

Burlington International Waterfront Festival

Burlington, Vermont.
Samuel Champlain 400th



Project Scope

Hosting the largest international event in Vermont's history, the City of Burlington along with several organizing committees were challenged to decorate the entire downtown to promote Samuel Champlain's 400th anniversary. The two week festival included multiple world class musicians, concerts, theatrical performances, cultural exhibits, children's programs and street performers to celebrate the city's present day ties with its Quebec neighbors.

Visual décor was needed to theme and unify the multiple event sites, welcome visitors, recognize event sponsors, decorate stages, pathways, light-poles, venue gateways and storefronts.

Setting

Burlington is noted for its highly successful open air shopping and dining district which is three blocks from a redeveloped waterfront that is home to an aquarium, lakeside parks, bikeways, restaurants and boat marinas. These areas would combine to serve as the primary event sites in collaboration with local theaters, auditoriums, city parks and streets. In order to make a visual connection between the two areas of concentration, several overhead and street level visuals would need to be incorporated with guidance systems that would move attendees from venue to venue and simultaneously transform the city into a destination of festivity and pride.



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Case Study

Design and Installation

Theme - A blue, yellow and white theme was chosen to coalesce with the State of Vermont's official Champlain commemorative logo. Vibrant Dupont flag nylon was selected as the primary fabric for creation of the event decor. These decorative components would include both static and undulating pieces imaged with the logo elements and colors, combining messaging, visibility and movement.

Welcome Graphics – 200 light pole banners with sponsor recognition were screen-printed with the anniversary logo. Installation locations began at the airport, spanned to the local interstate ramps, through the downtown and directly to the city's waterfront, unifying transportation hubs and the event sites while simultaneously promoting the festival and welcoming visitors. Smaller banners were created for the city parks and bike paths. All were installed with Project Graphics PoleGear and Vintage hardware systems.

Downtown Decor – 15' long flag streamers, banners and ribbons were fabricated to adorn the sidewalks where street performances would take place. These were hung from lamp-posts, event tents, buildings and on the overhead cabling that houses a current fabric installation during the summer.

Stage Graphics - Four stages were decorated with colorful backdrops and promotional crowd barrier covers that lined the areas of high concentration and helped funnel attendees around specific venues. On the largest stage, overhead banners measuring 60 foot wide, speaker covers measuring 24 foot high and crowd barrier sleeves with sponsor names were all printed to adorn the concert site. A series of 15' high nautical flags were placed in a row above the stage to bring the overall stage height to 60', creating a visual that could be seen from across the waterfront.

Sidewalk Signs – 60 portable sidewalk signs were printed on two sides with a base logo and blank space for specific information. Small event flags were affixed to the sign frames. These were moved from venue to venue on a daily basis and managed by volunteers who changed out the venue information. Some signs were held in reserve to be used on an "as needed" basis.

Maps – Three 60" x 120" maps were digitally printed on PVC board and installed on existing downtown public advertising boards. The maps included a complete listing of the events and a downtown map highlighting the event locations.

Waterfront Gateway Pageantry – 30 Wonderpole displays that measure 15 foot tall were affixed with 14 foot x 3 foot vertical fabric flags and placed on both sides the primary entranceway to the waterfront where concerts and cultural exhibits would take place.

Pedestrian Guidance – Two rows of trees that line the waterfront bike path were measured for custom fabric wraps to add color to a shaded pathway. The wraps were cable tied to the tree trunks and guided concert attendees from the parking areas to the major festival stage. An additional concert entrance included the same "wrap" installation on the concrete pillars that line the waterside boardwalk. Ribbons were also laced to the boardwalk railings to designate the pathway as an alternate corridor.

Destination Graphics – Four sets of scaffolding, 15' high, were erected throughout the primary event site and decorated on all four sides with digitally printed blow-through mesh. These were able to be seen above the heads of the crowds and served as destination points and entrance areas for venues. 10' tall flags were added to the four corners of the scaffolding to give the structures even more height, approximately 25'. As attendees approached the waterfront gateway, the tents, stages and towers could be seen with the lake as a backdrop.

Way Finding – Six way finding structures, 96" tall, were built and affixed with venue directional signage, rest area information and parking information.