

Symphony of flowers

A new creation by *Cavalia*

**International World Premiere
Huntington Beach, California**



Symphony of flowers



Normand Latourelle

**Cavalia's Founder and Artistic Director
Creator, Symphony of Flowers**

Normand Latourelle and his creative team are world-renowned for the production and artistic direction of large-scale multidisciplinary productions, combining live music, acrobatics, dance, special effects, multimedia effects and large-scale scenography.

A visionary in constant pursuit of innovation, Normand co-founder of Cirque du Soleil, is renowned for combining different forms of artistic expression and reinventing the stage.

Mr. Latourelle is the creator and artistic director of two touring shows, Cavalia and Odysseo, which are the two largest productions of their kind in the world. For decades, his creations have been acclaimed by millions of spectators worldwide.

To date in Quebec, more than 2 million visitors have marveled at illumi - Féerie de Lumières since its creation in 2019. The world's largest multimedia, sound and light event has also been presented in Toronto, since fall 2022.

The Symphony of Flowers is the latest creation by Cavalia. The show is now set for its international world premiere in California.



Cavalia's history of success in California

Cavalia  ODYSSEY



"High-Tech! Grandiose! Amazing feats under the Big Top"

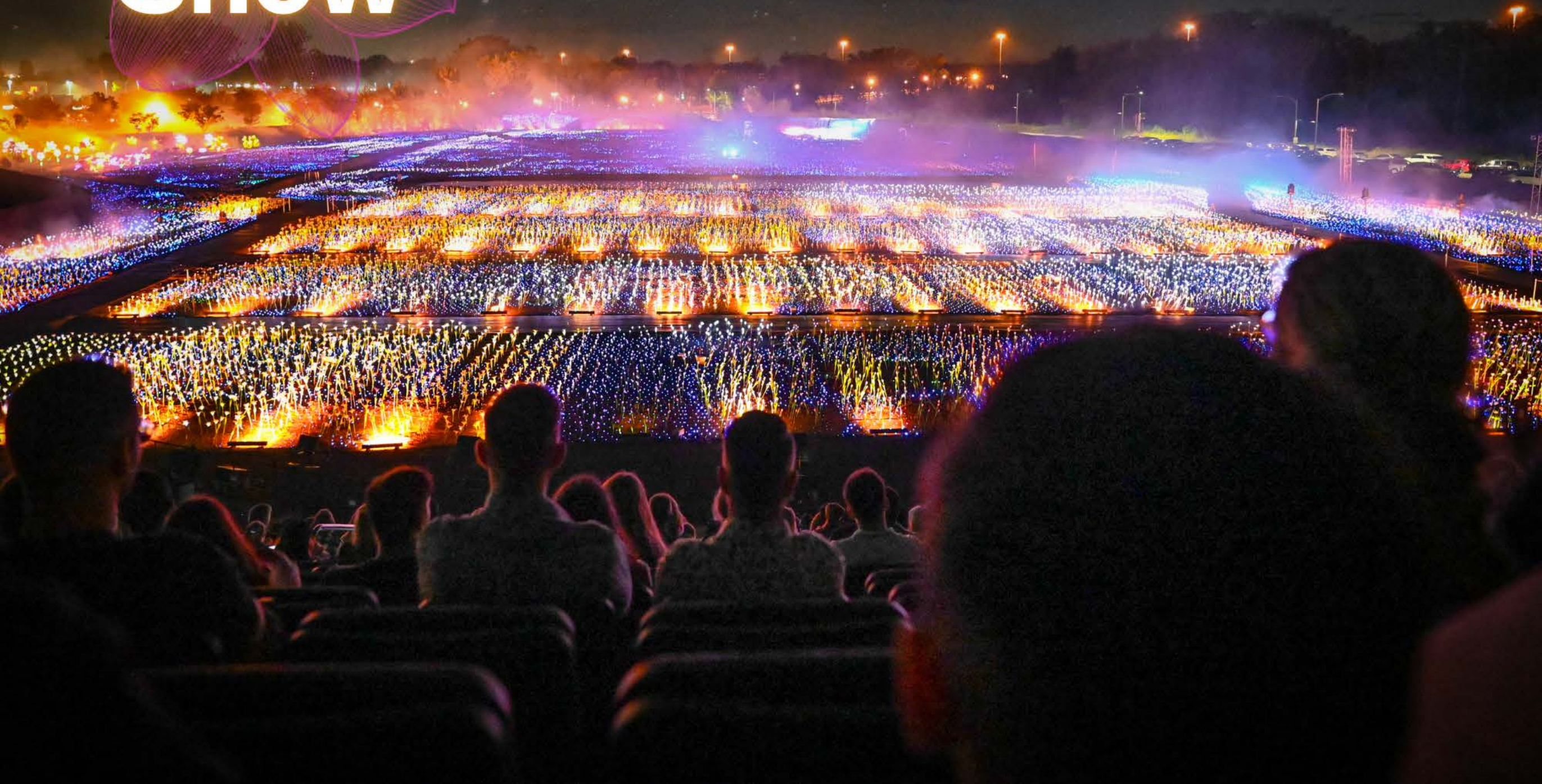
The Los Angeles Times

The Show

Take a seat in the bleachers for a breathtaking view of an immense field populated by over 100,000 luminous flowers, brought to life to the rhythm of music and an inspiring narration of poetry.



DURATION OF EACH SHOW: Approximately 30 minutes





The Footpath

A kilometer-long interactive walk filled with programmable luminous flowers synchronized to an immersive soundtrack, allowing spectators to immortalize their visit in photos and videos.



DURATION OF THE WALK: 30 to 60 minutes



A unique experience accessible to all



The Symphony of Flowers is an event accessible to all age groups and communities. The event is created to bring joy to all at an affordable price



COUPLES



SENIORS



FAMILIES



MILLENNIALS



TOURISTS



CORPORATE &
GOVERNMENT
HOSTING

Symphony of flowers

HIGHLIGHTS - VISITOR SATISFACTION



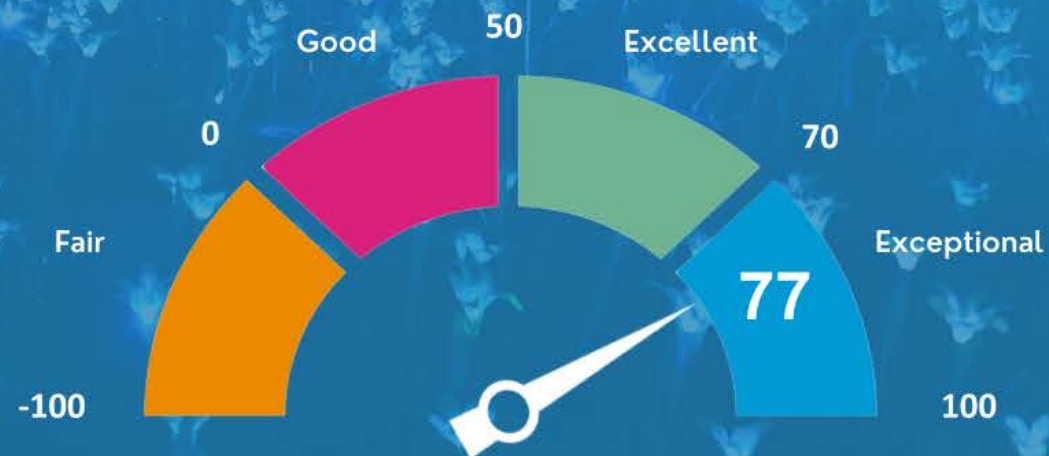
96%

High
appreciation of
the experience



NPS SCORE

Exceptional



NPS (Net Promoter Score) is an indicator used to determine the propensity of customers ready to recommend a brand, a product or even a service. The rating is expressed on a scale of -100 to +100. The industry average is 50.

The power of illumi.com for the Symphony of Flowers

Illumi has built up a strong, high-performance database over the past 4 years.
This powerful tool can be used to promote the Symphony of Flowers
to a target audience already won over and interested.

TRAFFIC



24,100,000

Impressions

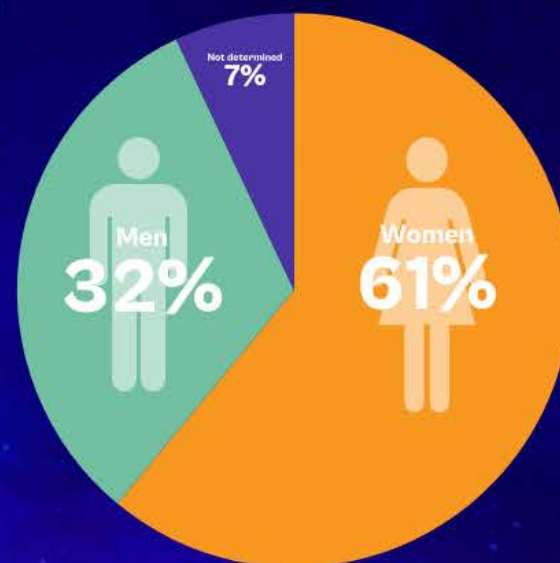


5,205,000

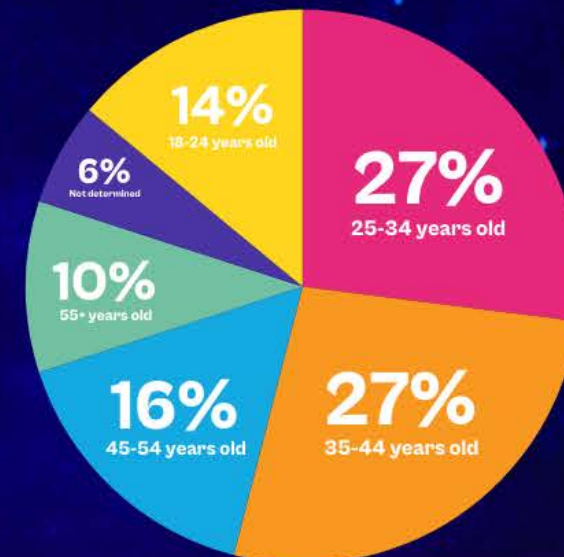
Unique visitors

PROFILE

GENDER



AGE GROUP



The Symphony of Flowers and eco-responsibility



CLEAN ENERGY CONSUMPTION

The Symphony of Flowers prefers clean energy to fossil fuel generators, even though the latter are widely used in industry.



CLEAN TECHNOLOGY

The Symphony of Flowers uses LED (light-emitting diode) technology for its installations, an extremely energy-efficient and environmentally-friendly technology.



ECO-RESPONSIBLE PARTNERSHIPS

The Symphony of Flowers promotes eco-responsible initiatives through partnerships with major companies.



PROMOTING PUBLIC TRANSIT

The Symphony of Flowers encourages public transport and invites all visitors to access its site directly via the public transport network.



RECYCLING

The Symphony of Flowers installs and displays recycling containers for visitors all along its route.



ECO-RESPONSIBLE SOLUTIONS

The Symphony of Flowers provides visitors with a downloadable program rather than leaflets or other paper media to reduce their consumption on the site. The Symphony of Flowers also promotes eco-responsible solutions in its offer of food concessions on the site, by promoting recyclable materials for dishes and other items.



TRAINING OF SPECIALIZED TECHNICIANS IN CLEAN TECHNOLOGIES

The Symphony of Flowers also trains specialized technicians and multimedia programmers working in clean technologies, who develop expertise in material that they can then put to the benefit not only of The Symphony of Flowers, but of the industry.



SANITARY FACILITIES

The Symphony of Flowers has invested and continues to invest in eco-responsible sanitary facilities rather than limiting itself to temporary chemical installations, which are nevertheless preferred in the industry. Thus, The Symphony of Flowers has designed and continues to invest in toilet blocks from recycled shipping containers, thus maximizing the environmental benefit of its facilities.

Community outreach and charitable initiatives

Cavalia takes great pride in working with the community in developing numerous community outreach activities and charitable initiatives.



Allocation of tickets for community groups



Opportunity to conduct fund raising events



Special events for children and their families



Partnership with community service leaders such as hospitals



Development of charitable events with sponsors and partners



Option to create luminous displays and experiences for communities in the city

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Premiering in California in 2024