

CIRQUE DU SOLEIL

THE MAGIC WALK

SEEKING FOR COLLECTIVE CONSCIOUSNESS

HIGH LEVEL CREATIVE CONCEPT

For more details, contact your advisor:
Gennaro Natale
514 996-7227 |
gennaro@groupenatale.com WhiteHaven
Securities
www.whitehaven.ca
www.groupenatale.com

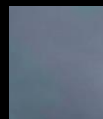
WHAT IS THE MAGIC WALK?

The MAGIC WALK is an immersive experience where the public moves into the story.

The guests are invited to take an enchanted walk through the park at night, to experience impressive circus performances, escorted by large surprising characters straight out of a waking dream.

Through a labyrinth of lost creatures and a magical walk in the park, audiences find themselves in search of their own collective light. Following nature's pulse, they unite to restore balance to nature and celebrate life.

This story is an ode to the wonderful nature, whose balance is so fragile. It's a metaphorical invitation to collective awareness, reminding us that it's together that we can take care of Mother Earth.



THE EXPERIENCE FORMAT



AN EVENING
EXPERIENCE IN THE
PARK



A 60 MINUTES
EXPERIENCE



FOR AUDIENCES OF
ALL AGES



1200 VISITORS EVERY NIGHT

4 GROUPS OF 300 VISITORS
PULSED EVERY 30 MINUTES



5 CIRQUE PERFORMANCES

18 ARTISTS EACH SHOW :
INTERNATIONAL ACROBATS
AND LOCAL ARTISTS

A NEW EXPERIENCE



IMMERSIVE

A collective experience where visitors move along with the story



PROXIMITY

Creating proximity, so every audience member will be close to the artists at some point.



PARTICIPATIVE

A story with a quest where visitors are part of the adventure



FESTIVE

A VIP night ending with a DJ Party

THE STORY LINE

Our story follows the journey of our main character, the Little Porter. Visitors are first launched freely into a labyrinth, where they will lose themselves in search of messages and hidden objects, which will give them clues to the quest ahead. Visitors encounter THE GUARDIAN and the LAMPIGNONS, who watch them strangely with their scrutinizing eyes.

Over the labyrinth is a flickering sphere of light, representing the collective consciousness. As they move deeper into the labyrinth, the walls change from lush & beautiful to decrepitude and dryness. Suddenly, the light of consciousness fades and falls from the sky at the center of the Labyrinth.

Visitors are finally confronted with the source of the problem : The SPELLBINDER, wallowing in a world of degradation and perdition. He is stopped by THE GUARDIAN, blinded by the light of the Stone of Consciousness he carries.

Our characters then take the guests on a magical journey to restore the light of consciousness. Searching the sky, and traversing the cosmos, the LITTLE PORTER attempts time and time again to restore consciousness on his own. Finally, he realizes it will take a collective gesture of working together to restore the balance. All spectators are invited to use their light, to collectively bring back the light of consciousness. As the sphere rises, the fountain of life illuminates, and we witness the balance of the world and celebrate the return of life's balance in a collective dance.



THE HEART BEAT

MUSICAL DIRECTION

Visitors move through the story to the rhythm of a heartbeat played by a live percussionist overlooking the installations.

This heartbeat represents the collective consciousness, the harmony, the collective rhythm we need to find to take action in unison.

A specific soundtrack will be superimposed on the heartbeat, adapting to the intensity and rhythm of each acts of the experience.



THE CHARACTERS

Imaginative characters, inspired by nature, accompany the group of visitors throughout the story.

THE LITTLE PORTER



THE LAMPIGNONS



THE GUARDIAN



THE SPELLBINDER

THE CHAOS / A DARK FAWN



THE JOURNEY



1. THE LABYRINTH



2. THE WALL



3. THE CLOUDS



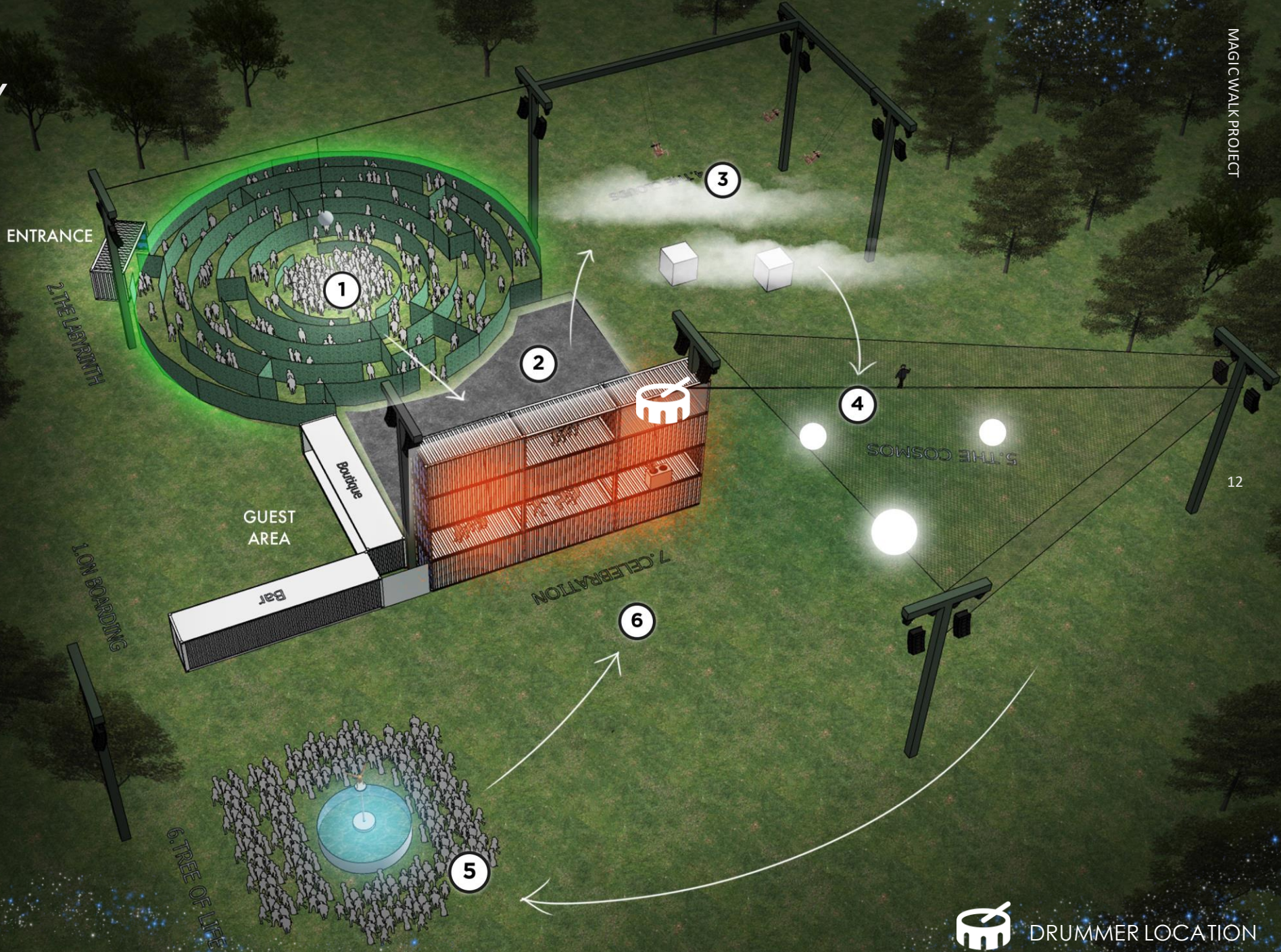
4. THE COSMOS



5. THE TREE OF LIFE



6. THE CELEBRATION



THE LABYRINTH

THE STORY

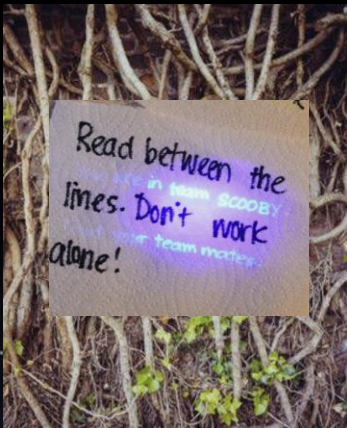
- The source of consciousness falls and lands in the Mushroom Forest
- The Little Porter discovers the light and tries to lift it alone

THE EXPERIENCE

- **Guest travel through the labyrinth, which changes from lush and beautiful to dark and decayed**
- **The labyrinth is full of mystical creatures, mirrors, secret doors, enigmas and hidden messages**

THE DURATION

20 Minutes



THE WALL

THE STORY

- The Spellbinder celebrates the decay
- The Guardian appears and blinds the Spellbinder with light
- The Spellbinder is banished
- The Little Porter carries the consciousness into the next zone

THE EXPERIENCE

- Wheel of Death act creates a thrilling, high-energy performance atmosphere
- The wall is covered in dynamic video mapping
- **The video effects react to the act, and give the illusion of space & dimension**

THE PERFORMANCE

- Wheel of Death

THE DURATION

10 Minutes



THE CLOUDS

THE STORY

- The Little Porter tries to replace the consciousness in the sky

THE EXPERIENCE

- Acrobats swing through the air, and climb free standing ladders
- The guest walk through a space filled with clouds (low fog)

THE PERFORMANCE

- Trapeze, Swing images & Acrobatic Ladders

THE DURATION

7 Minutes



THE COSMOS

THE STORY

- The Little Porter carries consciousness into the cosmos

THE EXPERIENCE

- The guests watch a daring high-wire performance in a space filled with glowing planets and stars

THE PERFORMANCE

- Slack Line

THE DURATION

7 Minutes

THE COLLECTIVE ACTION

THE STORY

- The Little Porter realizes he cannot lift consciousness entirely on his own.
- He convinces the guests to come together, to share their light, and collective work together to restore consciousness

THE EXPERIENCE

- Guests are asked to share their light, and use their phones to help re-illuminate consciousness
- The sphere of consciousness lifts into the air the more the guests illuminate their lights

THE DURATION

5 Minutes



THE TREE OF LIFE

THE STORY

- As consciousness is restored, the Tree of Life illuminates and the water fountain begins to flow

THE EXPERIENCE

- The guests watch a mesmerizing hand balancing act on top of the fountain

THE PERFORMANCE

- Hand Balancing

THE DURATION

5 Minutes



THE CELEBRATION

THE STORY

- Our characters celebrate the restoration of balance

THE EXPERIENCE

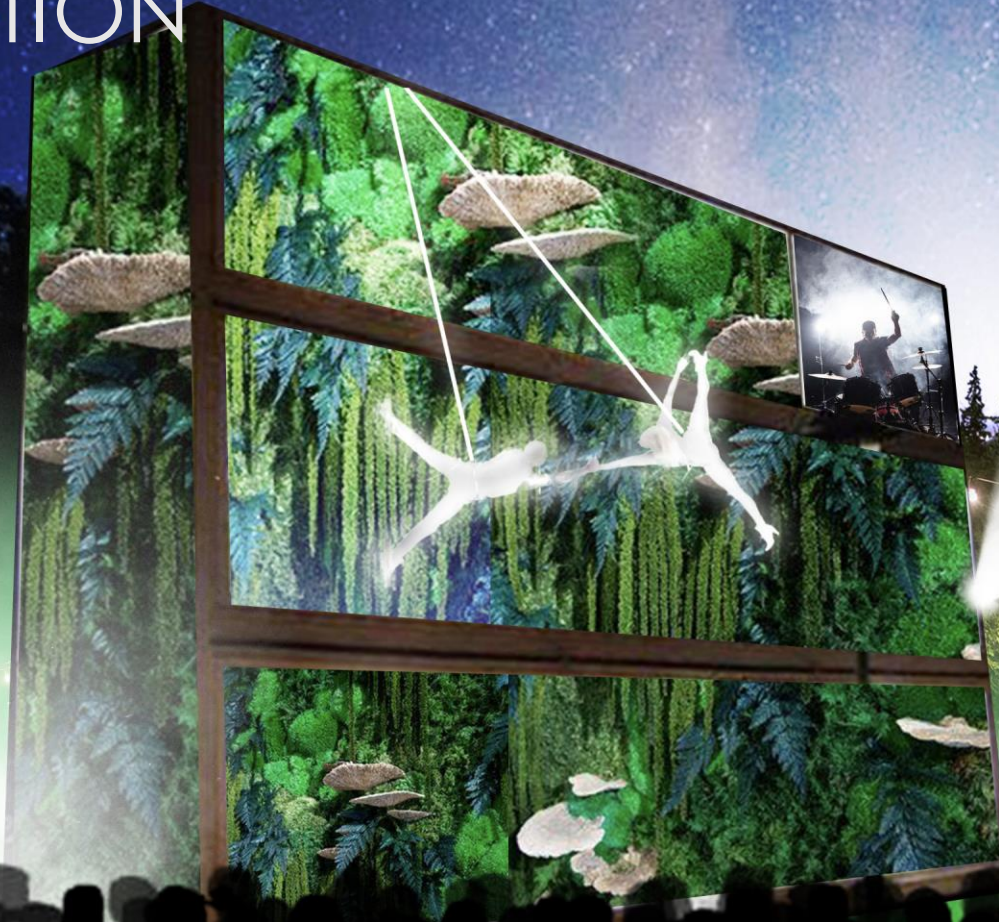
- With the balance restored, our wall illuminates with a lush regrowth of nature

THE PERFORMANCE

- Vertical Dance
- Dance with all characters

THE DURATION

5 Minutes



EXPERIENCE CURVE

ENERGETIC



POETIC

GUEST AREA IDEAS

***Inspirational images only (out of scope of current study)*

- BOUTIQUE
- FOOD AND BEVERAGE
- PHOTOBOOTH



PHOTOBOOTH

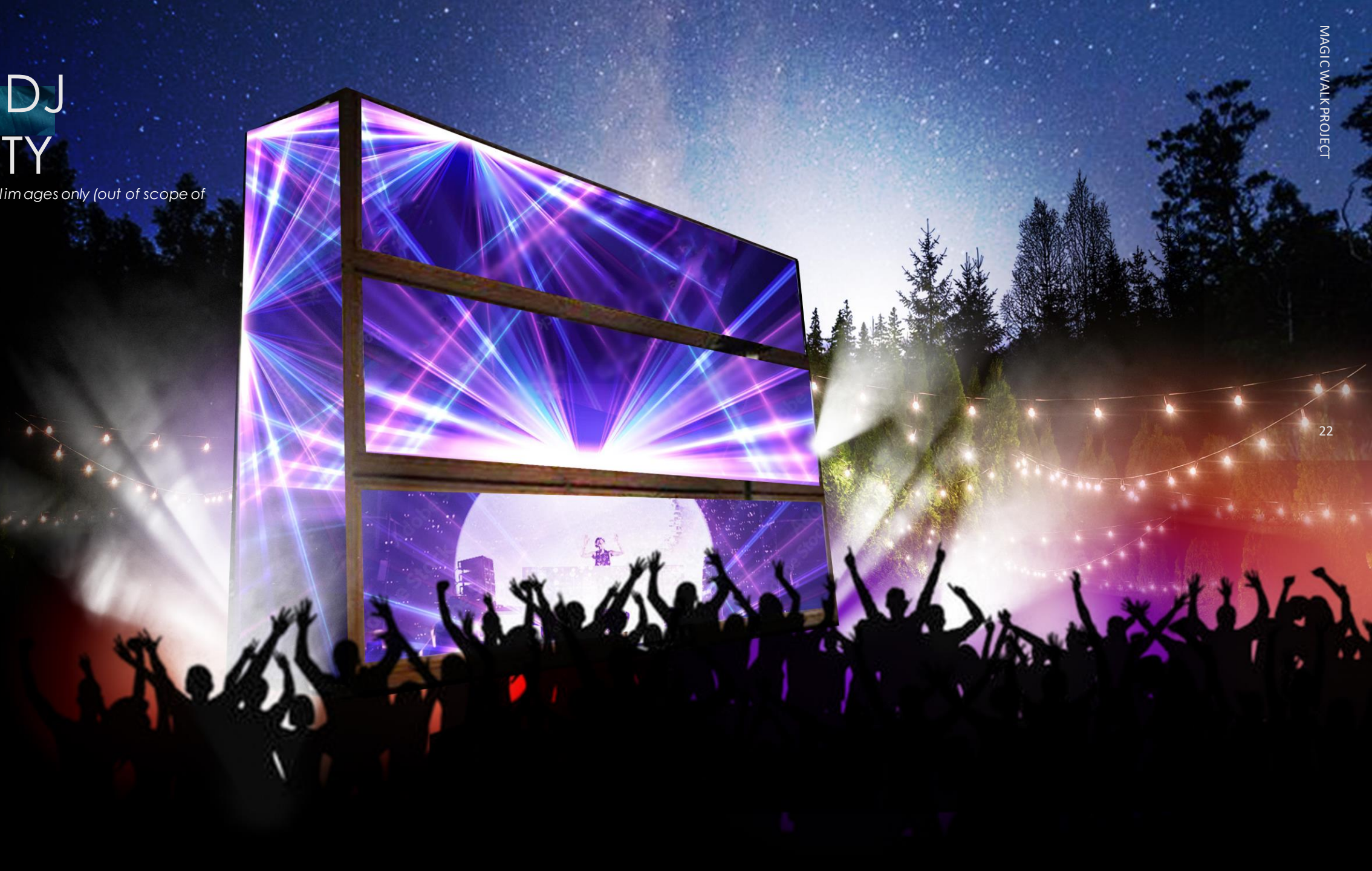


FOOD & BEVERAGE

THE DJ PARTY

***Inspirational images only (out of scope of current study)*

- LOCAL DJ'S



MERCHANDISING IDEAS

***Inspirational images only (out of scope of current study)*

MAGIC WALK UPGRADES THAT CAN BE USED DURING THE EXPERIENCE

LIGHTS WITH COLOR CHANGE EFFECT

Used in the Labyrinth, for walking and for the collective action

- Option A: A WHEEL OF COLORED GEL ADAPTED TO THE CELLPHONES
- Option B: A MAGIC WALK FLASH LIGHT
- Option C: APP CREATED FOR LIGHT COLOR CHANGES



OPTION A



OPTION B



OPTION C

MAGIC WALK SOUVENIR

THE STONE OF CONSCIOUSNESS

Worn by The Guardian



CIRQUE DU SOLEIL®

THANK YOU

COPYRIGHT WARNING FOR INSPIRATIONAL CONTENT - © CIRQUE DU SOLEIL, 2023

This document, the Cirque du Soleil content (the "Cirque du Soleil Material") and the existing music and images used solely for inspirational purposes (the "Existing Material") (collectively the "Material") are protected by the Copyright Act. None of the Material may be copied, produced, reproduced, distributed, republished, downloaded, displayed, posted or transmitted in any form or by any means, without the prior written consent of Cirque du Soleil, and of the rightful copyright owners of the Existing Material.