



# “BERMUDA” MARQUEE SIGN DESIGN CONTEST

## VIVID: Public Art Initiative

### "BERMUDA" Marquee Sign Design Contest

*(Not Fabrication or Installation)*

In 2021, the City of Hamilton is continuing the VIVID: City of Hamilton Public Art Initiative, with a focus on very pointed projects, one being a large scale "BERMUDA" marquee sign. The City is seeking local artists, community groups and individuals to participate in an island-wide contest to conceptualize a design for a freestanding "BERMUDA" marquee sign standing 6ft high and 35ft wide that will be installed at a location in the City that is to be determined.

#### OBJECTIVES:

- To enliven various areas in the City of Hamilton by facilitating new public art installations that tangibly connect visitors and the local community to Bermuda art, history and culture.
- To develop opportunities and collaborate with the local arts community to celebrate arts and culture in the City of Hamilton and Bermuda.





## CONTEST SCOPE

- The design must be for a free-standing "BERMUDA" marquee sign suitable for a public City space.
- Specifications: 6ft high, 35ft wide, 3ft deep - *the dimensions are subject to change depending on the final selected design and location.*
- The proposed design must enhance the surrounding environment and inspire engagement with the local community and visitors to the island.
- The proposed design must tie-in the heritage of the City of Hamilton and have a nod to Bermuda culture to foster a sense of community pride.
- An interactive or functional element is preferred but not required to increase the use and enjoyment of any City space.
- The design must be appropriate for visitors of all ages to view.
- Note that this is a request for a comprehensive design only. The City is currently looking into responsible fabrication options that are appropriate for the scope of the project.
- Contest deadline: Friday, April 30th at 5pm

Prize for Selected Design: **\$3,000**



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## CONTEST GUIDELINES

- The submitted design can be illustrated digitally, sketched, collaged, painted etc. however, all submissions for consideration must be formatted in a fashion that can be digitally translated for fabrication.
- One person may submit more than one design.
- Individual and group/association proposals are eligible and encouraged eg. art organizations, school groups etc.
- This contest is open to all ages.
- All design submissions will be reviewed by the VIVID: Public Art Initiative committee consisting of representatives from the City of Hamilton and industry experts.
- Designs will be selected based on criteria that align with the City's mandate as set out below.
- City of Hamilton employees or immediate family members will not be permitted to submit.
- Note that designs depicting commercial advertisement or political or religious themes will not be eligible for consideration.
- All individuals submitting a design must be permitted to legally work in Bermuda.



## JUDGING CRITERIA

**Creativity:** Is the submitted design a new and innovative idea that will contribute to the City's mandate of being a vibrant city? Does the design present a wow-factor? Is the proposed design original?

**Practicality:** Is the design appropriate for a public space? Is the submission designed to the correct dimensions? Can the design be digitally translated for fabrication? Is the sign design concept highly visible against the backdrop of the City?

**Aesthetics:** Is the design visually appealing and captivating? Does the design 'fit' appropriately in the City and abide by the City's Mission and Vision? What feeling does the design emit?

**Overall Concept:** Does the design creatively respond to a potential City site, demonstrate ethical use of references to specific cultural origins and clearly depict ideas expressed in the contest scope? Does the design propose any social conflicts? What message does the design portray to the viewing public?

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# REQUIRED SUBMISSION MATERIALS

1

Contest Entry Form available on the City of Hamilton website.

2

2-3 sentences explaining your design concept.

3

A short bio about the submitting group or individual.

4

An illustration of your design - including but not limited to conceptual drawings, photos, sketches etc. that sufficiently communicate the concept – please be as detailed as possible.

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# CONTEST TIMELINE

## DATE

Wed., March 17, 2021	Contest opens
Fri., April 30, 2021, at 5pm	Deadline for submissions
Mon., May 3 - Fri., May 7, 2021	Review of submissions
Mon., May 18, 2021	Selected design announced
Fri., May 21, 2021	City of Hamilton meets with contest winner(s)



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# VISUAL EXAMPLES

*A VARIETY OF LOCATIONS IN THE CITY OF HAMILTON ARE CURRENTLY BEING CONSIDERED FOR THIS PROJECT.*







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# INSPIRATION

The City is actively seeking all forms of art for this initiative considering that it can be digitally translated. Please see below some images of artwork from around the world. The City is excited to collaborate with a selected community member or group to bring an installation like this to the City and complementing the existing national identity of Bermuda.





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# CONTACT US

*City of Hamilton, Bermuda*

*Marketing & Communications  
Department*

T 441 292 1234 x 236  
E [events@cityhall.bm](mailto:events@cityhall.bm)  
[cityofhamilton.bm](http://cityofhamilton.bm)

