

# Foo Foo Fest Grant Application

Fields marked with an \* are required.

## Name of Organization

Friends of Downtown Pensacola

## Organization Location

226 S Palafox Place, Suite 106, Pensacola, FL 32502

## Contact Name

Walker Wilson

## Contact Phone Number

(850) 434-5371

## Contact Email

walkerwilson@downtownpensacol  
a.com

## Name of Existing/Proposed Event

Son et Lumière (Sound and Light)

## Date(s) of Existing/Proposed Event

11/11/2021

## Additional Dates for Existing/Proposed Event ( if needed)

### Additional Event Date 1

#### Event Date

11/12/2021

### Additional Event Date 2

#### Event Date

11/13/2021

### Additional Event Date 3

#### Event Date

11/14/2021

## Website (If any)

## Funding Amount Requested

\$67,383.75

## Please provide an overview for your vision and marketing plan to promote your event

Son et lumière — “sound and light”— is a form of nighttime entertainment that is usually presented in outdoor venues of historic significance. The concept is credited to Paul Robert-Houdin, who was the curator of the Château de Chambord in France, host of the world's first son et lumière in 1952. In our modern interpretation, digital projection mapping of the old County Courthouse will enable a spectacular interactive mashup of technology and history, where scenes, people, and imagery from 200 years ago to come to life to cap off the final days of Foo Foo Festival 2021.

LA-based Paintscaping, who with the University of West Florida brought the Artel Gallery Paintscaping project to Pensacola in 2014 and who mapped an operational rocket at Cape Canaveral in 2020 and hold the Guinness World Record for largest game display for Xbox, was selected to execute another augmented reality experience in the heart of downtown Pensacola.

With support and assistance from the University of West Florida's Archeology Institute, this project will tap into historic information curated by Margo Stringfield, archaeologist at the University of West Florida Archeology Institute, John Worth, UWF anthropology professor, Dean DeBolt, university archivist and head of the West Florida History Center at UWF, and other UWF team members. Digital and PR agency Ideawörks will develop a storyline that brings to life vignettes from the time of America's acquisition of Florida from Spain—the birth year of Escambia County. Ideawörks will partner with Paintscaping, whose team will spatially map the former County Courthouse into a virtual architectural canvas and program the scenes, along with extra dimensions, optical illusions, fantastical lights and notions of movement to create a riveting public show that is triggered by audio.

A marketing and PR strategy will be launched in cooperation and partnership with the University of West Florida's year-long celebration of the transfer of Florida from Spain to the United States. So far, researchers with the West Fla. Genealogical Society have identified more than 2000 individuals of different races and cultures from this time in our local history. The marketing campaign will leverage this research and the University's historic archives to create video shorts for digital and social media, paid advertising and public relations. We'll also create a series of five augmented reality filters that will enable spectators to interact with the past by digitally aging their social media selfie videos and to digitally "wear" one of five hats from the era. A more detailed breakdown of the marketing plan is included in the budget.

Please see the following links for a sample reel from Paintscaping, and an example of a Son et Lumière project in Avignon, France:

Paintscaping  
<https://paintscaping.com/reel>

Son et Lumière Palais des Papes, Avignon  
<https://www.youtube.com/watch?v=KujpFcNBaWA&t=48s>

**Budget Requirements - Grant may not cover more than 85% of program budget. Budget amendments must be approved in advance. Please upload your budget and ANY other supporting documents.**

SonetLumiere\_Budget2021FIN.pdf

**Certification: Sign your name - By signing my name here, I certify that I have read and agree that all statements contained herein, and in the application submission, are true and complete to the best of my knowledge, and I agree to the terms of this grant program as outlined in the guidelines. I also certify that submission of this funding proposal is authorized by the applicant organization's Board of Directors.**



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