

Open Call for Artists

First Nations Interpretation of the Destination Vancouver wordmark icon.

Acknowledgement:

As the destination marketing and management organization for Vancouver, Destination Vancouver recognizes that the city exists on the traditional, ancestral, and unceded territories of the Musqueam, Squamish, and Tsleil-Waututh Nations. These lands, waters, and cultures are foundational to the identity of this place. Destination Vancouver has an ongoing and long-term commitment to deepening its relationships with the three Nations.

The Opportunity:

Destination Vancouver is committed to a journey of reconciliation and collaboration with the three Host Nations – The Musqueam, Squamish and Tsleil-Waututh. As we collectively lead up to the FIFA World Cup event, there is a unique and timely opportunity to visibly demonstrate to local communities and global audiences this commitment to greater cooperation

As one expression of this commitment, Destination Vancouver envisions a Coast Salish interpretation of the organization's wordmark, more specifically the graphic icon in the centre of the wordmark (the compass).

Destination Vancouver is seeking an artist from one of the three Nations -- the Musqueam, Squamish or Tsleil-Waututh Nations, to design an icon with Coast Salish design principles. This artwork will be a starting point for greater discussions about the destination's full visual identity system, brand framework and storytelling in the future. Destination Vancouver brings forward this idea in the spirit of our greater collaboration.

The Process:

Artists can submit their **cover letter, bio and a portfolio** for consideration **by April 10th**. Artist bio submissions will be reviewed by a small panel comprised of Destination Vancouver team members and industry representatives, and an artist will be chosen based on the following:

- A bio and cover letter outlining a bit about the artist, their story and background
- A clearly articulated understanding of the project
- Experience and knowledge of Coast Salish design
- Portfolio demonstrating past projects and design style
- Availability to meet the project deadline of 4:00 pm (PST) on May 8th (or before), 2026.

Please submit bio and cover letter to cgibson@destinationvancouver.com.

Timing:

This project requires a tight timeline due to the opportunity of the World Cup event as a platform for communicating the symbolic outcomes of this work and the close collaboration between Destination Vancouver and the three Host Nations.

- Artist bio and portfolio submission – **Noon (12:00 pm Pacific Time) April 10th, 2026**
- Artist selection & proponents advised – April 13th, 2026
- Project discovery – Two possible times: 3:30 – 4:30 pm, April 13th OR 2:30 – 3:30 pm April 15th (please hold both in your calendar)
- Draft artwork submitted by – End of day (4:00 pm) **April 28, 2026**
- Final amendments – between April 28 – May 7, 2026
- Final delivery - **May 8, 2026**

NOTE: No artwork is requested until the Artist has been chosen. The attached creative brief is for project context only.

Bios can be in a one-page, paragraph form or resume, and work samples can be included, attached or provided via a link.

Compensation:

Destination Vancouver is committed to fair and respectful compensation reflective of the cultural significance, and visibility of this work.

For this icon development and presentation, Destination Vancouver will provide a fee of \$7,500.

Please see the attached Project Creative Brief for reference on what the project will entail once the artist has been selected.