



2023 [YEAR OF THE RABBIT]
CHINATOWN ZODIAC BANNER COMPETITION
CALL TO CREATORS
DEADLINE FRIDAY, DECEMBER 30TH, 2022



[COMPETITION DEADLINE]

The Downtown Winnipeg BIZ, in conjunction with the Winnipeg Chinese Cultural and Community Centre (WCCCC), is conducting a design competition for Chinatown zodiac banners. An honorarium of \$800.00 will be awarded for the successful banner design. All submissions must be emailed to the Downtown Winnipeg BIZ and be received no later than 4:00 pm Friday, December 30th, 2022.

[COMPETITION BACKGROUND]

A goal of the Downtown Winnipeg BIZ is to implement and use street banners, to unify the downtown and highlight significant buildings and key districts throughout the downtown.

[YEAR OF THE RABBIT BACKGROUND INFORMATION]

Many Asian folk traditions follow a lunar calendar, with years named by a rotating cycle of twelve animal signs, that are repeated in a 12-year cycle. 2023 is the Year of the Rabbit, beginning on Sunday, January 22nd, 2023, according to the lunar calendar.

[CHINATOWN BANNER COMPETITION]

All those in creative fields are called on to submit their designs for the 2023 Chinatown zodiac banners. All submissions must be produced and submitted digitally.

The winning design will emphasize the Year of the Rabbit. The Year of the Rabbit banners will be removed at the end of the lunar calendar year. All banners will be mounted in the six square blocks bounded by Main Street, Princess Street, Logan Avenue and James Avenue.

Once the Year of the Rabbit banners are removed the Downtown Winnipeg BIZ will collaborate with supporting Winnipeg Trails' unique project – [The Goal 5 Bike Project](#) – which is a plan to knock down barriers



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to cycling for racialized women. Over time, it had been noted that the women needed more than a bicycle; they needed to carry a load of groceries and other necessities. From this request, the idea of a unique bike pannier was born. With every bag purchased, a woman is able to discover and use her powerful craft and business skills.

[COMPETITION CRITERIA]

The following is a list of criteria to be followed when composing your banner design. The design must:

- be distinctive and captivating as a composition;
- depict the Year of the Rabbit, with sensitivity to the traits of the Rabbit most significant to Chinese culture and celebration in the Chinese diaspora;
- the words “Year of the Rabbit” and “2023” should be integrated in the banner design;
- be representative of the unique character and history of Chinatown;
- compliment the architecture, signage, and street furniture in Chinatown;
- consider the cross-seasonal visual impact of the banner (i.e., focus on vivid colours while minimizing washed out colours and white); and,
- keep imagery simple and type of a scale to be easily viewed and appreciated from both pedestrian and vehicle vantage points.

[TECHNICAL CONSIDERATIONS FOR THE DESIGNS]

The successful designer of the winning design will consider the following technical elements:

- the actual size of the banner is 30” x 90”;
- the design will be duplicated on both sides of the banner;
- the design should take into consideration the construction of 3” sleeves at the top and at the bottom of the banner to ensure minimum disruption of the design;
- depending on the typeface, all text should not be smaller than 2” / 50.8mm / ~200pt in height;
- the design must be produced digitally;
- the production print must be exported at 300 dpi;
- the banner will be heavyweight 22oz vinyl and printed with solvent inks; and,
- the creator(s) will work closely with the Downtown Winnipeg BIZ and the manufacturer to ensure that the desired overall look of the banner design is achieved.

[ELIGIBILITY]

All Manitoba creators, as individuals or in teams, are invited to enter. The competition is open to all those in arts-related disciplines, such as poets, writers, illustrators, photographers, graphic artists, architects, painters, sketchers, designers, etc.



[JURY]

The selection of the winning entries will be made by members of the invited 2023 Chinatown zodiac banner jury. This jury is composed of 5-7 members of the Downtown Winnipeg BIZ (including Board / Committee Members, graphic designers, artists, and architects) and representatives from the Chinese community. The banner designs will be presented to the jurors by a non-voting facilitator on an anonymous basis. The jury will assess the banner designs based on the following criteria:

- Artistic merit and design strength;
- Extent to which the “Year of the Rabbit” theme and character of Chinatown are portrayed in the design;
- Feasibility of proposed designs in banner form;
- Integration within the streetscape;
- Readability from a distance (particularly scale of type); and,
- Cross-seasonal impact of designs (particularly use of colour).

[APPLICATIONS]

Designs must be produced digitally and submitted according to the following format:

- 8.5” x 11” page size with white background;
- Scale rendering of the complete banner;
- Exported at 72 dpi; and,
- Proposed colours should be shown as accurately as possible. Pantone Matching System (PMS) numbers may be used.

A half-page to one-page written description of the banner concept should accompany all designs. Concept descriptions are thoroughly reviewed by the jury, so please take time to put together a concise, well-written description.

Submissions must not exceed 5MB in file size.

The Downtown Winnipeg BIZ will not be responsible for submissions lost in transit, technical issues, or incomplete submissions. The Downtown Winnipeg BIZ cannot assume responsibility for lost or damaged files.

[MANUFACTURE AND INSTALLATION]

The cost of manufacturing, installing, maintaining, and removing banners is the responsibility of the Downtown Winnipeg BIZ.



An honorarium of \$800.00 will be awarded to the creator or team of creators for the winning design.

[NOTIFICATION OF RESULTS]

The creator(s) of the winning design for the 2023 Chinatown zodiac banner project will be notified in January 2023 and it will be announced to the public in January 2023.

[CONSEQUENCES OF SUBMISSION AND ACCEPTANCE OF DESIGN]

Interested creators are advised that neither the Downtown Winnipeg BIZ (BIZ), the Winnipeg Chinese Cultural and Community Centre (WCCCC), nor the jury is obliged to accept any of the creators' designs and may reject all designs. Each creator is advised and by the submission of a design agrees that the BIZ and the WCCCC will not be responsible for any costs, expenses, losses, damages (including damages for loss of anticipated profit) or liabilities incurred by the creator as a result of or arising out of submitting a design, or due to the BIZ's / WCCCC's acceptance, or non-acceptance of their design, arising out of any contract award not made in accordance with the expressed or implied terms of the call for designs. Until a written contract in a form satisfactory to the BIZ and WCCCC is executed by both the BIZ / WCCCC and the creator, no legal rights or responsibility shall be created between the creator and the BIZ / WCCCC. The BIZ and WCCCC reserve the right to choose to not recommend any application, proposal, or finalist and to terminate or re-advertise any project. The BIZ and WCCCC claim the property and rights to use all designs submitted in future BIZ / WCCCC projects, publications, and initiatives.

[COMMUNICATIONS]

All communications regarding this contest including competition updates will be available via www.downtownwinnipegbiz.com.

[APPLICATION FORM]

All digital submissions for the 2023 Chinatown Banner project must include the following:

- PDF of the digital banner design (in colour, to scale on an 8.5"x11" white background), exported at 72 dpi
- Half-page to one-page written description



Application form (this page)

All digital submissions must not exceed 5MB in file size. **Deadline for all digital banner submissions is 4:00 pm Friday, December 30th, 2022.** Incomplete forms and submissions will not be considered by the jury.

Name(s): _____

Address: _____

City: _____

Postal Code: _____

Telephone: _____

Email: _____

Instagram: _____

I / We confirm all artwork is original. _____

PLEASE SUBMIT ALL MATERIALS VIA EMAIL TO:

grant@downtownwinnipegbiz.com

Please use "2023 Chinatown Zodiac Banner" in the subject line.