

## **Call to artists: Help beautify Orillia's waterfront**

**For immediate release (April 2, 2019)** – The City of Orillia is seeking an artist to beautify the Sunshine City's waterfront with their artwork. As part of Orillia's new visual identity awareness and waterfront beautification efforts, the City is looking to commission one local artist to produce five renderings, one for each of the chosen themes, to be reproduced onto a street side flag pole banner and installed along Mississaga Street East/Centennial Drive.

The five themes that will be required are:

1. **Heritage** – Leacock Museum National Historic Site
2. **Culture** – Orillia Opera House
3. **Lifestyle** – Downtown Orillia
4. **Recreation** – Cycling
5. **History** – Mnjikaning Fish Weirs National Historic Site

The competition is open to all artists; however, preference will be given to local/regional artists. Artists are asked to submit a well-developed conceptual illustration based on the "Heritage" theme to be put forth to a jury vote being led by the newly formed Art in Public Places Committee. The banners are anticipated to be installed in time for Canada Day 2019 celebrations.

"The Art in Public Places Committee is excited to be a part of this initiative, which will be its first project under the City of Orillia's public art program," said Stephanie Stanton, Chair of the Art in Public Places Committee. "The Committee was struck in January 2019 and will be helping the City in its efforts to beautify its public spaces."

"This is a very exciting project that will help make the connection between Orillia's historic downtown and beautiful waterfront more inviting for visitors and residents. The 42 banners that will line the end of Mississaga Street and Centennial Drive, between Front Street and the Orillia Waterfront Centre, will create a bright and vibrant atmosphere that will highlight all that Orillia has to offer," said Michael Ladouceur, Manager of Tourism.

Artists looking to submit their conceptual illustration must do so by April 12, 2019. The chosen artist will receive an honorarium in the total amount of \$1,500 for all five renderings. For more information, including the detailed call to artist, visit [orillia.ca/publicart](http://orillia.ca/publicart).

The City of Orillia is a city of 31,000 people in the heart of Ontario's Lake Country on the shores of Lake Couchiching and Lake Simcoe. Visit our website at [orillia.ca](http://orillia.ca).

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