

Street Banner Program

Please read the following document carefully as it provides important information for submitting an entry. Those entries that do not meet the minimum requirements may be disqualified. If you require support in preparing your entry or have questions, please email pulse@rmwb.ca

Public Art Wood Buffalo invites all residents of the region to participate in the Street Banner Program.

This annual street banner program aims to showcase the talents of local residents of all ages throughout the region. Select designs will be produced and hung as banners to increase vibrancy and colour to streetscapes and recognize artist and creative talents in the region.

Land Acknowledgement:

The Regional Municipality of Wood Buffalo acknowledges that the land on which we live, work and play is Treaty 8 Territory, the traditional lands of the Cree, Dene, unceded territory of the Métis peoples, and the ancient gathering grounds of many Indigenous peoples.



Theme: *The Rhythm of Wood Buffalo*

Explore the Rhythms of Wood Buffalo!

Rhythm - a pattern of regular or altering recurrences

- in change and movement
- in sound and music
- in design and art
- in nature
- in life

Wood Buffalo is a place of innovation, diversity, spirit and strength which is continuously evolving. The changing of seasons, the rivers that flow, and the boundless skies, connect us all to nature and the land. A diverse community, with global connections and traditional celebrations, strengthens our community spirit and contributes to a vibrant and dynamic background for arts, culture, and music. LOOK, LISTEN, FEEL...*the Rhythm of Wood Buffalo* is all around us.

This year's theme supports Fort McMurray Wood Buffalo Economic Development & Tourism's new Fort McMurray Wood Buffalo Place Brand. For more information please visit: <https://fmwb.ca>

Street Banner Program

Artwork Limitations:

- Minimum finished artwork size must maintain a proportional scale of 7.5" x 23.5"
- Use colours that are deep, saturated and provide contrast
- Artists may choose to design or be inspired by the Place Brand and associated colours. For information please reference: <https://fmwb.ca/brand-guidelines-and-community-tools/>
- Submission can include digital or artistic design
- Artistic design artwork to fill the entire space of the art paper provided, from edge to edge (no borders)
- Consider scale and distance of the viewing audience and use large scale images
- Designs are printed on one-side and show through the other side; do not include text as it will appear inverted on the back side
- If the artist chooses to produce a larger image (two sheets of paper), design should account for the separation by the pole. This would be considered two entries

Paper Request Procedure:

To request art paper for submissions, please contact PULSE at 780.743.7000 or email pulse@rmwb.ca.

Arrangements will be made for pick up at agreed time and place near you.

Banner Selection:

- Artwork will be selected by a volunteer selection panel from community organizations
- Chosen artwork will be professionally digitalized and transferred on to a 94" (length) x 30" (width) banner. Banner placement may be on a singular or double banner pole
- Selected submission will be notified on or before June 1, 2021
- \$500 will be awarded to the selected artworks



For request of art paper, technical guideline questions or submission process, please contact PULSE at PULSE@rmwb.ca or call 780.743.7000

Submission Guidelines

Submission Guidelines:

- Participants are limited to a maximum of two entries
- Participants must be a resident and residing in the Regional Municipality of Wood Buffalo
- Artwork must stay within the theme and limitations as indicated on the previous page (Scale, colour, design parameters)
- Digital designs should be a minimum of 300 dpi as .JPG, EPS or AI files. Email submissions to not exceed 10MB
- Original artwork is required. Photographs or mechanical reproductions (e.g. scan) of artwork will not be accepted
- **On the back of each submission, clearly include:**
 - **full name**
 - **age (if under 18)**
 - **phone number and**
 - **email**
- **Submission to be accompanied by a completed waiver and photo release form (last page)**

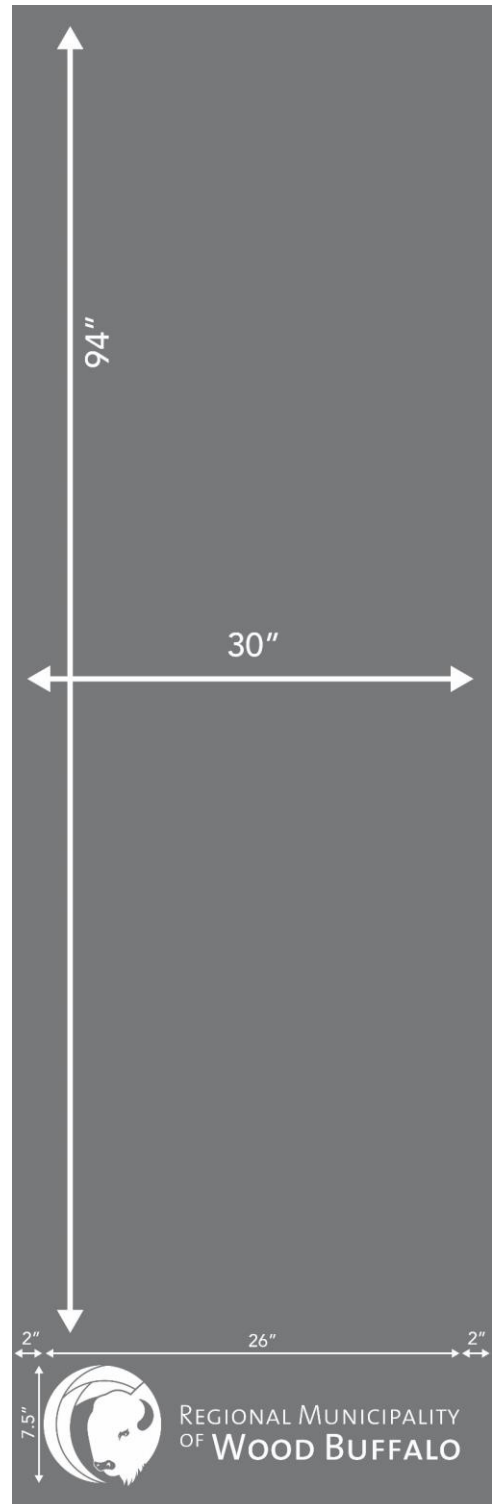
Deadline: 4 p.m. Tuesday, May 25, 2021

Submission of Artwork:

Due to evolving safety precautions, please contact PULSE at 780.743.7000 for the up-to-date process for submitting artwork and completed release form.

Municipal logo will be added.

The logo will extend 26 inches across, and 7.5 inches high. From the right-hand trim, the right-hand edge of the logo is 2 inches from the trim.





2021 Street Banner Program Waiver & Photo Release Form

Attach Form to Artwork

Please read the following statements. By signing this waiver/release form, you are agreeing to the terms set out in this document.

- The images submitted are mine and I certify that they do not infringe on the property or the rights of any other person or entity, and I have all the necessary rights and authority to submit the artwork.
- I agree to the collection, use and disclosure by the Regional Municipality of Wood Buffalo of my personal information for the purposes of administering and promoting the Street Banner Program and awarding the prize, if any, including but not limited to releasing the name of the selected artist(s) to those who request such information.
- I agree that there will be no financial compensation for my time or expenses for this consent or the use of the images. I hereby release and agree to indemnify and save harmless the Regional Municipality of Wood Buffalo, its agents and employees from any and all claims, demands and causes of action.
- By submitting my artwork, I consent to it's public display for the purpose of promoting the Street Banner Program and understand that my artwork may be photographed and/or recorded on video.
- Should my artwork be chosen, I hereby grant the Regional Municipality of Wood Buffalo the right to use, publish, reproduce, exhibit, display, broadcast, distribute and create derivative works of the artwork in whole or in part, separately or in conjunction with other entries, in any medium now or hereafter known, and for any purpose whatsoever, including (but not by way of limitation) promotions, publications, etc.

In 50 words or less, describe what inspired this design: _____

This agreement shall be binding upon me, my heirs, legal representatives and assigns.

I, _____, have read this document prior to signing it and fully understand its contents and agree to be bound by its terms.

Signature _____ Date: _____

Address _____

Phone Number _____ E-Mail _____

Parent/Guardian (If participant is under 18 years old):

Name _____ Signature _____

Phone Number _____ E-Mail _____

The personal information on this form is collected under the authority of Section 33 (c) of the Alberta Freedom of Information and Protection of Privacy Act. The personal information will be used to contact winners, and the image and your name may be used in our publications, websites or displays. If you have any questions about the collection or use of this information, contact the Culture and Social Development Branch, Community and Protective Services Department, 9909 Franklin Ave., Fort McMurray, AB T9H 2K4, or call 780.743.7000.