

# Artist Commission for the Liverpool Sign



Liverpool ONE and Culture Liverpool would like to commission a talented artist to create **festive** artwork for the iconic Liverpool sign.



The design should be done digitally and will be printed on vinyl. Liverpool ONE will arrange and pay for printing in addition to the artist's fee.

**Proposed fee - £1,500**

## Timescales

**Please submit an initial proposal by: 9am on 15 October**

This should be a mock up of your proposed idea and photos/graphics showing a selection of your past work if you have not worked with Liverpool ONE before.

**Artist appointed: 18 October 2024**

We will send you the templates and any other details required.

**Deadline for final artwork submission: 9am on 28 October 2024**

This must be in the required format ready to print.

Artwork will be installed W/C 4 November 2024

## Submissions or Questions

Please send to [melody.beard@liverpool-one.com](mailto:melody.beard@liverpool-one.com)

## Festive Commission

For Christmas 2024, we would like to enhance the Liverpool sign with a festive design to provide a spectacular photo opportunity for residents and visitors to the city.

Liverpool ONE, the Royal Albert Dock and city centre will be lit up with stunning decorations including giant reindeer and angels, and a magnificent neon tree in Chavasse Park. There are lots of festive events for visitors to enjoy every week, from choir performances, Christmas karaoke, and snow, to ice carving, Santa visits, and dancing elves. You can see a selection of these below giving a flavour of Christmas in Liverpool, however you do not have to incorporate anything specific into your design. .

We would like to transform the Liverpool sign into a captivating artwork that appeals to all ages and creates a feeling of joy this Christmas.

We look forward to seeing creative proposals that bring the magic of Christmas to the heart of Liverpool.



## The Liverpool Sign

The iconic Liverpool sign is located at the entrance of Liverpool ONE on Thomas Steers Way facing the Hilton Hotel and the Waterfront.

The 14.5 metre wide sign is visible from The Strand as both local and international visitors head into the city centre, acting as a gateway to enjoy all of the city's great offerings.

The sign was unveiled in 2022, designed by Liverpool-based artist Liz Harry and commissioned by Liverpool ONE and Culture Liverpool.

The sign regularly receives bold make-overs from artists from across the region, including Neil Keating and Claire Pinegar, plus a vibrant wrap for Eurovision.



## Artwork Specifications

You will be provided with a template, see screen shot below.

Each letter should have artwork for the face, outsides/insides or sides, not back.

Please work in Adobe Illustrator, keeping the artwork in one layer and the cut layer separate.

The artwork should be submitted on this template as a vector with fonts converted to outlines. The printer will make the artwork ready for print.

Please make the corners of the artwork on the face of the letters rounded so it is more durable.

No other templates in different formats are available, artwork must be on the template provided in Adobe Illustrator.

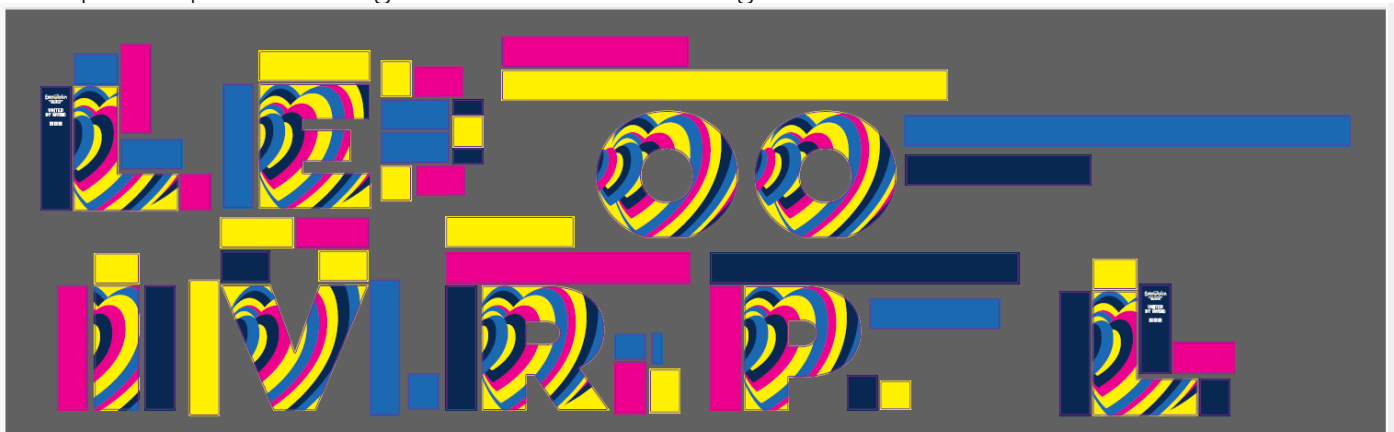
We are unable to have lights or any other physical decorations attached to the letters or installed nearby, all artwork should be provided digitally to be printed on vinyl.

You may design your name/logo into the artwork on the top/side of one of the letters. The artwork along with the artist's bio will be featured on the Liverpool ONE website, plus on social media and potentially PR <https://www.liverpool-one.com/whats-on/liverpool-sign/>

Blank template



Example template showing Eurovision artwork design



Thank you