

ELEMENTAL

A three-day winter destination experience built from snow, ice, light and imagination. Edmonton, Canada. Winter 2027.

ABOUT ELEMENTAL

A City That Disappears

Elemental is a three-day winter destination experience that celebrates architecture, music, fashion, culinary arts, technology and culture through the creation of a temporary city built from snow, ice, light and imagination.

Every edition is unique. Every structure is temporary. Every experience is created exclusively for that year. When Elemental ends, the city disappears, leaving behind memories and anticipation for what will be built next.

FAST FACTS

- Location: Edmonton, Alberta, Canada
- Inaugural edition: Winter 2027
- Duration: three days, one weekend
- Permanent structures: zero
- Disciplines: architecture, music, fashion, food, art, technology, night experiences

PROGRAMMING

What the City Contains

- Architecture — The Cathedral, Ember Pavilion and Halo Walk, built from ice, snow and light.
- Music — electronic, hip-hop, Afrobeats, Canadian live, Indigenous and immersive programming.
- Fashion — The Frozen Runway and the Street Style District.
- Culinary — Fire Kitchen, Winter Market and the Alberta Kitchen.
- Art — 50+ artists working in ice, sculpture, projection and installation.
- Technology — projection mapping, drone shows and interactive light systems.

THE FOUNDING EDITION

The first edition is being built with founding supporters. Founding Passes, Founding Shares and Patron packages carry recognition, priority access and behind-the-scenes access to the build. Equity participation is handled separately through a regulated process.

MEDIA

Press & Contact

- Media accreditation opens ahead of the inaugural edition.
- Interviews available with the founding team, architects and programming leads.
- Photography and b-roll from the build site released throughout the construction season.
- Brand assets and logo usage rules are included in the Brand Guidelines document.

CONTACT

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