

Olympic Ad Pollution with Building Condoms and Commercials: Vision Vancouver's Vision

by Stephen Elliott-Buckley - Thursday, May 21, 2009

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Honestly, it's bad enough that every billboard will be literally monopolized by VANOC [for its corporate johns](#) during the Olympics, but now we are going to get dozens of buildings wrapped in ad condoms and "[celebratory images ...including video imaging and projections on walls](#)" to Blade Runner proportions for about 5 months. That's almost as long as Expo '86 lasted!

So much for the Olympics being a mere 16-day inconvenience and distraction. But the stink of this horrible decision will land squarely on Vision Vancouver.

Huge Olympic-themed building wraps will pop up in Vancouver three months earlier than expected under a new deal involving the City of Vancouver, Vanoc and 3M Canada.

The city originally planned to restrict the installation of 2010 building murals and graphic designs until Jan. 1, 2010, but has relaxed the rules to allow them any time after Oct. 1 this year.

3M was concerned the Jan. 1 restriction didn't give it enough time to properly transform buildings into Games-themed displays, especially if bad weather delayed the application of clings, wraps and films to building exteriors.

via [Olympic signs of the times - three months earlier than planned.](#)

The rising and now falling tide of excitement tracking Vision Vancouver is astonishing. A party with no firm policy or governing experience signed up thousands of new members a year ago. Bandwagon city.

Now that they are in charge, we get to watch how their visionary talk doesn't match their governing walk.

We've already seen how [Vision Vancouver believes in the sanctity of billboards](#), but we now see that a weak and flimsy excuse of possible bad weather 5 weeks before the Olympics debacle starts is good enough to extend for 3 months the length of time the corporate sponsors of the Olympics can pollute our eyes with ubiquitous ads and projected commercials on our skyline.

Add these new ad condoms and building commercials to the CCTV arriving "for the event only" and we'll have an Olympic legacy that will set new standards of intrusion and erosion of all things public.

Thanks, Vision Vancouver, for polluting our vision with advertising ubiquity! All we need now is to hear loudspeakers throughout Olympic zones blaring, "[A new life awaits you in the off-world colonies! A chance to begin again in a golden land of opportunity and adventure!](#)"

We'll remember all that [when we cast our ballots on November 19, 2011](#).