coordination

License (TERTIARY):

- **Liquor licenses** (each venue type has different regulations)
- **Food service permits** (health regulations)
- **Occupancy permits** (fire code capacity limits)
- **Entertainment licenses** (live music, screening rights)
- **Business licenses** (operating authority)
- **Research question:** How do venue license portfolios enable/constrain event design?
- **Value proposition:** Does venue's existing license coverage reduce event complexity/cost?

Example: Hollywood Theatre may already have public screening license (it's a cinema), reducing one barrier. But does it have liquor license for event? Catering permit for full meal service?

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5. ClearLED Display Content Licenses

Product (PRIMARY):

- ClearLED transparent display hardware
- Digital content files (Casablanca scenes, Morocco imagery, student work)

Service (SECONDARY):

- **Display service** during event (content programming, operation)
- Not selling displays but **providing exhibition experience**

License (TERTIARY):

- **Image rights:** Morocco tourism photography (Creative Commons? Licensed stock? Original?)
- **Film clips:** Casablanca scenes displayed on LED require **Warner Bros. clearance**
- **Music synchronization:** If Casablanca clips include audio, sync rights needed

- **Student work:** Rights held by students/MML (original content, no external clearance)
- **Research question:** Can ClearLED display Casablanca clips legally? Fair use? License required?

License Costs as Research Variable

Comparative venue analysis must include:

Venue	Film Screening License	Bourdain Content	Music (SOCAN)	Venue Permits	ClearLED Content	Total License Cost
Painter's Lodge	$$$ (negotiate)	$$ (educational?)	✓ (covered)	✓ (covered)	$$?	~$2,000-$5,0
American Bar	$$$ (negotiate)	$$ (educational?)	✓ (covered)	✓ (covered)	$$?	~$2,000-$5,0
Relish Bar	$$$ (negotiate)	$$ (educational?)	✓ (covered)	✓ (covered)	$$?	~$2,000-$5,0
Hollywood Theatre	$ (cinema license?)	$$ (educational?)	✓ (covered)	✓ (cinema permit)	$$?	~$1,000-$3,0

Hypothesis: Hollywood Theatre's existing cinema infrastructure **reduces licensing friction** — already set up for film screening, likely has blanket agreements, understands clearance process.

License as Value Proposition Objectification

Key insight: Licenses aren't just "legal compliance" — they're **objectified value propositions**:

- **Film screening license** = Value prop: "You can experience Casablanca theatrically"
- **Bourdain content license** = Value prop: "You can learn through Bourdain's lens"
- **Music performance license** = Value prop: "You can hear 'As Time Goes By' live"
- **Venue operating license** = Value prop: "You can host events legally here"

Without appropriate licenses, value propositions collapse — you can't deliver what you're promising.

This framework makes licensing visible as tertiary-level coordination challenge:

- Not afterthought ("oh, we should probably get permission")
- But **strategic decision factor** ("which venue's license portfolio best supports our value proposition?")

Integration with Aurascope™

Licenses operate at TERTIARY level across all four Aurascope™ dimensions:

TECHNOLOGY Lens (Tertiary):

- Does technology integration violate content licenses? (ClearLED showing Casablanca clips)

SOCIAL Lens (Tertiary):

- Do licenses enable or constrain social rituals? (Live music, communal screening)

CULTURAL/NARRATIVE Lens (TERTIARY):

- Do licenses preserve or commodify cultural meaning? (Fair use vs. commercial exploitation)

ECONOMIC Lens (TERTIARY):

- Do license costs align with event budget and value proposition? (ROI on licensing investment)

Product→Service→License framework complements Aurascope™ by making the legal-economic-cultural coordination explicit, especially at tertiary level where value propositions are objectified and regulated.

1.4 Benjamin → Berger → Eco: Three-Level Value Framework

- **Cult value:** Ritual embeddedness, place-based meaning, aura
- **Exhibition value:** Reproducibility, circulation, visibility

Casablanca film itself: High exhibition value (endlessly reproduced), yet maintains cultural "aura" through accumulated circulation (reversing Benjamin's concern).

John Berger (1972): Ways of Seeing

- Cultural frameworks structure perception

- "Inverted lighthouse": Multiple sources → Single focal point
- We see through frameworks, not neutrally

Event design: Casablanca theme functions as tertiary framework (way of seeing) making specific set designs (secondary) and material elements (primary) meaningful.

Umberto Eco (1986): Hyperreality Warning + Opportunity

- **Warning:** Simulations preferred to originals ("authentic fakes")
- **Opportunity:** Cultural objects gain meaning through circulation, not purity

Event strategy: Embrace hyperreality explicitly (Casablanca is already hyperreal), avoiding pretense of "authentic Moroccan experience" while creating experientially authentic Casablanca-themed event.

1.5 Aurascope™ Three-Level Analysis

Applied to Event Design Case Study

PRIMARY Level (Resources/Materials):

- ClearLED transparent displays (technology)
- PDA set pieces (arches, furniture, lighting fixtures)
- Food/drink (tagine, couscous, cocktails)
- Venue spaces (Painter's Lodge lounge, American Bar, Relish, Hollywood Theatre)
- Audio equipment, projection systems

SECONDARY Level (Processes/Coordination):

- MML pre-visualization production workflow
- PDA design-to-fabrication process
- ClearLED installation and content management
- Event service choreography (food service, music performance, guest flow)
- Cross-partner coordination (MML ↔ PDA ↔ ClearLED)

TERTIARY Level (Values/Frameworks):

- "Casablanca" as cultural reference framework
- Eco's hyperreality acceptance (not purity anxiety)
- Bourdain's "authentic through practice" culinary ethic
- Event purpose: Student recruitment, brand awareness, community engagement

- Venue identities: Does theme align with or violate place-based meaning?

The Coordination Challenge

Successful event design requires:

1. **Primary resources** adequate for theme execution
2. **Secondary processes** coordinating physical + digital + culinary + experiential
3. **Tertiary alignment** between theme and venue identity

Aurascope™ reveals: Where does coordination succeed or fail across these three levels?

Case study tests:

- Does Casablanca theme work at Painter's Lodge? (Authentic fishing lodge + classic film?)
- Does it work at Hollywood Theatre? (Cinema showing Casablanca = self-evident alignment)
- What about American Bar vs. Relish? (Name alignment vs. spatial challenge)

1.6 Michael Cole's "Coordinated Set of Lenses" — Methodology Integration

Cole (1996, p. 338): Methodology as Coordinated Perspectives

Michael Cole argued that understanding cultural phenomena requires **"a coordinated set of lenses through which to interpret the world"** — not single correct method but multiple simultaneous perspectives coordinated together.

Applied to this project, the coordinated lenses are:

1. **Umberto Eco's Hyperreality Framework**
   - How do cultural objects (Casablanca film) gain meaning through circulation, not purity?
   - When does simulation become "more real than real"?
   - How can we embrace hyperreality explicitly (avoiding pretense of authenticity)?
2. **Anthony Bourdain's Multi-Modal Cultural Encounter**
   - How do we experience culture through food, place, ritual, story, aesthetic?
   - What does open, vulnerable encounter look like (vs. expert observation)?
   - How can romanticism be honest rather than exploitative?
3. **Product→Service→License Framework (Flynn)**
   - How are value propositions objectified as products, enacted as services, regulated as licenses?

- What licenses coordinate the event at tertiary level?
- How do licensing costs and constraints factor into venue selection?

4. **Aurascope™ Three-Level Coordination (Flynn)**
   - How do PRIMARY resources, SECONDARY processes, and TERTIARY values align or conflict?
   - What contradictions exist between authentic wilderness (Painter's Lodge) and cinematic glamour (Casablanca)?
   - Across four dimensions (Technology, Social, Cultural/Narrative, Economic)?

5. **Benjamin-Berger-Eco Value Analysis**
   - How does exhibition value (visibility) interact with cult value (meaning) and exchange value (market logic)?
   - Does technology enhance or erode place-based authenticity?
   - What "ways of seeing" determine value?

No single lens captures the whole event design challenge. Comprehensive understanding requires coordinating across all five perspectives:

- **Eco** asks: Is this hyperreal?
- **Bourdain** asks: Is this an honest encounter?
- **Product→Service→License** asks: Is this legally and economically coordinated?
- **Aurascope™** asks: Do all three levels align across four dimensions?
- **Benjamin-Berger-Eco** asks: Are cult, exhibition, and exchange values balanced?

The research methodology uses all five lenses simultaneously, revealing coordination dynamics that single-perspective analysis would miss.

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2. RESEARCH DESIGN & METHODOLOGY

2.1 Overall Research Structure

Core Method: Applied research through authentic project (June 25, 2026 real event)

Research Question: What systematic workflow enables integrated event pre-visualization coordinating:

- Set design (PDA)
- Display technology (ClearLED)
- Immersive media production (MML)

- Venue-specific adaptation

Validation Approach: Single event concept, four venue variations

Outcomes:

1. Documented workflow (replicable for future projects)
2. Four pre-visualization deliverables (VR/3D/video)
3. Comparative venue analysis (which venue best suits event?)
4. Actual event implementation (June 25, 2026)
5. Post-event evaluation (did pre-viz match reality?)

2.2 Three-Phase Timeline

Phase 1: Workflow Development & Initial Pre-Visualization (Months 1-6)

Months 1-2: Requirements Gathering & Design

- Casablanca theme research (film analysis, Eco's essay, Bourdain's culinary philosophy)
- Venue site surveys (all four locations)
- ClearLED product specifications and placement options
- PDA initial set design concepts
- Food/drink menu development
- Music/performance planning

Activities:

- Film screening workshops (Casablanca analysis with MML/PDA students)
- Eco reading group (hyperreality framework discussion)
- Bourdain video series screening (culinary authenticity lens)
- Venue visits with stakeholders
- Photography and spatial measurements
- Heritage consultation (Painter's Lodge)

Deliverable: Event design brief integrating theme, venues, technology, set design

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Months 3-4: Pre-Visualization Production (Venue 1 & 2)

Venue 1: Painter's Lodge Lounge

- 3D modeling of lounge space
- PDA set design integration (Casablanca elements + fishing lodge context)
- ClearLED placement (transparent displays preserving views)
- Content design (Casablanca scenes + Morocco imagery)
- VR walkthrough development
- Aurascope™ analysis: Does theme align with lodge identity?

Venue 2: The American Bar

- 3D modeling of bar space
- Minimal set design (name already aligns with "Rick's Café Américain")
- ClearLED window displays (Main Street visibility)
- Content design (Casablanca scenes visible from street)
- Web-based 3D viewer (accessible to stakeholders remotely)

Activities:

- MML production team working with PDA design students
- ClearLED technical consultation
- Iterative design reviews
- Student presentations and critiques

Deliverable: Two complete venue pre-visualizations (VR + web-based + video)

Months 5-6: Pre-Visualization Production (Venue 3 & 4)

Venue 3: Relish Bar

- 3D modeling of contemporary space
- Extensive set design transformation (PDA challenge)
- Multiple ClearLED display zones (ambient atmosphere)
- Content design (immersive Moroccan environment)
- Interactive VR experience

Venue 4: Hollywood Theatre

- 3D modeling of cinema + stage + lobby
- Stage set design (theatrical presentation)

- ClearLED stage backdrop + lobby displays
- Content design (pre-show + intermission + ambient)
- Largest capacity, most complex coordination

Activities:

- Cross-venue comparison framework
- Cost estimation for each venue option
- Client decision simulation (stakeholders evaluate pre-viz)
- Workflow documentation

Deliverable: Four complete venue pre-visualizations + comparative analysis

Milestone: Phase 1 complete, workflow validated, venue selection for June 25, 2026 event

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Phase 2: Refinement & Implementation Planning (Months 7-12)

Months 7-8: Venue Selection & Detailed Design

- Stakeholder review of four pre-visualizations
- Venue selection based on:
    - Capacity requirements
    - Budget constraints
    - Thematic alignment
    - Logistical feasibility
- Detailed design for selected venue
- Fabrication planning (PDA)
- ClearLED order and installation planning
- Event logistics (catering, music, ticketing)

Activities:

- Client decision-making documentation
- Why did stakeholders choose Venue X over others?
- What pre-visualization features influenced decision?
- Refinement of selected venue design based on feedback

Deliverable: Final event design with fabrication/installation plans

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Months 9-10: Fabrication & Content Production

- PDA set fabrication
- ClearLED content finalization
- Music performance preparation
- Food/drink finalization
- Marketing materials (using pre-viz renders)
- Ticket sales and registration

Activities:

- Student involvement in fabrication/production
- Documentation of physical build process
- Testing ClearLED displays and content
- Rehearsals and technical run-throughs

Deliverable: Physical set pieces, finalized content, operational plans

---

Months 11-12: Pre-Event Testing & June 25, 2026 Event

- Installation and setup
- Technical rehearsals
- Staff training
- **June 25, 2026: Actual Event**
- Documentation (photography, video, guest feedback)
- Post-event evaluation

Activities:

- Compare pre-visualization to actual implementation
- Guest experience assessment
- Student recruitment metrics
- Partner satisfaction evaluation

Deliverable: Event execution, documentation, initial evaluation

Milestone: Phase 2 complete, event successfully executed

Phase 3: Analysis & Knowledge Mobilization (Months 13-18)

Months 13-14: Post-Event Analysis

- Pre-visualization accuracy assessment (did it match reality?)
- Guest feedback analysis (experience quality)
- Recruitment outcomes (prospective student engagement)
- Partner satisfaction (MML/PDA/ClearLED/Evergreen)
- Cost/time actual vs. estimated

Activities:

- Stakeholder interviews
- Data analysis and synthesis
- Lessons learned documentation
- Workflow refinement

Deliverable: Comprehensive post-event analysis report

Months 15-16: Workflow Documentation & Playbook Development

- Systematic workflow documentation
- Templates and checklists
- Cost estimation tools
- Decision frameworks (venue selection, technology integration)
- Training materials for future MML projects

Activities:

- Playbook drafting
- Tool development (spreadsheets, templates)
- Case study writing
- Academic paper preparation

Deliverable: MML Event Pre-Visualization Workflow Playbook

Months 17-18: Knowledge Dissemination & Future Planning

- Academic publications
- Industry presentations
- Partner workshops (training MML/PDA/ClearLED staff)

- Marketing materials for MML services
- Future project pipeline development

Activities:

- Conference submissions
- Industry demos and presentations
- Partnership expansion discussions
- Business model refinement

Deliverable: Complete project documentation, dissemination strategy, sustainability plan

Milestone: Phase 3 complete, knowledge mobilized, MML service offering established

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2.3 Data Collection Methods

Pre-Visualization Production Documentation

Collected throughout production:

- Design iterations and decision rationale
- Time tracking (hours per task, per venue)
- Cost tracking (software, equipment, labor)
- Technical challenges and solutions
- Cross-partner coordination meetings and notes
- Student learning reflections

Purpose: Document systematic workflow for replication

Stakeholder Evaluation Sessions

Participants:

- MML leadership (service offering validation)
- PDA faculty and leadership (educational outcomes)
- ClearLED sales and engineering (product demonstration)
- Evergreen Hospitality (destination venue application)
- External event planners (market validation)

Method:

- Review four venue pre-visualizations
- Evaluate using standardized rubric:
  - Visual quality and realism
  - Ease of understanding spatial layout
  - Technology integration clarity
  - Decision-making utility
  - Cost-benefit perception

Purpose: Validate that pre-visualization improves client decision confidence

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Comparative Venue Analysis

Framework:

Criterion	Painter's Lodge	American Bar	Relish Bar	Hollywood Theatre
Capacity	~60	~80	~100	~300
Thematic Fit	Low (fishing lodge)	High (name/aesthetic)	Low (contemporary)	High (cinema meta)
ClearLED Integration	Challenging (views)	Windows (street facing)	Multiple zones	Stage + lobby
PDA Set Design Complexity	High (clash?)	Low (already aligned)	High (transformation)	Medium (theatrical)
Proximity to MML	Low (Island)	Medium (Main St)	High (downtown)	Medium (Broadway)
Cost (estimated)	High (travel/logistics)	Medium	Medium	High (capacity/technical)

Analysis: Which venue best balances:

- Thematic alignment (Casablanca fit)
- Technical feasibility (ClearLED + set design)
- Economic viability (cost vs. recruitment impact)
- Strategic value (brand awareness, industry partnerships)

Event Execution & Post-Event Evaluation

June 25, 2026 Event Data:

- Attendance (actual vs. projected)
- Guest feedback surveys (experience quality, theme execution)
- Prospective student engagement (inquiries, applications)
- Photography/video documentation
- Social media metrics (if applicable)
- Partner satisfaction interviews

Pre-Viz Accuracy Assessment:

- Side-by-side comparison: Pre-visualization renders vs. actual event photos
- What matched expectations?
- What surprised or differed?
- Did pre-viz improve planning and execution?

Lessons Learned:

- What would we do differently?
- What workflow improvements are needed?
- What technical challenges weren't anticipated?
- What exceeded expectations?

2.4 Aurascope™ Framework Application

Research Sub-Question: Cultural Analytics Validation

Specific to Painter's Lodge scenario:

Does "Casablanca-themed event" align with "authentic fishing lodge" identity?

Aurascope™ Analysis:

PRIMARY Level (Resources):

- Physical space: Fishing lodge lounge with Discovery Passage views
- Technology: ClearLED transparent displays (preserve views while showing Casablanca content)

- Set design: PDA arches, lighting, Moroccan textures
- Food/drink: Moroccan-French fusion (tagine, couscous, French wine)

SECONDARY Level (Processes):

- Staff storytelling: Can lodge staff integrate Casablanca references with fishing heritage?
- Guest experience choreography: Arrival → cocktails → dinner → screening/music
- Technology operation: ClearLED content management during event
- Coordination: Kitchen → service staff → entertainment → technology

TERTIARY Level (Values/Identity):

- Lodge identity: "Authentic wilderness fishing lodge" (75+ years heritage)
- Event theme: "Casablanca" (classic Hollywood, exotic, cinematic)
- **Potential contradiction:** Does Hollywood glamour clash with wilderness authenticity?
- **Or synergy:** Both evoke "classic," "timeless," "romantic escape"?

Analysis Methods:

- Stakeholder interviews: Does Evergreen staff see alignment or clash?
- Guest perception testing: Would guests accept Casablanca theme at fishing lodge?
- Comparative analysis: Painter's Lodge vs. Hollywood Theatre (which feels more natural?)

Outcome: Evidence for whether Aurascope™ framework reveals insights missed by traditional feasibility/viability analysis.

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3. EXPECTED OUTCOMES & DELIVERABLES

3.1 Primary Deliverables

1. Integrated Event Pre-Visualization Workflow

Document: 80-100 page operational playbook

Contents:

- Step-by-step process from client brief to final deliverable
- Phase breakdown (requirements → design → production → delivery)
- Role definitions (MML lead, PDA collaborator, ClearLED consultant)
- Time estimates per task and venue complexity
- Cost estimation framework

- Technology stack and software requirements
- Quality assurance checklists
- Client communication templates
- Revision management protocols

Outcome: MML can replicate workflow for future event clients independently

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2. Four Venue Pre-Visualizations (Casablanca Theme)

Deliverable Formats (per venue):

- **VR Experience:** Oculus/Meta Quest headset walkthrough
- **Web-based 3D Viewer:** Browser-accessible, no headset required
- **4K Video Walkthrough:** Cinematic camera path with narration
- **Still Renders:** 15-20 high-resolution images per venue
- **Technical Specifications:** ClearLED placement, set design drawings, lighting plots

Venues:

1. Painter's Lodge Lounge
2. The American Bar
3. Relish Bar
4. Hollywood Theatre

Strategic Value:

- Portfolio pieces for MML marketing
- Sales tools for ClearLED
- Student portfolio work for PDA
- Case study demonstrating integrated capability

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3. Comparative Venue Analysis Report

Document: 30-40 page strategic analysis

Contents:

- Evaluation matrix across criteria (capacity, cost, thematic fit, technical complexity)
- Stakeholder feedback synthesis

- Decision framework for venue selection
- Recommendations for different event types
- Lessons learned from four-venue approach

Outcome: Template for future client decision support

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4. June 25, 2026 Event Execution Documentation

Deliverable: Comprehensive event report

Contents:

- Event overview and execution summary
- Pre-visualization accuracy assessment (renders vs. reality)
- Guest experience evaluation (surveys, feedback)
- Recruitment outcomes (prospective student engagement)
- Partner satisfaction assessment
- Financial analysis (budget vs. actual)
- Photographic and video documentation
- Lessons learned and recommendations

Outcome: Validation that pre-visualization improves planning and execution

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3.2 Academic Contributions

1. Cultural Analytics Research Paper

Title: "Hyperreal Event Design: Applying Umberto Eco's Framework to Casablanca-Themed Hospitality Experiences"

Contents:

- Theoretical synthesis (Eco + Bourdain + Benjamin/Berger)
- Aurascope™ framework application
- Painter's Lodge case study analysis
- Authenticity in mediated experiences

Venue: Hospitality and tourism journals (Annals of Tourism Research, Tourism Management)

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2. Methodology Paper

Title: "Integrated Event Pre-Visualization: A Participatory Action Research Approach to Digital-Physical Design Coordination"

Contents:

- Fifth Dimension + Change Laboratory integration
- Work-integrated learning outcomes
- Cross-disciplinary collaboration frameworks
- Systematic workflow development methodology

Venue: Design research journals (Design Studies, CoDesign)

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3. Technology Integration Paper

Title: "Transparent LED Displays in Event Design: Pre-Visualization for Client Decision-Making and Authentic Experience Preservation"

Contents:

- ClearLED technology overview
- Event industry applications
- Pre-visualization as sales tool
- Authenticity preservation through careful integration

Venue: Event management journals or technology-focused publications

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3.3 Industry Deliverables

For Multimodal Media Lab

Service Offering Launch:

- Event pre-visualization as billable service
- Pricing structure validated through case study
- Marketing materials (website, portfolio, case studies)
- Client acquisition strategy

Operational Infrastructure:

- Documented workflow and templates
- Partnership agreements (PDA, ClearLED, venues)
- Student training program (curriculum integration)
- Quality standards and review process

Expected Revenue Impact:

- Pilot projects: 3-5 events per year
- Revenue target: $50K-$100K annually
- Scalability pathway to larger event industry presence

For ClearLED Inc.

Product Demonstrations:

- Four event contexts showing product versatility
- Pre-visualization integration (try before buy)
- Content design examples for events

Sales Tools:

- Case study deck with renders and photos
- ROI calculator for event applications
- Client testimonials (post June 25, 2026)

Market Expansion:

- Event industry positioning (beyond architecture/retail)
- Rental model exploration (temporary installations)
- Partnership network (event designers, planners, venues)

For Pacific Design Academy

Educational Outcomes:

- Student portfolio projects (real client work)
- Technology integration curriculum
- Industry partnership model

Brand Awareness:

- June 25, 2026 co-hosted event (prospective student recruitment)
- Portfolio showcase in public venues
- MML collaboration visibility

Program Development:

- Event design specialization track
- Digital-physical integration coursework
- Industry-standard workflows

For Evergreen Hospitality Group

Destination Marketing:

- Painter's Lodge pre-visualization as wedding/event sales tool
- Virtual venue tours for mainland-based planners
- Technology integration insights

Operational Insights:

- Casablanca theme feasibility assessment (does it fit?)
- Aurascope™ framework application (authenticity preservation)
- Event design best practices

Strategic Value:

- Connection to Vancouver creative tech sector
- Student recruitment event model (educational partnerships)
- Heritage preservation through cultural analytics

3.4 Intellectual Property & Commercialization

Workflow Documentation as IP

Potential commercialization:

- Licensing to other VFX/design studios
- Training/certification program for event pre-visualization

- Software tool development (guided workflow application)

Ownership: MML (primary developer), with acknowledgment of PDA/ClearLED contributions

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Aurascope™ Framework Validation

Academic IP:

- Framework validated through empirical case study
- Painter's Lodge analysis demonstrates tertiary-level cultural analytics
- Publication and conference dissemination

Commercial potential:

- Consulting tool for hospitality operators
- Integration with business model innovation platforms (Strategyzer)
- Cultural institution applications (museums, heritage sites)

SR&ED Eligibility Documentation

For MML (primary claimant):

Technical Uncertainty:

- What pre-visualization delivery formats maximize client decision confidence?
- How to integrate physical set design + digital displays in single pre-viz?
- What level of fidelity is cost-effective for different event types?

Experimental Development:

- Four-venue testing with systematic comparison
- Iterative workflow refinement through production
- Pre-viz accuracy assessment (predicted vs. actual)

Systematic Approach:

- Documented time/cost tracking
- Hypothesis testing (format effectiveness, venue fit)
- Learning cycles recorded and analyzed

Eligible Expenses:

- Software development/customization for workflow
- Production time creating four pre-visualizations
- Post-event analysis and workflow refinement
- Documentation and knowledge codification

Important: SR&ED pursued by partners independently, separate from Mitacs funding.

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4. TIMELINE & MILESTONES

Phase 1: Workflow Development & Pre-Visualization (Months 1-6)

Month 1: Foundation & Theme Development

Week 1-2:

- Partnership agreements finalized
- Casablanca film screening + Eco essay reading group
- Bourdain video series discussion
- Event design brief kickoff

Week 3-4:

- Venue site surveys (all four locations)
- Photography and spatial measurements
- ClearLED product specifications review
- PDA initial design concepts

Milestone: Event design brief complete, venues documented

Month 2: Design Development

Week 5-6:

- Food/drink menu development (Moroccan-French fusion)
- Music selection and performance planning
- Set design concepts (PDA) for each venue

- ClearLED placement strategies per venue

Week 7-8:

- Content strategy development (Casablanca scenes, Morocco imagery)
- Cross-venue design coordination
- Budget estimates per venue
- Stakeholder design review

Milestone: Design direction approved for all four venues

Months 3-4: Pre-Visualization Production (Venues 1 & 2)

Venue 1: Painter's Lodge (Month 3)

- 3D modeling and set integration
- ClearLED transparent display placement
- VR experience development
- Aurascope™ analysis (theme-identity alignment)

Venue 2: The American Bar (Month 4)

- 3D modeling (minimal transformation needed)
- Window display strategy
- Web-based 3D viewer
- Video walkthrough production

Activities:

- MML production + PDA design coordination
- ClearLED technical consultation
- Student participation and learning
- Iterative reviews and refinement

Milestone: Two venue pre-visualizations complete

Months 5-6: Pre-Visualization Production (Venues 3 & 4)

Venue 3: Relish Bar (Month 5)

- 3D modeling of contemporary space
- Extensive set transformation design
- Multiple ClearLED display zones
- Interactive VR experience

Venue 4: Hollywood Theatre (Month 6)

- 3D modeling (cinema + stage + lobby)
- Theatrical stage design
- ClearLED stage backdrop + lobby
- Most complex coordination scenario

Activities:

- Comparative venue analysis framework
- Cost/feasibility assessment per venue
- Client decision simulation
- Workflow documentation (first pass)

Milestone: All four venue pre-visualizations complete, Phase 1 deliverable package

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Phase 2: Refinement & Event Implementation (Months 7-12)

Months 7-8: Venue Selection & Detailed Design

Week 25-28:

- Stakeholder review sessions (all four pre-viz)
- Venue selection decision
- Decision rationale documentation
- Selected venue detailed design

Week 29-32:

- PDA fabrication planning
- ClearLED order and installation planning
- Event logistics coordination
- Marketing material development

Milestone: Venue selected, detailed implementation plan complete

Months 9-10: Fabrication & Content Production

Week 33-40:

- PDA set fabrication (students + faculty)
- ClearLED content finalization
- Music performance preparation
- Food/drink menu finalization
- Ticket sales and registration

Activities:

- Physical build documentation
- ClearLED testing and content iteration
- Technical rehearsals
- Marketing and promotion

Milestone: Physical elements fabricated, content ready, event promoted

Months 11-12: Pre-Event Testing & Execution

Week 41-44:

- Venue installation and setup
- Technical dress rehearsal
- Staff training
- Final preparations

Week 45 (June 25, 2026):

- **EVENT DAY**
- Documentation (photo, video, guest experience)
- Real-time troubleshooting and adaptation

Week 46-48:

- Breakdown and debrief
- Initial post-event analysis
- Guest feedback collection

- Partner satisfaction assessment

Milestone: Event executed, initial evaluation complete

Phase 3: Analysis & Knowledge Mobilization (Months 13-18)

Months 13-14: Post-Event Analysis

Week 49-56:

- Pre-viz accuracy assessment (renders vs. photos)
- Guest experience analysis
- Recruitment outcome tracking
- Cost/time actual vs. estimated
- Stakeholder interviews
- Lessons learned synthesis

Milestone: Comprehensive post-event analysis report complete

Months 15-16: Workflow Documentation & Playbook

Week 57-64:

- Systematic workflow documentation
- Templates and tool development
- Cost estimation framework
- Decision matrices and checklists
- Training materials for MML staff

Milestone: MML Event Pre-Visualization Workflow Playbook complete

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Months 17-18: Knowledge Dissemination & Sustainability

Week 65-72:

- Academic paper writing and submission
- Industry presentations and demos

- Partner training workshops
- Marketing materials for MML services
- Business model refinement
- Future project pipeline development

Milestone: Project complete, knowledge mobilized, MML service offering launched

Project Milestone Summary

Phase	Months	Primary Focus	Key Output
Phase 1	1-6	Pre-Visualization Development	Four venue pre-viz complete
Phase 2	7-12	Event Implementation	June 25, 2026 event executed
Phase 3	13-18	Analysis & Mobilization	Workflow playbook + dissemination

5. BENEFITS TO CANADA

5.1 Innovation in Canadian Creative Technology Sector

Cross-Sector Integration:

- Film/VFX (MML) + Manufacturing (ClearLED) + Design Education (PDA)
- Digital + Physical convergence in single workflow
- Academic + Industry collaboration model

Competitive Positioning:

- Vancouver as hub for event technology innovation
- Canadian capacity in immersive media production
- Export potential (workflow applicable internationally)

Technology Advancement:

- Pre-visualization methodologies for event industry
- Transparent LED applications in experiential design
- AI-assisted design tools integration

5.2 Educational & Workforce Development

Work-Integrated Learning:

- MML students: Real client project experience
- PDA students: Industry-standard workflows, technology integration
- Cross-institutional collaboration (rare in education)

Competencies Developed:

- Digital-physical design coordination
- Client communication and project management
- Cross-disciplinary collaboration
- Emerging technology application (VR/MR/XR, AI tools)

Career Pathways:

- Event design and production
- Immersive media production
- Spatial and set design
- Technology integration consulting

5.3 Regional Economic Impact

Vancouver Creative Tech Ecosystem:

- MML/PDA brand awareness through June 25 event
- Partnership network expansion (venues, suppliers, clients)
- Student recruitment pipeline (local and international)

Event Industry Development:

- New service offerings (pre-visualization not widely available)
- Technology adoption (ClearLED penetration in event market)
- Design quality elevation (integrated approach)

Vancouver Island Tourism:

- Painter's Lodge destination marketing (wedding/event market)
- Pre-visualization enabling mainland client confidence
- Heritage preservation through cultural analytics

5.4 Cultural & Theoretical Contributions

Applied Cultural Theory:

- Umberto Eco's hyperreality framework operationalized
- Authenticity preservation through systematic analysis
- Aurascope™ three-level coordination validated empirically

Methodological Innovation:

- Fifth Dimension + real event integration
- Participatory action research in commercial context
- Theory-to-practice translation model

Knowledge Mobilization:

- Academic publications in hospitality, design, cultural studies
- Industry presentations and workshops
- Playbook and workflow documentation (open access potential)

5.5 Intellectual Property & Commercialization

Canadian-Owned IP:

- MML event pre-visualization workflow (replicable, licensable)
- Aurascope™ framework (academic IP, commercial applications)
- Training/certification programs (export potential)

Market Opportunities:

- Event industry (weddings, corporate, cultural)
- Cultural institutions (museums, heritage sites using pre-viz)
- Urban planning (public space design visualization)
- Technology consulting (integrated approach to display tech)

Strategic Advantage:

- First-mover in systematic event pre-visualization
- Canadian innovation addressing global market need
- Scalable service model with multiple revenue streams

6. BUDGET & PARTNER CONTRIBUTIONS

6.1 Mitacs Accelerate Funding Structure

Program: Mitacs Accelerate
Duration: 18 months (4 units × 4 months, plus analysis time)
Intern Level: PhD/Masters graduate student

Funding per unit:

- Industry contribution: $7,500
- Mitacs contribution: $7,500
- **Total per unit:** $15,000

18-month project (4 units):

- Industry cash total: $30,000
- Mitacs contribution: $30,000
- **Total project funding:** $60,000
- **Intern stipend:** $60,000

6.2 Industry Cash Contributions

Partner	Role	Cash Contribution
Multimodal Media Lab	Primary partner, pre-visualization production	$15,000
ClearLED Inc.	Display technology provider	$10,000
Pacific Design Academy	Set/stage design partner	$5,000
TOTAL INDUSTRY CASH		**$30,000**

Distribution meets Mitacs requirements:

- MML as primary partner contributes 50% of industry share
- ClearLED and PDA as strategic partners contribute remainder

- All partners receive proportional value from research outcomes

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6.3 In-Kind Contributions

Multimodal Media Lab (Beyond Cash)

Technical Infrastructure:

- VR/MR/XR production hardware and software
- 3D modeling and rendering workstations
- AI-assisted design tools
- Video production equipment
- Project management and collaboration tools
- **Estimated value:** $30,000-$40,000

Personnel Time:

- Technical supervision and mentorship
- Production staff consultation (100+ hours)
- Studio space and facilities
- **Estimated value:** $15,000-$20,000

ClearLED Inc. (Beyond Cash)

Product & Expertise:

- Transparent LED display samples and demonstration units
- Technical specifications and product documentation
- Installation consultation and support
- Content design guidance specific to LED technology
- **Estimated value:** $20,000-$25,000

Marketing Value:

- Case study participation (portfolio material)
- Event presence (June 25, 2026)
- Industry network access
- **Estimated value:** $5,000-$10,000

Pacific Design Academy (Beyond Cash)

Educational Infrastructure:

- Studio space and fabrication equipment
- Faculty supervision (150+ hours)
- Student labor for fabrication (200+ hours)
- Material resources and supplies
- **Estimated value:** $25,000-$30,000

Event Co-Hosting:

- June 25, 2026 event co-organization
- Promotional support and network access
- Venue coordination assistance
- **Estimated value:** $5,000-$8,000

Evergreen Hospitality Group (In-Kind Only)

Venue Access:

- Painter's Lodge site surveys and photography
- Operational consultation (50+ hours)
- Heritage materials and documentation
- Event planning insights
- **Estimated value:** $10,000-$15,000

Strategic Value:

- Destination venue validation
- Wedding/event market insights
- Regional tourism network
- **Estimated value:** $5,000-$8,000

Fairleigh Dickinson University

Academic Support:

- Graduate supervision and oversight
- Research infrastructure and library access
- Business analysis frameworks
- Conference presentation support
- **Estimated value:** $10,000-$15,000

TOTAL IN-KIND VALUE: $125,000-$171,000

COMBINED PROJECT VALUE: $185,000-$231,000

Leverage Ratio: ~3:1 to 4:1 (in-kind value relative to cash)

6.4 Use of Funds

Intern Stipend ($60,000):

- Primary use per Mitacs requirements
- 18-month full-time research commitment
- Sustained engagement across all three phases

Project Costs (within intern activities):

- Travel (venue site visits, Island trips for Painter's Lodge)
- Event materials and supplies (June 25, 2026)
- Software licenses (if needed beyond partner-provided)
- Documentation and dissemination (printing, conference registration)
- Stakeholder engagement (workshop materials, presentations)

NOT included in Mitacs funding:

- Physical set fabrication (PDA in-kind)
- ClearLED display hardware (ClearLED in-kind)
- Venue rental for June 25 event (covered by event revenue/sponsors)
- Student wages beyond intern (institutional in-kind)
- Food/drink for event (event budget, not research budget)

6.5 June 25, 2026 Event Budget (Separate from Mitacs)

Event is self-funded through:

- Ticket sales (prospective student recruitment event)
- MML/PDA institutional support (marketing/outreach)
- Potential sponsors (ClearLED product demonstration)

Event budget NOT part of Mitacs project:

- Research studies the workflow and process
- Event validates the pre-visualization approach
- But event operational costs covered separately

Mitacs funds support: Research, documentation, analysis, knowledge mobilization

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6.6 SR&ED Alignment & Documentation

Project structured to support SR&ED claims by MML (primary claimant):

Technical Uncertainty

Questions requiring experimentation:

1. What pre-visualization delivery formats maximize client decision confidence for event applications?
2. How can physical set design and digital displays be integrated in single pre-visualization workflow?
3. What level of visual fidelity is cost-effective for different event complexity levels?
4. Can pre-visualization accuracy be systematically improved through iterative testing?

Experimental Development

Systematic testing approach:

- Four-venue comparative testing (same theme, different spatial contexts)
- Multiple delivery formats (VR, web-based, video) tested with stakeholders
- Pre-visualization vs. actual event accuracy assessment
- Workflow time/cost optimization through documentation

Technological Advancement

Innovation beyond current practice:

- Integrated digital-physical workflow (not separate workflows)
- Transparent LED pre-visualization (ClearLED-specific rendering)
- Event-specific content design protocols
- Venue-adaptive systematic process

Systematic Documentation

Required for SR&ED compliance:

- Time tracking per task and venue (detailed logs)
- Cost tracking (software, labor, resources)
- Hypothesis testing documentation (format effectiveness, fidelity requirements)
- Learning cycles recorded (failures, adjustments, improvements)
- Technical challenges and solutions documented
- Pre-visualization accuracy metrics (predicted vs. actual)

Eligible Activities for MML

SR&ED-qualifying work:

- Software tool development/customization for workflow
- Four venue pre-visualization production (experimental testing)
- Delivery format comparison (systematic evaluation)
- Post-event accuracy analysis and workflow refinement
- Documentation and codification of systematic process

Important:

- Mitacs funding and SR&ED claims are separate and non-overlapping per program rules
- SR&ED claims pursued by MML independently based on eligible activities
- Documentation supports but doesn't require SR&ED pursuit
- Academic and commercial value exists regardless of tax credit outcomes

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7. RISK MITIGATION

7.1 Project Execution Risks

Risk: June 25, 2026 event date creates hard deadline, limited flexibility

Mitigation:

- 12-month lead time (Month 1 start → Month 12 event = adequate buffer)
- Phased approach with milestones allows early problem detection
- Venue selection by Month 8 ensures 4-month implementation window
- Contingency planning for alternative dates if major issues arise
- Research value exists regardless of event execution (workflow validated through pre-viz production)

Risk: Four-venue scope too ambitious within timeline/budget

Mitigation:

- Venues selected for strategic diversity, not arbitrary quantity
- Each venue serves specific purpose (destination, thematic fit, proximity, scale)
- Can reduce to 3 venues if needed (drop Relish, keep Painter's/American/Hollywood)
- Primary research value in workflow development, not venue quantity
- Comparative analysis valuable even with fewer venues

7.2 Partnership Coordination Risks

Risk: MML, ClearLED, PDA coordination challenges (different organizational cultures, timelines)

Mitigation:

- Clear role definitions in partnership agreements
- Regular coordination meetings (bi-weekly during active phases)
- Single project manager (Mitacs intern) ensuring communication
- Shared project management tools (Asana, Slack, shared drives)
- Escalation protocols for resolving conflicts
- Financial structure incentivizes collaboration (mutual benefit)

Risk: Student availability/capacity at MML and PDA fluctuates with academic calendar

Mitigation:

- Project timeline accounts for academic schedule (exam periods, summer break)

- Core work during fall/winter terms (higher student engagement)
- Summer (Months 9-12) focused on fabrication/implementation (fewer students needed)
- Faculty supervision ensures continuity beyond individual students
- Paid opportunities (through partner budgets) motivate participation

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7.3 Technical & Quality Risks

Risk: Pre-visualization quality doesn't meet client expectations

Mitigation:

- Iterative review process with stakeholders throughout production
- Multiple delivery formats (VR, web, video) provide options
- Quality benchmarks established upfront (fidelity levels, rendering standards)
- MML's existing VFX capabilities provide strong technical foundation
- ClearLED and PDA technical consultation ensures accuracy

Risk: Pre-visualization doesn't accurately predict actual event outcomes

Mitigation:

- Post-event accuracy assessment built into research design
- Even discrepancies provide valuable learning (where does pre-viz fail?)
- Workflow refinement based on comparison (improve future accuracy)
- Manage stakeholder expectations (pre-viz is guide, not guarantee)
- Document limitations and assumptions transparently

7.4 Venue-Specific Risks

Risk: Painter's Lodge distance (Campbell River) limits site access and increases costs

Mitigation:

- Concentrate site visits (one comprehensive trip vs. multiple)
- Virtual coordination (video calls, photo sharing, remote reviews)
- North Island College partnership provides regional presence
- Evergreen Hospitality consultation substitutes for direct access

- If prohibitive, Painter's Lodge becomes lower-priority venue (focus on Vancouver three)

Risk: Venue availability for June 25, 2026 event

Mitigation:

- Early venue selection (Month 7-8) allows booking 10 months in advance
- Multiple venue options (if first choice unavailable, pivot to alternative)
- Pre-visualization demonstrates concept regardless of final venue choice
- Research value in workflow development, not specific venue execution
- Worst case: Event occurs later (July/August) or at different venue

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7.5 Theoretical/Academic Risks

Risk: Aurascope™ framework application to Painter's Lodge doesn't yield significant insights

Mitigation:

- Framework validation is secondary objective, not primary
- Even null findings contribute (framework isn't universally necessary)
- Strong theoretical foundation suggests insights likely
- Other academic contributions remain valuable (Eco/Bourdain cultural analysis, workflow methodology)
- Can pivot to alternative theoretical framings if Aurascope™ proves redundant

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Risk: Academic outputs insufficient for PhD dissertation

Mitigation:

- 18-month timeline provides substantial research depth
- Multiple research questions (workflow, format effectiveness, venue comparison, cultural analytics)
- Mixed methods (production documentation, stakeholder evaluation, post-event analysis)
- Clear publication pathways (hospitality, design, cultural studies journals)
- Workflow playbook and event execution provide substantial practical contribution

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7.6 Commercialization Risks

Risk: MML doesn't successfully launch event pre-visualization service after project

Mitigation:

- Workflow documentation enables service offering regardless of research continuation
- June 25, 2026 event provides portfolio case study for marketing
- Partnerships established (PDA, ClearLED, venues) create ongoing network
- Business model validated through cost/time tracking
- Sustainability built into Phase 3 planning

Risk: Market demand for pre-visualization services lower than anticipated

Mitigation:

- Research explores demand through stakeholder evaluation
- If demand low, findings still valuable (negative results inform strategy)
- Multiple applications beyond events (architectural visualization, venue marketing)
- ClearLED product demonstration value exists independently
- Educational outcomes for MML/PDA students remain significant

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8. STRATEGIC SIGNIFICANCE & CONCLUSION

8.1 Why This Project Matters Now

Convergence of Opportunities

1. Partners Ready

- MML recently launched (December 6, 2025 Digital Masquerade)
- PDA establishing Vancouver presence
- ClearLED seeking event industry applications
- Evergreen Hospitality expanding wedding market

2. Technology Mature

- VR/MR/XR accessible and affordable
- Transparent LED displays proven (ClearLED products)

- AI-assisted design tools widely available
- Digital-physical integration workflows emerging

3. Market Need

- Event industry seeking competitive differentiation
- Clients want venue confidence before committing large budgets
- Technology integration requires systematic approaches
- Pre-visualization not yet standard practice (first-mover advantage)

4. Theoretical Foundation Strong

- 100 years of convergent theory (Vygotsky → Cole → Eco)
- Aurascope™ framework ready for empirical validation
- Cultural analytics methodologies established
- Academic credibility + practical applicability

8.2 The Three-Level Pattern Applied

This project itself operates across three levels:

PRIMARY (Resources/Execution):

- June 25, 2026 event as tangible outcome
- Four venue pre-visualizations as deliverables
- Physical set design + digital displays + food/drink
- Student work and portfolio pieces

SECONDARY (Processes/Workflow):

- Systematic workflow development (MML ↔ PDA ↔ ClearLED)
- Cross-partner coordination protocols
- Work-integrated learning pedagogies
- Quality assurance and project management

TERTIARY (Values/Frameworks):

- Casablanca as hyperreal cultural object (Eco's lens)
- Authenticity through practice, not preservation (Bourdain's ethic)
- Aurascope™ as cultural analytics tool
- Theory-to-practice translation as research contribution

Success requires alignment across all three levels — exactly what the project aims to demonstrate.

8.3 The Unique Contribution

Not just: "Create event visualizations"

But rather:

1. Develop **systematic, replicable workflow** integrating digital + physical design
2. Validate through **real case study** with **hard deadline** (June 25, 2026)
3. Test across **multiple venue types** (destination, thematic, convenient, theatrical)
4. Ground in **rigorous cultural theory** (Eco, Bourdain, Benjamin/Berger)
5. Apply **three-level analytical framework** (Aurascope™)
6. Enable **work-integrated learning** across institutions
7. Create **sustainable partnerships** beyond research period
8. Produce **commercial service offering** (MML event pre-viz)
9. Generate **academic knowledge** (publications, methodology, theory validation)
10. Support **Canadian innovation capacity** (creative tech sector, IP development)

This is not visualization research OR event planning OR theoretical validation — it's an integrated system where each element requires and strengthens the others.

8.4 The Path Forward: June 25, 2026 and Beyond

Immediate Horizon (18 Months):

- Develop workflow (Months 1-6)
- Execute event (Months 7-12)
- Analyze and mobilize (Months 13-18)

Medium-Term (1-3 Years):

- MML service offering established
- ClearLED event market penetration
- PDA ongoing industry partnerships
- Academic publications and conference presentations

Long-Term (3-5 Years):

- Workflow licensed to other studios
- Training/certification programs
- Software tool development
- International market expansion
- Aurascope™ applied beyond hospitality (museums, urban planning, cultural institutions)

8.5 The Ultimate Vision

"As Time Goes By" — the Casablanca song and event theme — captures the project's essence:

Cultural meaning persists through circulation and practice, not through preservation in amber. Casablanca remains culturally significant 80+ years later because it continues to be referenced, quoted, watched, analyzed, and reinterpreted.

This project demonstrates:

- How cultural theory (Eco, Bourdain, Benjamin) informs practical design
- How technology (pre-viz, LED displays) can enhance rather than erode meaning
- How systematic workflows enable sustainable innovation
- How academic research and commercial application mutually strengthen
- How authenticity emerges through practice, not purity

The research asks: Can we design experiences that honor cultural heritage while embracing technological possibility — creating "authentic fakes" (Eco) that are experientially genuine because they're culturally practiced (Bourdain)?

June 25, 2026 will answer that question.

And in doing so, establish a model for how Canadian innovation can lead globally in cultural technology integration — where theory, practice, and commerce converge to create meaningful experiences that endure.

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