

## NEWS RELEASE

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### 2019/20 City of Nanaimo street banners installed

*This year's design by Amy Pye (Pye Design)*

#### Summary

In late 2018, the City of Nanaimo invited all amateur and professional artists to submit designs for the 2019/20 Street Banner Design Competition. Submissions were received by 18 artists. The successful banner design, by local artist Amy Pye (Pye Design - [www.pyedesign.ca](http://www.pyedesign.ca)), has now been installed on lamp posts on major streets throughout Nanaimo.

This year's banner design reflects Nanaimo and what makes it so unique. The artist explained, "I think one of our strongest assets, as a community, is our ability to cohabit with the world around us. Being a harbour city, the ocean and nature are a huge part of what defines us. I really wanted to show people having fun and enjoying themselves while being in nature, but not disrupting it. Basically, showing respect and admiration for our surroundings."

Amy has been designing on the Island for over 15 years and launched Pye Design 5 years ago, catering to clients both locally and internationally. Her focus is on corporate identities and illustration. She has been the recipient of several awards, for both design and business, and has a strong community presence. Through Pye Design, Amy has impacted the community by way of coat drives, school supplies drives, sponsoring local sport teams, and even a t-shirt campaign to raise awareness about violence against women.

The banner program has been brightening our city streets and corridors for close to 30 years.

*Strategic Link:* The Street Banner Design program furthers the goals of the Cultural Vitality (Creativity, Diversity, Heritage and Innovation) pillar of the City's Strategic Plan by promoting ongoing investment in public art.

#### Key Points

- In late 2018, the City of Nanaimo invited all amateur and professional artists to submit designs for the 2019/20 Street Banner Design Competition. Submissions were received by 18 artists.
- The successful banner design, by local artist Amy Pye (Pye Design), has now been installed on lamp posts on major streets throughout Nanaimo.
- The banner program has been brightening our city streets and corridors for close to 30 years.

#### Quotes

"The Street Banner program is one initiative that not only brightens our streets but provides opportunity to showcase local artist talents."

Leonard Krog  
Mayor  
City of Nanaimo

"Street banners grace many streetlight poles during the spring and summer seasons creating a fun and festive atmosphere. The City's street banner program aids in the promotion of Nanaimo and its offerings, and adds colour and excitement to Nanaimo."

Chris Barfoot  
Culture & Heritage Coordinator  
City of Nanaimo

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