



May 7, 2019

Northfield, MN — The Northfield Downtown Development Corporation (NDDC) and the City of Northfield Arts and Culture Commission are sponsoring a competition for artists to design a street banner that will be hung on lamp-posts along Division Street and Water Street in downtown Northfield. These banners will be seen by thousands of visitors and residents annually.

The winning design will replace the red, white and blue “Historic Northfield Since 1855” banners, which have been in use since 2005. Artists should submit designs that highlight the cultural, historic, or artistic characteristics of Northfield.

This initiative is made possible by the NDDC’s affiliation with Main Street Minnesota, a program of the Preservation Alliance of Minnesota. The NDDC was recently awarded a mini-grant of \$4,200 by Main Street Minnesota to assist with funding this project.

By focusing the new banner initiative on the local artist community, the call for submissions will showcase the high volume of artists living in the community who play a central role in making downtown Northfield a hub for excitement and culture.

“The artists in our community serve as a driving force behind the excitement and allure of downtown Northfield. We want our banners to reflect that,” said Greg Siems, Executive Director of the NDDC.

Artists may submit their designs until June 7, 2019, by emailing them directly to teresa.jensen@ci.northfield.mn.us. Guidelines for submitting entries should be downloaded from the following site: <https://www.ci.northfield.mn.us/DocumentCenter/View/7693/Call-for-Submissions-Downtown-banners-002>.

The design entries will be reviewed by a Public Art Review Committee in mid-June and banner production will begin following the announcement of the winning design. The new banners will be displayed beginning in September 2019.

For more information about the NDDC or to contact board members, email greg@nddc.org or visit www.downtownnorthfield.org.

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