

September 9, 2016

Tidemark Theatre painting: What do you think about the pink?

There's still time to take part in the City of Campbell River opinion poll on repainting the Tidemark Theatre.

"The city-owned facilities that house both the Tidemark Theatre and the Campbell River branch of the Vancouver Island Regional Library are scheduled for exterior painting this fall. "This required maintenance work provides us with a great opportunity to update the look of these facilities located in the cultural precinct and will play a key role in refreshing the look of our downtown core."

The Tidemark Theatre was built in 1946. The art deco design has been an iconic building in downtown Campbell River for decades, especially due to its unique colour.

The Tidemark Theatre has indicated that they wish to keep an element of pink, which has become a key part of their branding. (Even the Tidemark Theatre phone number – 250-287-PINK – incorporates the colour.)

Three concepts were developed with the Tidemark Theatre that offer different amounts of pink on the exterior of the theatre.

This fall's maintenance project will repaint the exteriors of both the Tidemark Theatre and library building. Each building will be painted its own colour to create an identity for each use. The library will be painted a new contemporary colour and crisp white trim. The back wall of the facility will be painted a transitional light grey.

What do you think about the pink?

See the paint options and complete the anonymous survey online at www.campbellriver.ca/tidemarkpainting or fill out a paper copy in person at the Tidemark Theatre until Sept. 13.

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