

# Club Genome

Object Theater (2009)  
Science North, Sudbury, Ontario

*Club Genome* is a multimedia object theater in which music helps make sense of the complex science of genomics for a general audience. *Club Genome* begins by inviting the audience to a dance party: a living, pulsating, intelligent party at *Club Genome* where the entire theater is infused with the music of life.

The presentation is a very modern, rhythmic tour through the amazing world of DNA and the technologies that are arising from our knowledge of genetics. The whimsical and organic set transports the audience into the chemical world of genes and proteins.

An analogy to music is used to convey important aspects of DNA and its role in life throughout the show, where the information in DNA and its translation into physical chemicals by organelles is analogous to the relationship between musical notation, musicians and the performance of music.



## Media Solutions

Lighting paints the custom membrane set  
Chromosome shaped tables imbedded  
with LED's are visual interpretations of  
genetic code

Original high definition film and medical  
animation

Narrated by Canadian singer and media  
personality Jian Ghomeshi

Footprint 1,500 sq. ft.

Seating 15-30 guests

Value \$650,000

