

Thank you for your interest in the Town of Ladysmith's **Community Banner Program – Public Art Banners**.

The main purpose of the Community Banner Program is beautification and community identity promotion. Community banners will add vibrancy and community spirit throughout our Town.

CALL FOR SUBMISSIONS

We are seeking emerging and professional artists from Ladysmith and area and Stz'uminus First Nation – of all ages – to submit designs and create street banners that represent Ladysmith's small town charm, community life and diverse cultural heritage while highlighting the 2024 theme "**Ladysmith Celebrates**". The 2024 theme highlights the Town's festivals and celebrations through art that creates opportunities to be together, foster community, strengthen relationships, and celebrate culture and diversity.

Ladysmith and Stz'uminus' natural environment inspires creativity, and community events and gatherings create the connections we all need to feel a sense of belonging.

Be a part of the story and help us create a colourful and vibrant downtown.

The **Community Banner Program – Public Art Banners** will develop and showcase the downtown core in distinct areas along First Avenue in their first year of display. In year two the banners will be added to the Transfer Beach Blvd. and along 4th Ave.

Application:

Interested participants are required to complete the following:

1. Complete the entry form
2. Submit two complimentary panel designs (including a description of each design) that could also have the ability to be displayed on their own.

Submit designs **ATTN: Community Banner Program – Public Art Banners** in one of the following ways:

- ☐ Hard copy designs can be hand delivered to:
Corporate Services
Town of Ladysmith
410 Esplanade
PO BOX 220
Ladysmith, BC V9G 1A2
- ☐ Designs can be mailed to
Corporate Services
Town of Ladysmith
410 Esplanade
PO BOX 220
Ladysmith, BC V9G 1A2

- Digital Submissions can be emailed to: bid@ladysmith.ca. Please ensure that digital submissions are formatted as . TIF and . PDF files with a minimum of 300 DPI.
- * Submissions will not be returned unless they are original works of art, such as acrylic paintings.

All submissions must be received by 4pm PST on Monday, January 29th, 2024. For questions or more information, please email bid@ladysmith.ca.

THE FINE PRINT

Technical Considerations:

- Submissions may be made digitally or in hard copy.
- Artwork must be appropriate for audiences of all ages and respectful of the diversity of perspectives in our community.
- Artwork must be submitted **in complementary pairs but can be displayed on their own**, portrait orientation and take into consideration the dimensions of the finished banner 24" x 61.5". See template.
- Designs must be original with no advertisements, logos or website information. Artists may sign their work.
- Designs will be visible on both sides of the banner, and artists must take into consideration the "wrong" side of the banner.
- Designs should be imaginative, original interpretations of the theme: **Ladysmith Celebrates** and consider Ladysmith's small-town charm, coastal community life and diverse cultural heritage. What are the cultural highlights of our community? What aspects of Ladysmith's natural and cultural heritage that make it unique? What are the things you love to see and do in your leisure time?
- Because the designs will be hand-painted using specific materials, and in order to create visual cohesion, submissions must work with this palette:
 - Black
 - White
 - Red
 - Yellow
 - Blue
 - Medium blue
 - Green
 - Medium green
 - Purple
 - Orange
- Do not blend colours, use shading techniques or use blank/white space in your design. Pastels are not recommended.

Design Tips for Street Banners:

- Do not use text on the banners as designs will be visible on both sides.
- Keep the long-narrow dimensions of the banner in mind with your design so it is easy to translate onto the full-sized banner.
- Do not extend your design elements into the sleeve pocket (top and bottom 3.5"). It should be a solid colour.

- Keep designs simple and graphic. Details will be difficult to perceive once the banners are installed. Try to stick to 3 main subjects in your banner (eg. bird, cloud, tree; or mountains, trees, moon). Please outline elements.
- Keep designs large and simple. Even though the banners are 61.5", they will seem much smaller when installed on lamp posts.
- Bright, saturated colours work best and last the longest outdoors.
- Large blocked areas of colour and black or white outlines can be seen clearly from a distance. If the banner is completely coloured, outlines help define the design.
- Some colours are not seen well from a distance. Try not to place like-colours side by side. For example, blues and greens of the same tone placed side by side will meld together. To define your design, make sure your colours and tones are varied.

Materials:

Please submit your artwork digitally, or in hard copy on paper.

Prizes:

One honorarium of \$1000 will be awarded to the Artist whose panel design pair is chosen by the Selection Committee.

Copyright:

Artists maintain copyright of their original designs.

The Town of Ladysmith will own all completed banners. Banners may be reproduced in photographs or other methods.

Town of Ladysmith
Community Banner Program - Public Art Banners
2024 Design Template

