

Orillia unveils its new waterfront banners

For immediate release (July 3, 2019) – The City of Orillia has installed 42 banners, highlighting five themes, that celebrate the spirit of Orillia on street side light poles along Mississaga Street East and Centennial Drive.

“The new banners bring vibrancy to one of Orillia’s greatest tourist destinations – our beautiful downtown and waterfront,” said Mayor Steve Clarke. “Seeing a unique artistic interpretation of some of Orillia’s greatest attributes will instill community pride and inspire visitors to explore all that Orillia has to offer.”

The artwork was created by Jieun June Kim, a Toronto-based Korean painter and muralist.

“It’s been an honor to be part of the City of Orillia banner project and I’m grateful to have had the opportunity to design five banners that capture the essence of Orillia,” said Kim. “From beautiful nature and bike trails to historical sites, Orillia has many attractions. My design uses bright colors and geometric patterns to emphasize the city’s brightness and vibrant character. I hope that my artwork will create a sound dialogue between old and new, and bring more attention to the city.”

Jieun has exhibited her paintings around the world since 2010. Jieun immigrated to Canada in 2017 and is the co-founder of KJ Bit Collective, a group that creates murals and street art events. In 2018, Jieun was the recipient of the Newcomer and Refugee Artist Mentorship grant from Toronto Arts Council.

The project was launched with a call to artists to create five renderings, one for each of the five chosen themes. Prospective artists were tasked with submitting one design sample to the City. The samples were adjudicated by a panel of jurors organized by the Orillia Public Art Committee. There were five artists in total that submitted samples.

The five themes being depicted on the waterfront banners are:

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

Kim will also be at the Port of Orillia this afternoon painting one of the City’s outdoor pianos available this summer for the public to enjoy. All are invited to come by and meet the artist and see for yourself how she brings her unique style to life. #tunein

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.



NEWS RELEASE

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Photo Cutline: Mayor Steve Clarke stands with artist Jieun June Kim next to a couple of the new Orillia waterfront banners located along Mississaga Street East and Centennial Drive on July 3, 2019.