



**CITY OF NANAIMO  
PUBLIC ART  
STREET BANNER DESIGN PROGRAM 2021**

**CALL TO ARTISTS AND DESIGNERS**

**ISSUE DATE: December 15, 2020**

**DEADLINE: Midnight Pacific Time, February 18, 2021**

## ABOUT THE STREET BANNER DESIGN PROGRAM

The City of Nanaimo is seeking designs for its spring 2021 street banner program.

This program offers artists and designers an opportunity to submit proposals for original banner artwork that will be hung in Nanaimo's downtown area. Banners will be on display between May and October 2021, in the Arts District downtown, along Bowen Road, Third Street and other major routes, creating a vibrant visual presence.

The selected applicant will receive an honorarium of \$2,500 for their banner design. Fabrication and installation costs are covered by the City and are not included in this fee.

## Eligibility

This program is open to artists and designers at all levels of experience.

## Theme

### Nanaimo 2121      One Hundred Years Forward

The City of Nanaimo is working on new civic plans to help guide and support our community to adapt and thrive in the decades to come. Thinking about how we as a community have evolved over the last one hundred years, we invite you to consider the next one hundred.

How will the decisions and changes we make today shape our city for generations to follow? How will opportunities, challenges and realities we face today be remembered by our future community? How will seeds we plant today blossom in 100 years' time?

Proposals for 2021 Street Banners are encouraged to illustrate creative responses to the idea of a future Nanaimo. Consider what shapes our infrastructure, parklands, and community places will take. Imagine our shorelines, skies and the city's inhabitants. Some questions to guide your creative response: How will future generations move through the community? What changes will we have made to adapt in a changing climate? Where and how will people live, work and play? What will we be cultivating? What will the City need to thrive?

## How to Apply

**The applicant is responsible for offering a design that illustrates their own interpretation of the theme. The City of Nanaimo will be responsible for the fabrication and installation of the banners.**

Applicants must supply:

- 1) A completed application form
- 2) A written statement about your proposed design, and how it supports the banner theme (one page).
- 3) A brief biography (up to 350 words) and your CV
- 4) A colour rendering of your design. This may be an original sketch, painting or computer-generated image of the design idea, following the format outlined in the design specifications below. We will accept digital images in JPG, PDF or TIFF format on flash drive or via web submission.

Note: You can propose up to three (3) different banner designs as one single submission.

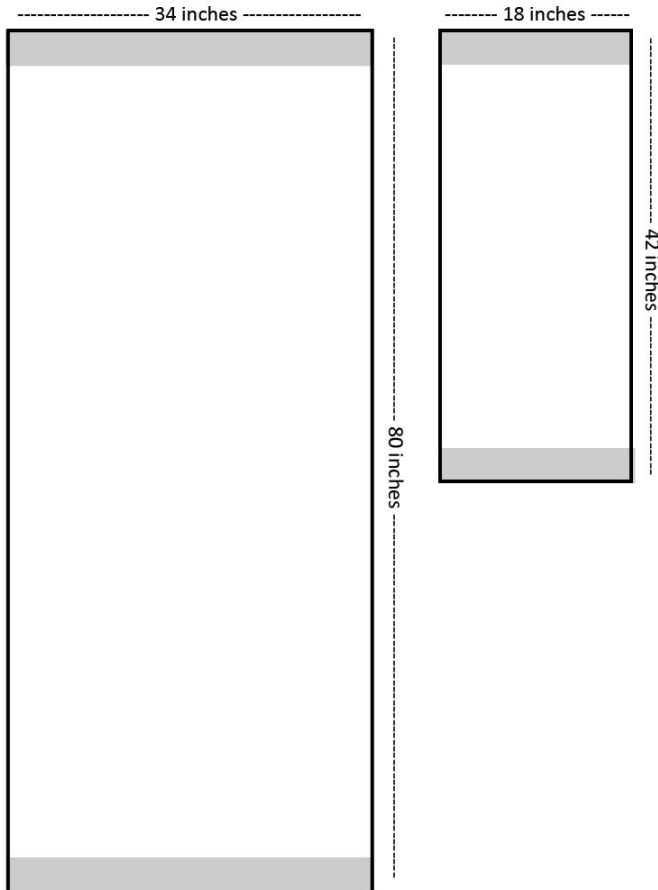
## Design Specifications

### Banner Dimensions

mini street banners 18" W x 42" L

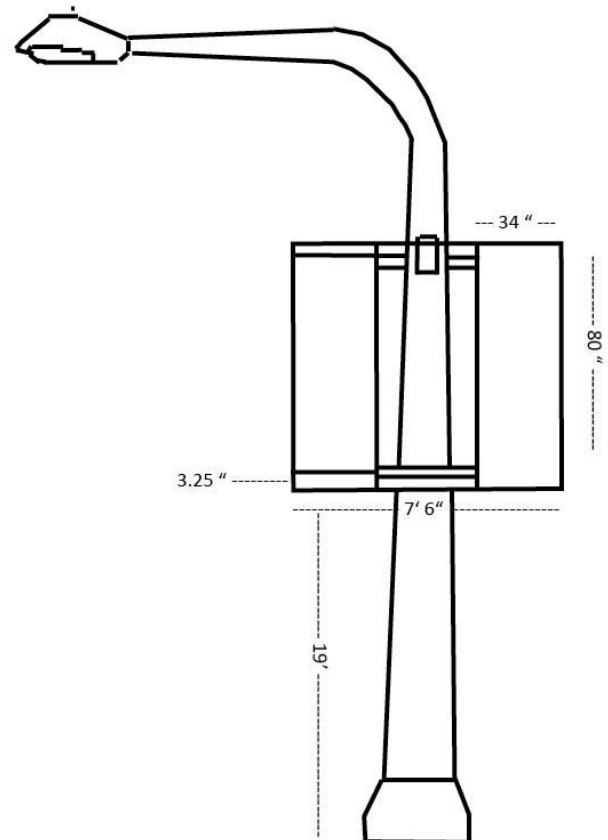
full-size street banners 34" W x 80" L

banner sleeve 3.25" on top and bottom edge



### Street Banner Installation

Avoid adding any important design elements on the upper and lower 3.25" banner sleeve



### Colour

The colour scheme for the 2021 competition is open, we suggest a palette of four highly chromatic colours containing maximum hue, plus black, white and grey.

Preferred designs use colours and images that will take advantage of light passing through the fabric, and take into consideration that colours may fade over time. Dark colours typically hold their colour in outdoor settings over time better than lighter, pastel colours.

## Contrast

When creating your design, consider the effects of a colour combination on design legibility and visual interest. Examples below are for demonstration only and do not indicate colour preference.

EFFECTIVE CONTRAST	POOR VISUAL CLARITY
LOW CONTRAST LOW VISIBILITY	HIGH VISIBILITY COLOUR CHOICE

## Other Design Considerations

- Designs must be effective from long viewing distances and short viewing duration. Small details and complicated designs are not generally effective. Take into account that banners will be viewed from the road at speeds of up to 50 km per hour.
- Banners should consider the surrounding streetscapes.
- Designs must be non-commercial in theme.
- Designs must be original.
- Designs may use a diptych approach (design split into 2 panels).
- If using lettering in your design, choose a font size and style that can be read at a distance of 50 to 75 feet. Note that words will appear in reverse on one side of the banner.

**DESIGNS THAT INCORPORATE LOGOS WILL NOT BE ACCEPTED.**

## Selection and Award

A selection panel formed by the City will review all proposals. Designs are reviewed based on the following criteria (order listed does not indicate the order of importance):

- Originality and creativity
- Quality of presentation
- Uniqueness of style
- Degree to which the design reflects the theme
- Effectiveness of the design to be legible once installed on lamp posts on major streets

The applicant whose banner design is selected will receive an honorarium of \$2,500, to be paid upon provision of the final design.

## Selected Designs: Next Steps

A selected banner design will be announced in March 2021, with final design slated for completion by March 15, 2021. The City may make recommendations for modifications prior to the final design.

The successful artist will be required to submit their design in a high quality digital vector format (.ai .eps .pdf). We can also accept .jpg files saved at required print measurements, with a resolution of 300 dpi.

The successful participant will retain copyright of their design and will grant the City license to use the selected

design for the purpose of creating the street banner and for non-commercial promotional materials. At the end of the installation period, banners will be removed and discarded.

## How to Submit your Proposal

Submissions must be received no later than midnight, Pacific Time, February 18, 2021. There are two ways to submit your design:

1. Submit your application and required documents **online** using the form below; or
2. Drop off your application and required documents **in-person** to the Culture & Events Dropbox, located at the Bowen Complex, 500 Bowen Road. The Dropbox is located on the lower level of the building near the tennis courts (Pine Street Entrance). Hand-delivered applications **MUST**:

Include a complete package must include one (1) original hard copy and one (1) electronic version in MS Word/PDF format submitted on a flash drive. The application must be enclosed and sealed in an envelope/package clearly marked:

Your Name  
Street Banner Program  
City of Nanaimo  
Culture and Events

## Terms and Conditions

Once submitted, the application is subject to the *Freedom of Information and Protection of Privacy Act*. The City advises applicants that submissions may be subject to the provisions of *FOIPPA* and the *Community Charter*. Personal information provided in the submission will be collected pursuant to *FOIPPA* and the *Community Charter*. Personal information will not be released except in accordance with the *FOIPPA*. Questions about the collection of your personal information may be referred to the Legislative Services Department at (250) 755-4405, or via email at [foi@nanaimo.ca](mailto:foi@nanaimo.ca).

## Questions

Thank you for your interest! Applicants will only be contacted if their design is chosen. The selected design announced in March 2021. Questions regarding the Street Banner Program may be directed to Culture & Events at [cultureandevents@nanaimo.ca](mailto:cultureandevents@nanaimo.ca) or 250-755-4483.

## Application Form

Applicants must complete this form in addition to providing the attachments noted in the checklist below. Please ensure all information is in ink and legible.

1.	Full Name	
2.	Address (include postal code)	
3.	Phone #	
4.	E-mail Address	

## Attachment Checklist

- ☐ A written statement about proposed design, and how it supports the banner theme (one page)
- ☐ A brief biography (up to 350 words) and CV
- ☐ A colour rendering of design. You can propose up to three (3) different banner designs as one single submission. Designs may be an original sketch, painting or computer-generated image of the design idea, following the format outlined in the design specifications below. We will accept digital images in JPG, PDF or TIFF format on flash drive or via remote upload.

*I acknowledge that I understand and agree with the terms of the Street Banner Program process as described in this program guideline, and I verify the information included in the submission is complete and correct.*

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Applicant Signature

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Date

## Examples of Previously Selected Banners



Robert Plante



Amy Pye