



# City of Nanaimo Street Banners 2027

## Call to Youth Artists (19yr and under)

Date issued: June 8, 2026

Deadline: 11:59pm Pacific Time, September 27, 2026

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### Drop-In Information Session

Tuesday, September 15, 2026 | 4:30 - 6 PM  
Bowen Complex, Room 5  
(500 Bowen Rd, lower level)

Should you experience challenges or barriers in this application process or require additional support, we encourage you to reach out to: [cultureandevents@nanaimo.ca](mailto:cultureandevents@nanaimo.ca) (250-755-4483).

# Introduction

The City of Nanaimo is seeking art from youth (under the age of 19) for its 2027 [Street Banners](#).

This program offers youth artists an opportunity to submit proposals for original banner artwork that will be hung in Nanaimo's downtown area. Banners will be put on display in spring 2027, in the Arts District downtown, along Bowen Road, Third Street and other major routes, creating a vibrant visual presence.

The selected youth artist 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.

An artist/ designer from the City's [Urban Design Roster](#) will be made available to serve as a mentor to the youth artist in the final development of their design, should this be deemed necessary and/or helpful to the selected youth artist.



Left to Right: Solana Van de Leur (2026), Aiyem Samay-Sampson (2025), Amy Pye (2024)

## Eligibility

This opportunity is open to youth artists under the age of 19 at all levels of experience, currently living in British Columbia.

## Timeline

Anticipated Schedule		
Date	Time	Activity/ Event
8-Jun-2026		Call to Youth
15-Sep-2026	4:30-6pm	Drop-in info session
27-Sep-2026	11:59PM PST	Submission deadline
Oct-2026		Selection made
Oct/ Nov		Design edits/ prep design for print
15-Nov-2026		Design must be to fabricator

# Theme:

## *The Art of Belonging - Youth Perspectives on Home*

The 2027 banner theme invites young artists to reflect on the places, people, and experiences that create a sense of belonging. Home is more than a location; home is identity, memory, culture, and connection. The Art of Belonging invites youth artists to explore what grounds you, what comforts you, and what makes you feel part of something larger – what makes you feel you *belong*. Through art, you can express the moments, relationships, and symbols that shape your sense of home, whether rooted in family, community, land, or a personal story.

Submissions to the 2027 Street Banner program under this theme might include depictions of meaningful landscapes, cultural traditions, neighbourhood scenes, or the people who make you feel supported and understood. They might explore the textures of daily life, the beauty of familiar routines, or abstract interpretations of comfort, safety, and belonging. Your artwork could honour your heritage, celebrate your community, or express the personal symbols that represent belonging to you.

Your creativity has the power to transform city streets into a vibrant expression of identity, connection, and community. Show us what belonging looks like through your eyes. Help bring the Art of Belonging to life across Nanaimo.



# Your Submission

## What should you include in your submission?

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

Note: Requirements for this opportunity have been adapted for youth. Some requirements (such as a written statement and biography) will be evaluated with the age of applicant in mind.

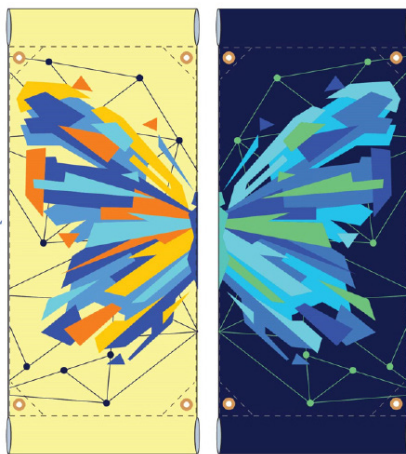
Your submission will include:

1. A completed application form;
2. A written statement about your proposed design/ art (one page). This should support how your art supports the banner theme;
3. A biography (up to 300 words, tell us about you);
4. A colour rendering of your design. The banners are printed using digital files. Original drawings/ paintings/ sketches may be submitted. Computer-generated images will be rendered from your design idea. This may be done by the youth artist using the format outlined in design specifications below, or this will be completed following selection with the help of an artist from the City's Urban Design Roster who will serve as a mentor in this process.

For submissions, we accept digital images in JPG, PDF or TIFF format. For production, we will produce vector files in a scalable vector format (usually PDF or EPS).

### Important Note:

Your art should include a left design and a right design as banners include a right and left banner. You can propose up to three (3) different banner designs (each of which include a right and left side). Only one banner design will be selected.



Artist Aiym Samay-Sampson presented a design idea with a left side and a right side that came together to make one image (the abstract butterfly).



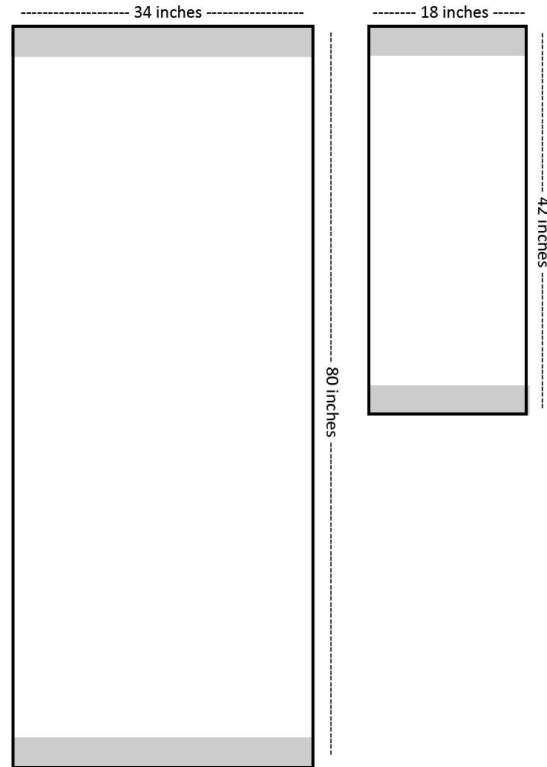
Artist Amy Pye presented a design idea with a left side and a right side that was one design with differing colour selection.

# Design Specifics

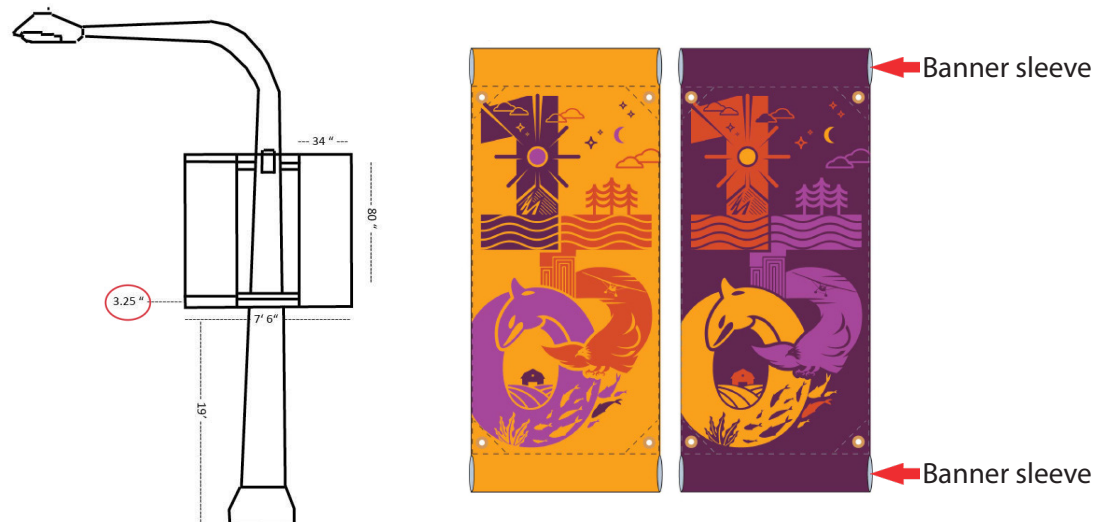
## Banner Dimensions

Your design should consider the dimensions (shape) of the street banners. For example, a square work of art will not adapt well to a long, rectangular banner. The city will produce both full-size and mini banners as seen below.

- 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



Avoid adding any important design elements on the upper or lower 3.25" banner sleeve as illustrated below.



## Colour

The colour scheme for the 2027 competition is open. We strongly suggest high contrast, and a palette of no more than five highly chromatic colours containing maximum hue, plus black, white and grey. This means bright and vibrant colours. Pale colours and pastels will fade in sunlight. For best print quality, we would recommend avoiding shading techniques. However, gradient colours can be achieved. These recommendations are illustrated in the example below.

Best print results come from colours and images that take advantage of light passing through fabric. Designs should take into consideration that colours fade over the season. Darker colours typically hold their colour in outdoor settings over time much better than light or pastel colours.



Example: Sebastian Abboud's 2023 design

- Gradient: Colour fades from blue, becoming green, and yellow becoming red;
- Highly chromatic: Saturated, vibrant colours;
- High contrast: Design elements stand out against gradient background colours and are highly visible.

## 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.



## Other Design Considerations

- Designs must be effective from long viewing distances and short viewing duration. Small details and complicated designs are not generally effective. Consider that banners will be viewed from the road at speeds of up to 50 km per hour.
- Designs must be non-commercial in theme. Banner art cannot serve as an advertisement.
- Banner designs cannot include copyright material (such as existing tv/ movie characters, for example).
- Designs must be original works of art.
- We don't encourage using words or letters in your design. If you are 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.

# Use of Artificial Intelligence (AI)

## What is AI?

Artificial intelligence (AI) is technology that enables computers and machines to perform complex task normally done by human-reasoning, decision-making, creating, etc.

## Use of AI

The City of Nanaimo is committed to paying artists fairly for their work, adhering to standard rates recommended by CARFAC (Canadian Artists Representation/ le front des artistes Canadiens). The City of Nanaimo is also committed to diversity, equity, inclusion, and fostering a safe environment for artists regardless of racial identity, age, gender identify/ expression, or perception of disability. The 2027 Call for Street Banners requests that artwork created with AI software not be included in your submission. If, however, AI software is used in the creation of your artwork, we ask that this be clearly identified in your submission package (for example, in your written statement).

## AI & Accessibility

While we recognize that AI tools have been implemented in some cases to reduce barriers in application processes, the City of Nanaimo can provide other means of accomodating applicants with additional support needs.

Should you experience challenges or barriers in this application process or require additional support, we encourage you to reach out to: [cultureandevents@nanaimo.ca](mailto:cultureandevents@nanaimo.ca) (250-755-4483).

## Resources:

- [CARFAC recommendations regarding AI and visual artists](#)
- [BC Government draft artificial intelligence principles](#)
- [Saatchi Art AI Policy](#)
- [BCIT Library: AI, Copyright & Liability](#)

*This information and direction is subject to change in future calls to artists as AI evolves and policy/ legislation is developed.*



# 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 / Effectiveness of Design
- Uniqueness of style
- Degree to which the design reflects the theme

The youth applicant whose banner design is selected will receive an honorarium of \$2,500 to be paid following completion and delivery of the final design.

## Selected Design: Next Steps

A selected banner design will be announced when the competition is complete. The final design is scheduled to be sent to the Supplier responsible for banner production by November 15th, 2026, with final production slated for completion by end of January 2027. The artist may be required to make modifications to their design prior to production according to the production particulars below. The artist will agree to a guaranteed response time of 48 hours (made within office hours, 9:00 AM – 5:00 PM (PST), Monday – Friday excluding Public Holidays) to support requests by the City and/or the Supplier.

## Production Particulars

Note: For youth who require help in adapting artwork into final design files for fabrication (as discussed below), an artist from the Urban Design Roster will serve as a mentor and assist the youth artist in the preparation of their design for print.

The selected design will need to be produced as a high quality digital vector format (.ai .eps .pdf) or as .jpg files that are saved at each required print size, with a resolution of 300 dpi. If the file is not a vector format, each element of the drawing should be saved on a separate layer, with colours in solid coated pantone format identified for the production proof stage. The production team will review the files and make minor colour adjustments for colour fastness. A final production proof will be generated for artist review.

## Copyright

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 (this means the artwork is always yours; through this program, you grant the city permission to use your artwork in this particular way). At the end of the installation period, banners will be removed and when possible, made available for public sale.

# How to Submit your Proposal

Submissions must be received no later than 11:59pm, Pacific Time, September 27, 2026. There are two ways to submit your design:

1. Submit your application and required documents [ONLINE](#) using the linked form; or
2. Drop off your application and required documents IN-PERSON to the Culture & Events Dropbox, located at the Bowen Complex (500 Bowen Rd, Nanaimo). The Dropbox is located on the lower level of the building near the tennis courts (Pine Street entrance). Hand-delivered applications must include one (1) original hard-copy of documents. A USB stick may be provided in addition to hard-copy.

The application must be enclosed and sealed in an envelope/ package clearly marked:

Your Name  
Street Banner Program 2027  
City of Nanaimo  
Culture and Events



Lower Bowen Complex (500 Bowen Rd) and Culture & Events Dropbox

## Terms & 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. Questions regarding the Street Banner Program may be directed to Culture & Events at [cultureandevents@nanaimo.ca](mailto:cultureandevents@nanaimo.ca) ATTN: Street Banner Program, or 250-755-4483.

Note: A drop-in information session will be held at the Bowen Complex on Tuesday, September 15, 2026 from 4:30 - 6 PM. This is an opportunity to meet the Culture team, ask questions, and brainstorm ideas with guidance.

# Application Form

If applying in-person, applicants must complete this form in addition to providing the attachments noted in the checklist below. Please ensure all information is legible.

PERSONAL INFORMATION	
Full Name:	
Preferred Pronouns:	
Address: (include postal code)	
Phone:	
Email:	
Date of Birth:	
Emergency Contact Name:	(if applicant is under the age of 18, please provide name of parent or guardian)
Emergency Contact Phone/ Email:	(if applicant is under the age of 18, please provide phone/ email of parent or guardian)

## Attachment Checklist

- A written statement about proposed design, and how it supports the banner theme (one page)
- A brief biography (up to 300 words)
- 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. 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.***

\_\_\_\_\_  
Applicant Signature

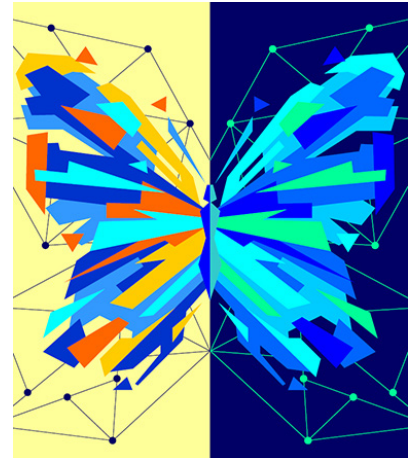
\_\_\_\_\_  
Date

# Examples of Previously Selected Banners



Left: Solana Van de Leur (2026)

Right: Aiyem Samay Sampson (2025)



Left: Amy Pye (2024)

Right: Sebastian Abboud (2023)



Left: Roz MacLean (2022)

Right: Becky Thiessen (2021)



Stay in touch! Find info on latest projects and opportunities to get involved. Follow the Culture & Events team on Instagram [@prc\\_nanaimo](#). Or sign-up for the [Love Arts Nanaimo Newsletter](#) and learn about how the City is amplifying and championing local creativity!