

Banner Project 2012 – Call for Submissions

What is the Banner Project?

Objective: To add colour and interest to Fernie by showcasing Elk Valley Artists on street banners

Local artists make our community vibrant in so many ways. This project showcases different visual media and diverse artistic visions on high-quality outdoor banners, hung on Fernie lampposts. The banners raise our sights and lift our sense of community spirit. These intriguing and unique works welcome and warm us as we walk through the city. They build a sense of community identity and let our guests know that we are proud of the rich arts and cultural life that goes on here.

What kind of art can be submitted?

We are looking for 36 diverse works of art to showcase on the 2012 City of Fernie banners. Here is the range of media we expect to feature*:

- 70% paintings
- 10% mixed media 2-dimensional art (quilts, stained glass)
- 10% 3-dimensional art (sculpture, pottery)
- 10% photography

*depending on submissions

Up to two works per artist may be submitted. More images will not be considered.

How is art submitted?

Artworks must be on a CD and submitted as a design-ready jpeg file with a minimum 300 dpi. Submissions must include a brief biography with any contact information that you wish to be included in the promotional brochure. This statement must be between 30-75 words. Copy should be burnt on to the disc. Preference will be given to images that meet the size requirements.

Mail or drop-off a CD with the jpeg file to:

The Arts Station

P.O. Box 1453, Fernie BC V0B 1M0

Do not email information.

When is the closing date for submissions?

Friday, February 17th, 2012 at 3pm.

What are the design-ready criteria?

The photos selected will highlight the original art in an artistic fashion. Adjudicators will consider the lighting and angle, backdrop and perspective. Photos must lend themselves to the shape and scale of the banners. Art must be eye-catching for a street-level observer. The final images will be 26 by 60 inches. The ratio is approximately 1 unit across by 2 units high.

Here is an example:



How do I get my original artwork made into a digital image?

If you know someone who has a digital camera, enlist their assistance! If you do not, give the Arts Station a call (423-4842). We are creating a roster of volunteer and professional photographers who can help. If you would like to be included on this roster, let us know!

How is this project funded?

The City of Fernie and the Fernie and District Arts Council provide services to get this project off the ground. The generosity of banner sponsors makes it sustainable. Each banner is available for sponsorship at the cost of \$100 beginning with the Banner Project Launch, hosted at the Arts Station (7 pm on Thursday, April 19th, 2012) during BC Arts & Culture Week.

The 2012 banners will go on Victoria (2nd) Avenue for one year and (like the 2011 Banners) they will be moved to the highway corridor for the following year. After two years on display, each banner will go to its sponsor.

About the Banner Project:

In the Spring of 2005, the First Annual Banner Project was launched. Linda Hide, the visionary of this project, found partners at the City of Fernie and the Fernie & District Arts Council. Together, this committee gathered and adjudicated art created by Elk Valley artists. In exchange for being featured in this high-profile project, artists gave permission to use the images of their art. The committee created digital reproductions of selected original works, then formatted the images and reprinted them on high-quality outdoor banners. The City of Fernie hung the banners on Victoria Avenue and 4th Street. The committee also created a brochure the featured artwork and about each artist.

For more details, please contact:

Courtney Baker, Admin. Phone/Fax: 250-423-4842 or Donna Miller miller_g@hotmail.com,

Fernie & District Arts Council/The Arts Station

Mailing Address: P.O. Box 1453 Fernie BC V0B 1M0

Physical Address: 601 1st Avenue, Fernie

Email: info@theartsstation.com