New Summer Banners being installed in Downtown Victoria

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VICTORIA, BC — Downtown will soon be more colourful with the installation of the new 2011 summer banners. The summer banner program showcases local artists and reflects the vibrancy and creativity of the City.

Approximately 700 banners will be produced to complement downtown streetscapes over the summer season using the five colourful banner designs created by Misha Smart.

“My banner designs have been created with a great deal of thought, time, care and a genuine passion for art,” says artist Misha Smart. “They celebrate a sense of history, community, family, culture and pride within our City.”

The first banners will be installed at 1:00 p.m. this afternoon on Wharf Street, near Yates Street and the remainder will be installed over the coming weeks.

The City invited artists and graphic designers from the Victoria region to enter a competition to design the banners. Misha Smart’s five banner designs were chosen to decorate the streets of downtown Victoria. Misha is a University of Victoria student studying art as part of her degree in elementary education.

For more information and a visual of the five designs, visit: www.victoria.ca and click on what’s new?

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