



A MAGNIFICENT NEW LANDMARK FOR TORONTO'S WATERFRONT

A 21st CENTURY PLANETARIUM FOR TORONTO

GeoSpace Planetarium is a non-profit corporation, founded by a local group of creative professionals proposing to build a magnificent 21st century planetarium on Toronto's waterfront.

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Our Mission Statement:

Create a sustainable world class Toronto landmark that provides:

- Astronomy Education
- Space Science and Exploration Awareness
- Appreciation for the Environment and Green Technology

Around the globe more than 1000 planetariums attract 92 million visitors annually. In the United States, 48 states have at least one. Germany alone has 30. India has more than half a dozen. South Africa has two. Beijing recently opened the world's most advanced digital planetarium in anticipation of the 2008 Olympics. Dhaka, Bangladesh, and Alexandria, Egypt have recently built new ones.

Cities around the world are taking advantage of the business, cultural and intellectual stimuli created by planetariums. *Toronto is the only world class city without one.*

GeoSpace Planetarium is a visionary project designed to put Toronto on the world stage by building the world's most exciting planetarium

facility on the downtown waterfront.

Our project envisions an architecturally stunning and environmentally friendly planetarium building and plaza incorporating multi-use public spaces and commercial opportunities. The planetarium itself will be technologically cutting edge, yet much more than a themed tourist attraction. Toronto's GeoSpace Planetarium will be an intellectual, creative and cultural node enriching Toronto and the surrounding region. The visionary facility will be a physical manifestation of the scientific and artistic genius of 21st century Toronto.

Plans for GeoSpace Planetarium are currently being introduced to Toronto's public and private sector leaders.

Space Science awareness
and Astronomy Education



A showcase for the
environment and
green technology

USING STATE OF THE ART TECHNOLOGY

Modern digital full dome projection systems are unlike the mechanical systems of the past. We can now combine multimedia elements like photos, videos, sound, and hi-definition video sequences in 2D or 3D to present an immersive audiovisual experience that stuns the senses.

Surrounded by a projected image extending over 360 by 180 degrees, the viewer is immersed in a virtual universe that can be used for both education and entertainment.

Shows inside Toronto's GeoSpace Planetarium will be created by a state of the art laser digital system combined

with an advanced optomechanical projector displaying high definition multimedia images on the dome surface.

Audiences will be able to ride through a black hole, plunge into Earth's oceans, discover the inner wonders of the human body on microscopic scales, and even dine on Mars.

Our Vision: A 21st Century Planetarium for Toronto

GeoSpace Planetarium is proposing to build the world's most exciting planetarium facility on the downtown Toronto waterfront. Our plan includes a planetarium building and plaza incorporating multi-use public space and



GEOSPACE WILL BE TECHNOLOGICALLY CUTTING EDGE AND ARCHITECTURALLY STUNNING, YET MUCH MORE THAN A THEMED TOURIST ATTRACTION

commercial opportunities. The planetarium itself will be technologically cutting edge and architecturally stunning, yet much more than a themed tourist attraction. As we envision it, our 21st century planetarium will be an intellectual, creative and cultural node enriching the city of Toronto and the surrounding region.

The entire planetarium building and plaza will be placed within an architectural greenhouse, a largely glass structure that will use "green" systems to recycle the facility's air and water naturally. This innovative facility will be a

public showcase for environmentally-friendly technologies.

A digital full dome projection Star Theatre will form the core of a visionary facility that will educate, entertain and motivate. A retail plaza will offer refreshments, souvenirs, educational toys and significantly, home versions of the green elements of our building. The GeoSpace facility will be multi-purpose, able to host a wide variety of educational, cultural and business events in an atmosphere of sophistication and modernity, both in the plaza area and inside the Star Theatre itself.

The Business Case

A VIBRANT YEAR ROUND DESTINATION ON THE TORONTO WATERFRONT FOR TOURISTS AND TORONTONIANS

Planetariums worldwide are demonstrably popular tourist attractions that satisfy a stable business case. In recent years many cities have renovated and upgraded

their old planetariums, while others have built entirely new ones. Beijing Planetarium and New York's Hayden

Planetarium are only two examples of very successful planetarium facilities.

GeoSpace Planetarium is a joint effort from both private and public sectors to create an economically sustainable facility. Our comprehensive financial plan accounts for a diverse range of factors and is derived from a database of similar operations worldwide.

Our goal is to create a vibrant year round destination on the Toronto Waterfront for tourists and Torontonians than makes business sense.

As a showcase for Canadian science and technology that enables the exploration of our Earth and outer space, we will invoke a strong partnership with public and private sector organizations whose purpose and future depends on an enthusiastic and technically literate population and workforce.

Our corporate sponsors include two of Canada's pre-eminent space companies: Optech Incorporated and MDA Space Missions.

The Experience

GeoSpace Planetarium will be a sumptuous public space and technological wonder on Toronto's developing waterfront. Tourists, students, business-people and Torontonians of all backgrounds will come to experience something positive and visionary.

The state of the art projection systems will assure visitors of not only viewing a beautiful night sky, but also exciting

trips in a virtual spaceship to visit, up close and in all their glory, the planets, stars and galaxies of our universe.

Using the latest digital technology, they will learn about our fragile planet and its place in the cosmos. The experience will be an immersive one; a deluge of sights, sounds and smells that present a holistic perspective of Earth and its precious biosphere.



A DELUGE OF SIGHTS, SOUNDS AND SMELLS THAT PRESENTS A HOLISTIC PERSPECTIVE OF EARTH AND ITS PRECIOUS BIOSPHERE

Education

GeoSpace Planetarium will be much more than a themed tourist attraction. Astronomy is a core component of the Ontario science curriculum. Due to urban light pollution, children in the GTA rarely get to see more than a couple of dozen stars in a grey night sky. Planetariums give our youth an opportunity to see the true majesty of our universe, and glean a sense of their place in it. Planetariums also help inspire young people to take an interest in their future and pursue careers in technology and the natural sciences.

The GeoSpace exhibits will be kid-friendly and interactive. Through kiosks and interpretive displays, students and visitors will learn about the technologies that researchers have invented in response to challenges such as global warming, presenting a holistic view of our fragile planet.

Included in the exhibition area will be a large multi-panel screen updated daily with the very latest in astronomical and environmental news.

Canadian society has an obvious stake in creating and maintaining first-class

educational institutions; a responsibility that rests mostly with its provinces and cities. GeoSpace Planetarium will be a flexible new tool for Ontario's educators to help prepare our youth for the challenges of the future.



THE SKY IS NOT OUR LIMIT.

IT'S OUR STARTING POINT...

OUR INSPIRATION TO REACH FURTHER.

Culture, Entertainment & Tourism

The GeoSpace Planetarium facility will be a striking development on the Toronto waterfront and skyline. A pleasant and exhilarating space suitable for public gatherings and business conferences, it will also host a wide variety of musical and cultural events. It will be a physically and aesthetically pleasing spot, an attractive waterfront oasis available year-round.

In the open green atrium visitors will shop not just for souvenirs, but also for the energy-efficient green tech-

nologies they see around them, scaled down for home application. Shoppers will not just be able to lower electricity bills; in essence they will have an opportunity to be part of a solution, and be partners in hope for a brighter, smarter future.

In addition visitors will relax at a café on the plaza under a canopy of living plants and enjoy a dramatic and beautiful vista — greenery, imaginative architecture and the Toronto Harbour and Islands. A more inviting public

space in downtown Toronto would be hard to imagine...

Furthermore, the Star Theatre itself will be a wonderful high-tech playground and a popular location for a wide variety of cultural and artistic endeavors for the GTA.

A MORE INVITING PUBLIC SPACE IN DOWNTOWN TORONTO WOULD BE HARD TO IMAGINE

Green Technology



A SHOWCASE FOR ENVIRONMENTALLY FRIENDLY TECHNOLOGY.

GeoSpace will be a green space. The entire planetarium building and plaza will be placed within a greenhouse, a largely glass structure that will use "green" systems to recycle the facil-

ity's air and water naturally. Incorporating plant filtered air, recycled water and super efficient energy systems, this innovative facility will be a public showcase for environmentally friendly technologies. The green aspects of the building will be an integral part of the visitor's learning experience.

Visitors entering the facility will immediately sense the future, and it will

literally be a breath of fresh air. Coming in from the chilling cold of the winter or the smoggy heat of the summer, it will seem that they have been transported to a healthy, natural place right on the shores of Lake Ontario.

GeoSpace Planetarium will be a testimony to a responsible, sustainable future and the technology that will make it possible.

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GeoSpace offices are currently virtual.

For further information please contact:

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VISIT US ON THE WEB:

WWW.GEOSPACE-PLANETARIUM.COM

Endorsements

- Tourism Toronto
- Science Teachers Association of Ontario
- Sierra Club of Canada
- Visualization Design Institute, Sheridan College
- International Planetaria Society
- Hayden Planetarium, New York City
- Department of Astronomy & Astrophysics, University of Toronto
- Canadian Astronomical Society

Sponsors



Board of Advisors

Bob McDonald (chair)*, renowned Canadian science journalist and author; Board of Advisors, Canadian Space Agency.

Jocelyne Côté-O'Hara, President, The CORA Group; founding President and CEO of Stentor Telecom Policy Inc.; currently Board of Governors, Ryerson University.

Marilyn Churley, former Ontario cabinet minister; former Toronto City Councillor; environmental activist and writer.

Joe MacInnis, renowned underwater explorer, writer and broadcaster; Chair Emeritus TD Bank Friends of the Environment Foundation.

Scott Griffin, adventurer; author; chair of two manufacturing companies; Chancellor, Bishop's University.

Phil Lapp, co-founder of Spar Aerospace; Order of Canada recipient; member of the York University Board of Governors; fellow of the Royal Society of Canada.

Paul Cooper, Vice President and Deputy General Manager of MDA, Canada's largest space company.

Robert (Bob) Richards*, Founder of the International Space University, SEDS and the Space Generation Foundation; director of the Space Division of Optech Incorporated.

Bruce McNeely, corporate commercial lawyer with a focus on energy issues; currently a Senior Partner at Cassels, Brock and Blackwell.

Braz Menezes, architect; civic designer; consultant; former officer with the World Bank.

Bruce Waters*, project manager at Truitt, a Toronto new media corporation; former McLaughlin Planetarium lecturer.

Nick Van der Graaf*, writer, editor and community organizer for over 30 years.

Tom Bolton, University of Toronto astronomer, credited with discovering the first observational evidence of black holes.

Ron Thorpe, science educator; Ontario regional director of the Canadian Space Resource Centre in Toronto.

Phil Kuntz, Toronto musician and artist.

* Executive Committee