

## NEWS RELEASE

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### **2025 City of Nanaimo street banners reflect patterns of metamorphosis and change**

*Nanaimo artist Aiym Samay-Sampson's design will soon be on display downtown and along major routes*

#### **Summary**

The theme for the 2025 Street Banner Design Program is 'Metamorphosis & Change' and Nanaimo artist Aiym Samay-Sampson's unique design was chosen for its creative take on transformation.

Interested artists were asked to consider themes of metamorphosis, change and transformation in the world around us, and Samay-Sampson's design reflects the idea of change with the image of a butterfly in an abstract, fragmented form. Vibrant shapes come together, demonstrating how change can feel both familiar and unfamiliar; seamless yet sudden. The butterfly symbolizes gradual, harmonious change while the fragmented geometric shapes, broken apart but reassembling in new form, represent the unpredictable and challenging side of transformation.

Samay-Sampson's design highlights the idea that transformation can be both constructive and deconstructive, offering new perspectives and sometimes unexpected results. The mix of visual elements mirrors the complexity of change in everyday life, encouraging viewers to reflect on their own experiences and to consider how we all might embrace transformation in our own lives.

Aiym Samay-Sampson was born and raised in Almaty, Kazakhstan, where her passion for drawing began at a young age. At age 17, she moved to Vancouver, Canada, and pursued her studies in 3D Animation at Langara College. This experience allowed Samay-Sampson to expand her artistic skills and explore new forms of creative expression. During her time in Vancouver, she met her husband and together, they made the decision to move to Nanaimo, where they currently reside.

This spring, these vibrant street banners will be hung and on display in Nanaimo's downtown area, including in the Arts District downtown, and along Bowen Road, Third Street and other major routes. More information on the Street Banner Design Program can be found on the [City's website](#)

**Strategic Link:** The Street Banner Design Program aligns with the goals of the City of Nanaimo's City Plan by facilitating opportunities for the public to encounter art and culture in public spaces throughout the city and as part of their daily experiences and by making art visible and accessible throughout the City, in Urban Centres, and Downtown.

## Key Points

- Nanaimo artist Aiym Samay-Sampson's street banner design was chosen for the 2025 City of Nanaimo banners.
- The 2025 Street Banner Design Program sought proposals from artists focused on the theme 'Metamorphosis & Change'.
- Interested artists were asked to consider themes of metamorphosis, change and transformation in the world around us. Samay-Sampson's design reflects the idea of change with the image of a butterfly in an abstract, fragmented form.
- The vibrant 2025 street banners will be hung in the spring and displayed in Nanaimo's downtown area, including in the Arts District downtown, and along Bowen Road, Third Street and other major routes.

## Quotes

"The striking artwork selected to adorn our 2025 street banners will transform city streets, exemplifying the vitality of our arts and culture community. We look forward to highlighting the talents of a local artist with the appearance of banners that herald the coming of spring – bright, bold, and to be enjoyed by all!"

Leonard Krog  
Mayor  
City of Nanaimo

"I'm so honoured that my design was chosen to be the 2025 street banner! I believe abstract art allows us to express complex emotions and ideas in a visually engaging way. I created this piece to not only celebrate change but also to encourage young people to embrace their creativity and follow their passion for art."

Aiym Samay-Sampson  
Artist

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### Contact:

For media inquiries, please contact  
Communications  
City of Nanaimo  
Media.Requests@nanaimo.ca  
250-754-4251



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