

## Harlesden Neighbourhood Forum banner design competition 2019 BRIEF

**What journeys do people in Harlesden take?**

**What inspires you about Harlesden and the journey that it is on?**

**Can art inspire change in Harlesden?**

We are looking for anyone keen to get creative to submit unique pieces of artwork - inspired by Harlesden and the theme '**journeys**' – for displaying along Harlesden's busy pedestrian routes.

Winning entries will be chosen by an impressive judging panel (*to be announced!*), and the successful entrants will visit a **graphic design studio where their** artworks will be prepared for printing onto banners.

The finished designs will then be showcased along routes to the High Street for the whole community to enjoy - creating a brighter, more welcoming environment.

As well as having their artwork proudly showcased, the judges' top 3 artists will win **shopping vouchers worth £125, £50 and £25!**

### **Criteria**

The artwork(s) must:

- Be in 2D
- Be bold and colourful
- Be at least A3 in size (*for resolution purposes*).

Portrait is preferred but not essential - the final banners will be displayed like the image to the right (in portrait). So your design may be cropped or displayed along more than one banner - see '*Conditions*'.

The competition is open to anyone, although we are particularly keen to showcase work by local residents or groups, including schools and youth groups.

*Example of a similar project*



### **To enter**

Send 1-3 good quality photos of the artwork with your **name, contact number, Email, postcode** and **group name (if applicable)**, along with a **short description of how it represents the theme / your inspiration** to [info@HarlesdenNeighbourhoodForum.com](mailto:info@HarlesdenNeighbourhoodForum.com) or via this form:

[www.HarlesdenNeighbourhoodForum.com/design](http://www.HarlesdenNeighbourhoodForum.com/design)

### **Events**

We will be running an open art workshop, including 'an introduction to printmaking' to help develop your ideas into a work of art! **The date is TBC**. We will also be delivering intro sessions with local groups – get in touch if you'd like us to come to your group.

## **Deadline**

The competition opens on Friday 4<sup>th</sup> January 2019 and the deadline for submissions is Monday 11<sup>th</sup> February. Winners will be notified within 14 days of the deadline and the graphic design session will be arranged.

## **Conditions**

The artwork must be original to you and we may ask you to demonstrate how you created it!

The submitted artworks and the winners' names will be used on Harlesden Neighbourhood Forum's publicity and communications channels (with your permission).

In the winners' graphic design session, you and the designer may decide to slightly adapt or crop the image of your original submitted artwork to ensure it works in the best way on the banners.

Any queries are welcome – please contact [info@HarlesdenNeighbourhoodForum.com](mailto:info@HarlesdenNeighbourhoodForum.com).

## **About the project**

### **Vision**

Harlesden Neighbourhood Forum want to help create a brighter and more welcoming environment between Willesden Junction Station and the High Street, while enabling the community to design for their environment.

This 3-year project aims to celebrate and strengthen the identity of Harlesden, support civic pride and involve local people in their community and environment through art and design.

### **History & support**

The Forum is a volunteer-led independent community group of local residents, organisations and employees. We have been working since 2015 to support the improvement of Harlesden in a number of areas, including the environment, transport and the local economy. You can read more about us and our work at our website.

The idea for the project comes from consultation with young people through our Neighbourhood Planning engagement work. To deliver the project, the Forum has secured some funding from a national scheme ('Community Infrastructure Levy') via Brent Council, earmarked to support local community activity. We also welcome the support of local partners and stakeholders.

We hope it will complement more robust investment and support that is anticipated from official departments to help the town centre thrive. We work regularly alongside these departments (within Brent Council and the OPDC) to help the community remain at the heart of their work.

With thanks to our partners and supporters Abundance Arts, Feeling Peaky, The Beat London, Sainsbury's/Argos and Brent council.

**Good luck!**