

Imagination Unleashed

An event series that aims to bring more youth to The Shipyards.

A CityStudio project one-pager by Priya McMurtrie, Elle Drake, Sam Crookbain, and Grace Johnston.
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Background:	The "Imagination Adventures Series" aims to enhance youth engagement at The Shipyards' events by offering immersive experiences for children aged 5-12. Recognizing the need for engaging activities tailored to this demographic, our team seeks to spark curiosity and wonder through memorable experiences.
Relevance to City Goals:	Our project aligns with Goal 6.1 of the City of North Vancouver's Community Plan, which emphasizes supporting a wide range of arts and cultural activities. By providing immersive and imaginative experiences through the event series, we contribute to the city's goal of nurturing creativity and cultural engagement among residents, especially youth.
Project Overview	Our project, the "Imagination Adventures Series," is designed to provide immersive and engaging experiences for children aged 5-12 at The Shipyards. The essence of our project is to spark curiosity, wonder, and creativity in young attendees, filling a gap in youth engagement at the venue. Our primary audience is families in the North Vancouver community, seeking fun and enriching activities for their children during the summer months
Project Details and Recommendations	<p>The "Imagination Adventures Series" consists of three themed events tailored to children aged 5-12, taking place on August 10th, 17th, and 24th:</p> <p>Superhero Invasion (August 10th) Enchanted Kingdom (August 17th) Pirates Cove (August 24th)</p> <p>Staying true to the theme of imagination, we plan to partner with local bookstores and toy stores to promote the events and acquire more capital. Each event features meet and greets with characters, arts and crafts stations, interactive activities, outdoor movie viewings, and vendor booths.</p>
Impact	<ul style="list-style-type: none">• Nurturing creativity• Boosting local business engagement• Raising awareness of the activities that The Shipyards hosts

This student project was developed as part of a CityStudio North Vancouver course collaboration.

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