

# SIMA NASEEM

Proposed Artwork for the City of Pickering

Community Banner Series 2024- Stage 1

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## Artist Statement

My conceptual banner designs aim to capture the magic of everyday life in Pickering by incorporating elements of fantasy and whimsy. I wanted to celebrate the city's nature, community, and creativity through these vibrant banners. Each piece reflects the joyful and diverse experiences I encountered while exploring Pickering's landmarks, neighbourhoods, parks, and conservation areas.

From the friendly neighbours who greet each other with warmth to the bustling energy of commuting life, I sought to highlight the unique rhythms of the city. The tranquil moments by the lake, where people gather to enjoy the water or listen to live music, and the deep appreciation for nature, all find a place in this series. I also wanted to acknowledge the city's support for education, the arts, and local businesses that add character and vitality to Pickering.

The fantasy elements—such as oversized animals and playful, imaginative scenes—elevate these everyday moments, adding a layer of wonder and possibility. Through these banners, I hope to inspire residents and visitors alike to see Pickering through a lens of joy, connection, and endless imagination.

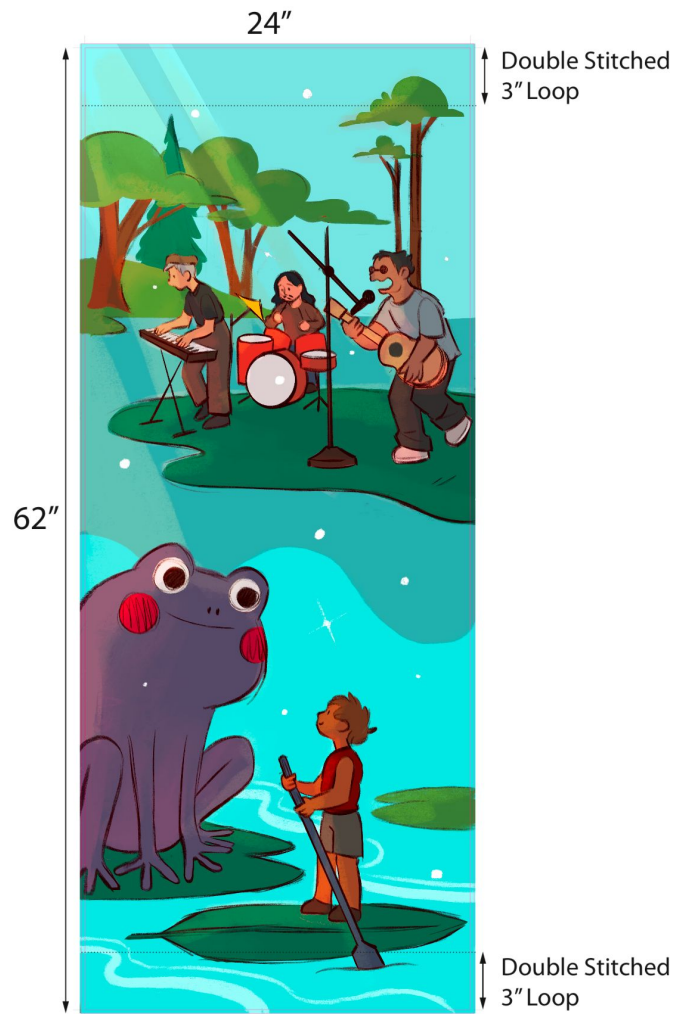
# Banner Concept 1: Friendly Neighbourhood



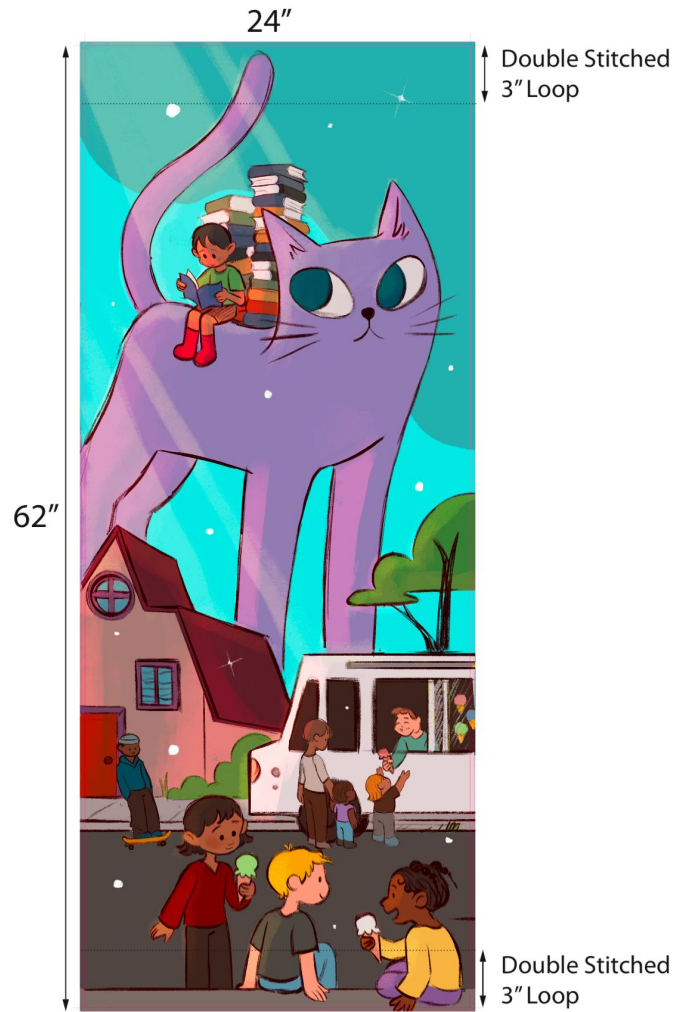
## Banner Concept 2: Commuting Hustle



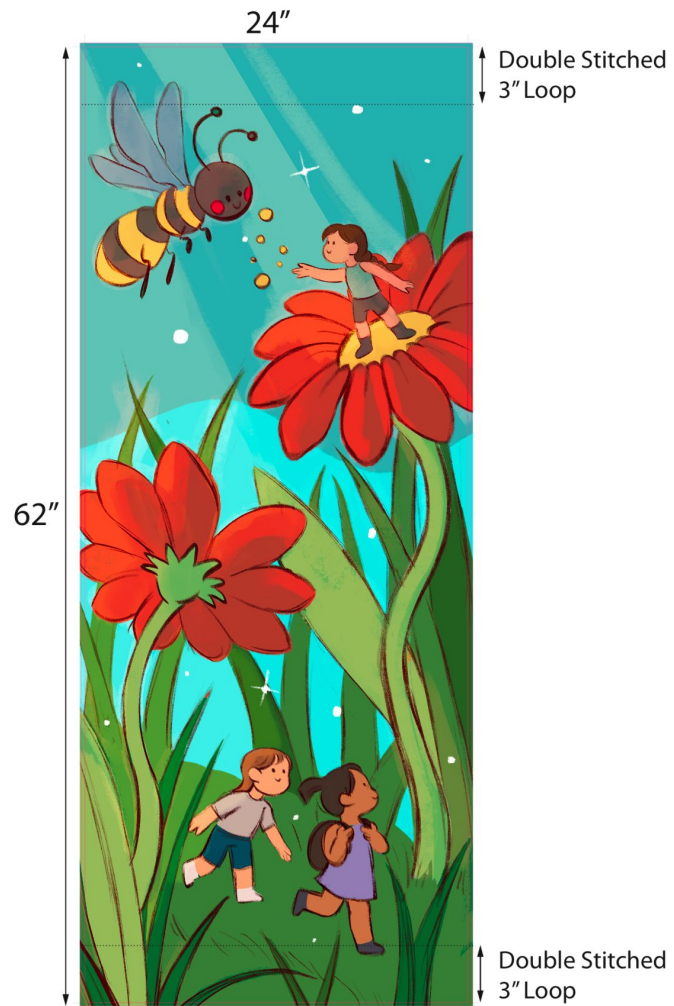
# Banner Concept 3: Waterfront Vibes



## Banner Concept 4: Education and Community



## Banner Concept 5: Nature Walks



## Banner Concept 6: Support for the Arts





## Banner Concept 7: Local Businesses



