

Golden Banner Project

Call for Artists – Application Process & Project Guidelines

Administered by Kicking Horse Culture on behalf of the Town of Golden

Project Overview

The Town of Golden (Town) and Kicking Horse Culture (KHC) are inviting artists and designers to submit a creative proposal for Golden’s lamp post banner update.

This call is open to artists working in painting, illustration, photography, or graphic design, who currently reside in the town of Golden or Area A. The selected artist will create four diptychs (eight banner designs) following a cohesive theme and work with a Town selected banner company to ensure accurate colours and printing.

This program aims to animate Golden’s streetscape with vibrant, place-based artwork that reflects the identity, spirit, and stories of our mountain community. One artist's concept and design will be selected and printed on banners which will be installed throughout Golden beginning in Spring 2027.



Example Banners by Pink Spot Studios

Theme

Golden: Community, Connection & Mountain Life

Banner designs should celebrate Golden’s landscape, activities, and outdoor culture, from rivers and trails to gathering places and everyday moments that capture life in our community. Designs should embody Golden’s brand values of Authenticity, Community, and Adventure, creating a welcoming and visually engaging streetscape that tells the story of Golden through local and regional artistic perspectives.

Artwork may also thoughtfully acknowledge Golden's history since 1882, highlighting the stories, values, and evolving character that continue to shape the community today.

Where appropriate, and in collaboration with the Metis Nation of the Columbia River Society, the Ktunaxa Nation and/or the Secwépemc Nation, artists are encouraged to respectfully reflect Indigenous history, culture, and connections to the land as an integral part of Golden's past, present, and future.

Designs should be welcoming, visually engaging, and reflective of local and regional artistic perspectives.

Artist Eligibility

This opportunity is open to:

- Emerging and established artists
- Preference will be given to artists living in Golden or Area A.
- Artists working in illustration, painting, graphic design, digital media, photography, or other visual arts practices

Artists may submit individually or as a collaborative team.

Artist Fee

Selected artists will receive a project fee of **\$6,000 CAD** (excluding tax)

Production and printing costs will be managed separately by the Town of Golden.

Submission Requirements

1. A one-page résumé, including your current address.
2. 3–10 examples of previous work
3. Brief statement of interest outlining:
 - A narrative description of the theme; maximum six (6) sentences.
 - Interest in the project
 - Artistic approach or ideas
4. Website and/or social media links (if applicable)
5. Draft* for all four diptychs; one draft up must be in full colour.
6. Submit as one PDF package by email to: info@kickinghorseculture.ca.
7. Artificial Intelligence or "AI" generated artwork will not be accepted.
8. Applicants may only submit one application. Second entries will not be evaluated.

At the initial application stage, completed banner designs are **not required**.

Draft*: A draft is a thoughtfully developed concept design that clearly communicates the composition, colour palette, style, and overall vision of the final banner, going beyond a rough sketch or preliminary idea.



Selection Process

Submissions will be reviewed by a 5 person jury made up of representatives from:

- Kicking Horse Culture
- The Town of Golden
- Arts and community stakeholders
- Indigenous community representatives

Selection criteria include:

- Artistic quality and strength of concept
- Connection to the theme
- Suitability for public banner format
- Originality and creativity
- Representation of diverse perspectives and experiences

Proposed Timeline

Submission period: June - August 2026

Submission Deadline: August 31, 2026

Jury Review: October 2026

Artist Notification: November 2026

Final Artwork deadline: February 28, 2027

Installation: April-May 2027

Other Conditions

- The Town & KHC will not compensate for unselected proposals.
- The Town & KHC may choose not to award the project.
- The Town & KHC may use the designs for the purpose described in this “Call for Artists” and other promotional material.
- The Town & KHC will not use the banners for any commercial purpose without the artist’s consent.
- A contract with the selected artist will be signed before the artist finalizes their work.

Banner Specifications

Banner artwork will be reproduced on double-sided mesh vinyl street banners. Artists are asked to design four diptychs (eight banner designs).

Preliminary Banner Sizes

- Large Banner: 26” x 60” per panel
- Small Banner: 20” x 36” per panel

Final dimensions and quantities will be confirmed prior to the design phase.

Production Specifications

- Material: Mesh Premium Vinyl
- Double-sided printing
- Hem pockets
- Grommets at corners

Printing will be coordinated through a professional banner printer.

Design Guidelines

Selected artist(s) will work with Kicking Horse Culture and the Town of Golden to finalize banner layouts and production files. Final designs must be submitted by February 28, 2027.

Artwork Considerations

Designs should:

- Be visually strong and legible from a distance
- Use bold composition and colour
- Consider vertical banner orientation
- Avoid overly detailed imagery or small text
- Be appropriate for public display in a community setting
- Include the Town of Golden logo.

Branding

A subtle Town of Golden logo will be incorporated into the final banner designs. Artists may also be asked to work within a consistent graphic framework or brand element to help unify future banner collections.

KHC and the Town of Golden will provide logo files and placement guidance to selected artists.

Banner Design and Implementation

Between November 2026 - February 2027 the selected artist will finalize the four (4) diptychs.

- Four (4) diptychs require eight (8) distinct files.
- During design development the artist must submit drafts to the Town & KHC for review.
- The Town of Golden logo must be included in each diptych.
- The artist may include their signature in the design.
- The eight files must be complete by February 28, 2027



Following Town of Golden approval of the creative, the artist will work with a banner printing company, selected by the Town, to ensure accurate printing of the creative. This will involve discussion or correspondence to confirm colour blends and other specifications to ensure accurate reproduction of the creative onto the banners.

If the original art is a painting, a large format scan must be used to create digital files.

Funding

The Golden Banner Project is funded 100% by the Resort Municipality Initiative (RMI) program. The RMI program is funded through the Province of British Columbia. To learn more about RMI, visit golden.ca/RMI