

## Artist Call for Banner Design

**THEME: Yonge Street celebrates Canada 150**

**Submission Deadline: April 7**

As Canada marks its 150 years, Downtown Yonge BIA (DYBIA) will join the celebration with the banners reflecting Yonge Streets' past, present and future. DYBIA would like to make a call to artists and submit design proposals that captures Yonge Street's culture, trade, identity, and people.

The banners will be installed on Yonge Street from Richmond Street to Grosvenor Street and the surrounding areas beginning July 1 to end of October 2017.

### Design considerations:

- Design should conform to the following conditions:
  - On Yonge Street
    - Size of the banner – 36" wide x 72" high
    - Double banners + Double sided. (The banners are installed in pairs - The design can flow between the two banners)
    - 20% of the banner is allotted for DYBIA logo or member logo who is willing to sponsor the printing
  - On Side Street
    - Yonge Street banner design is translated to a single banner.
    - Size of the banner – 29" wide x 61" high
    - 20% of the banner is allotted for DYBIA logo or member logo
  - See attached for grommet and sleeve notes
- There could be up to five different designs to reflect Downtown Yonge neighbourhood where people come to work, dine, stay, invest and get entertained throughout the years.
- Texts are discouraged, but when using, it has to be bold for viewing from a distance and for a short duration of time.
- Design should be able to compete with other visual noise.
- The artist must not include his/her name anywhere on the banner. Artists will be properly compensated and acknowledged on DYBIA website, press release, social media, etc
- Artwork must not include offensive imagery and language
- The banners fade overtime, so, it is preferred that bright, bold colours are used.
- If photos are to be used as part of the artwork, Artist(s) is responsible is securing all the necessary copyrights to use the image.
- 20% of the banner should be dedicated for DYBIA logo or partners logo
- Selected artwork will remain as DYBIA property and artist(s) waive rights to it.

What to include in the proposal:

- A statement of how you envision the design. How many banner design in total are you creating to capture Yonge Street's past, present and future reflected in culture, trade, people and identity.
- Minimum of one sample banner design to level set expectation
- Info about the artist and sample of other previous works
- Medium the artwork will be created – is it digital or traditional medium?
- Include expected fees for the project

How to submit your designs:

- Create a one page bio of artist, previous engagements in public arts program and references
- Send an image file of the design in jpg or pdf format without the artists name on it.
- Where and When to submit:
  - Design proposal must be submitted electronically to: [cdiego@downtownyonge.com](mailto:cdiego@downtownyonge.com) with Subject heading: **Yonge Street celebrates Canada 150**
  - Deadline of submission: April 7

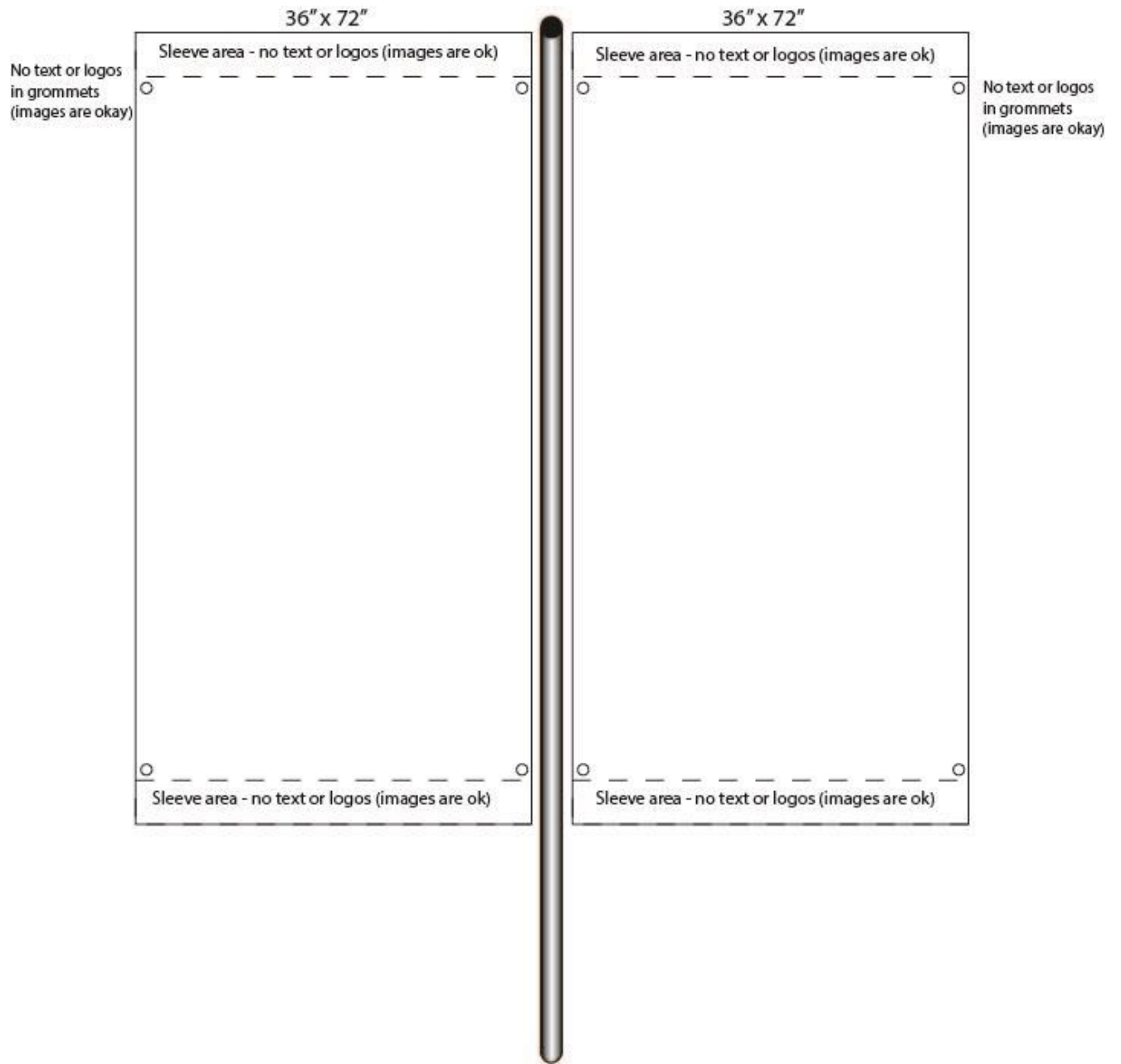
Enquiries can be directed to:

Cheryll Diego

[cdiego@downtonwyonge.com](mailto:cdiego@downtonwyonge.com)

416-597-0255 ext 226

Yonge Street banner



Area Street banners

