

City of
Milwaukee

ARTS BOARD

Department of City Development
809 North Broadway
Milwaukee, WI 53202
414-286-5796 FAX 414-286-5904
John O. Norquist, Mayor

TO: Steering and Rules Committee
FROM: Alderman Michael Murphy, Milwaukee
DATE: January 2, 2002
RE: City Flag Contest Submissions

As directed by the Common Council, and in compliance with their resolution, the Milwaukee Arts Board is submitting five entries from the recent City Flag Design Competition.

It should be noted that these entries are submitted without specific recommendations or support from the Milwaukee Arts Board.

As chairman of the Milwaukee Arts Board, I will be happy to appear before Steering and Rules along with arts board staff, to present these entries and answer any questions.

Thank you.

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CITY FLAG DESIGN CONTEST RECOMMENDATION

The Review Committee for the City Flag Design Contest met on Thursday, December 13, 2001 to review the 104 designs submitted. The committee list is attached.

After receiving background on the contest along with review criteria, the committee viewed all 104 entries. Additionally, votes compiled from the online solicitation of the public were recorded. The community input was considered "one vote."

The first two review "rounds" consisted of eliminating designs that were not suitable.

The committee then discussed the remaining designs and reduced the number to approximately 20. Another discussion took place and a vote was taken to rank the final eight submissions. These eight designs have now been forwarded to the Milwaukee Arts Board.

The following is the ranking of the eight designs submitted to the MAB:

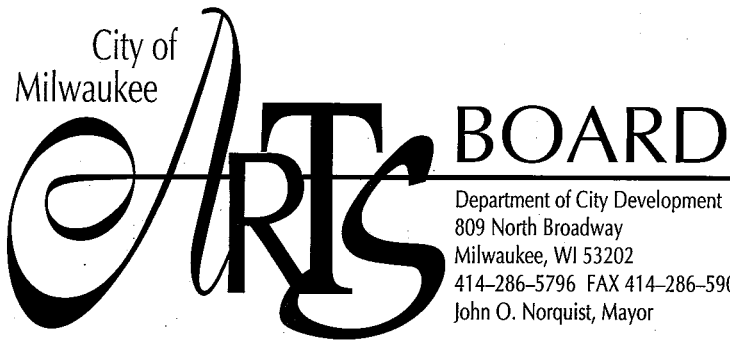
Design #6	16 votes	Geoff Strehlow, Milwaukee
Design #97	16 votes	Sylvia Vivanco (Dale Snider), MIAD
Design #58	10 votes	Patrick Kachellak, Racine
Design #51	6 votes	Timothy Panicucci, Whitefish Bay
Design #19	5 votes	Mike Kinde, Greendale
Design #83	4 votes	Dawn Carillo
Design #38	3 votes	Erin Tapley, Oshkosh
Design #104	3 votes	Jung-su Lee, MIAD

Recommendation

Staff recommends approval of the five top-ranked designs.

Staff will appear before the Steering and Rules Committee of the Common Council to present the Milwaukee Arts Board five recommended designs.

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CITY FLAG DESIGN COMPETITION

REVIEW PANEL MEMBERS

Rose Holloway, Artist

Jennifer Meyer, Mayor's Office

Akua Oladunjoye, Milwaukee Inner City Arts Council

Josie Osborne, Milwaukee Institute of Art & Design, Milwaukee Arts Board

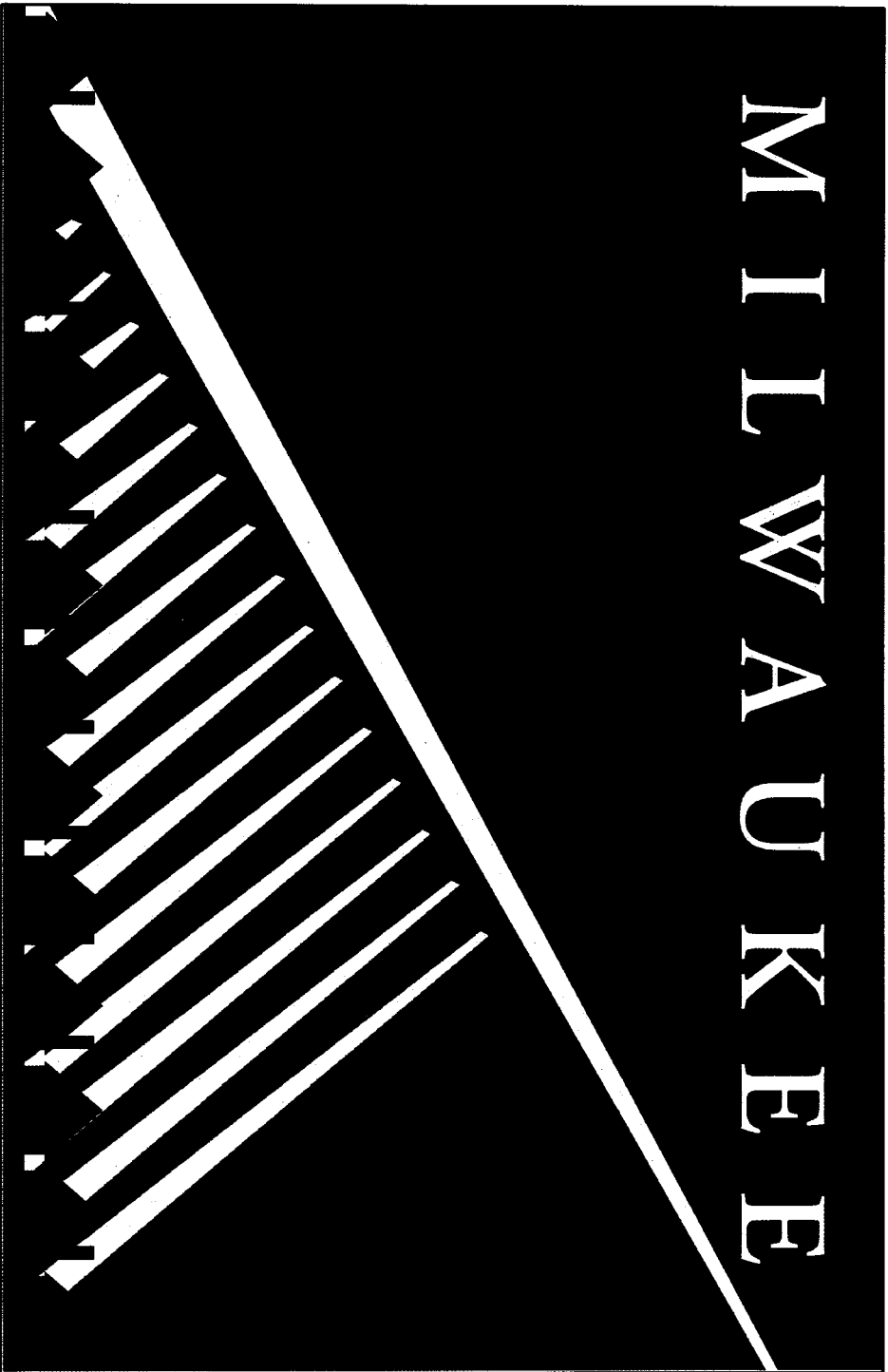
Gary Petersen, Department of City Development

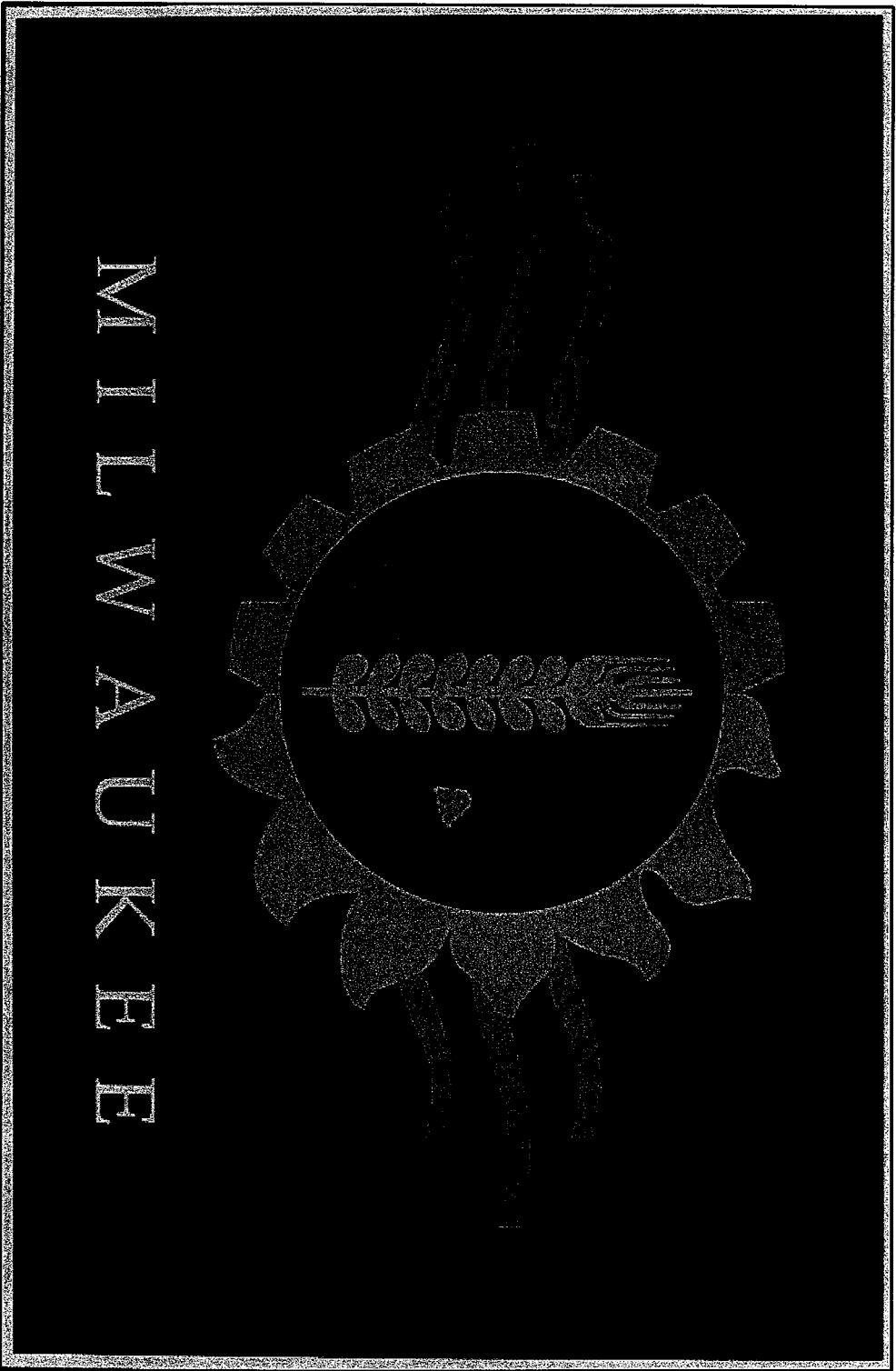
Christine Prevetti, Milwaukee Public Library

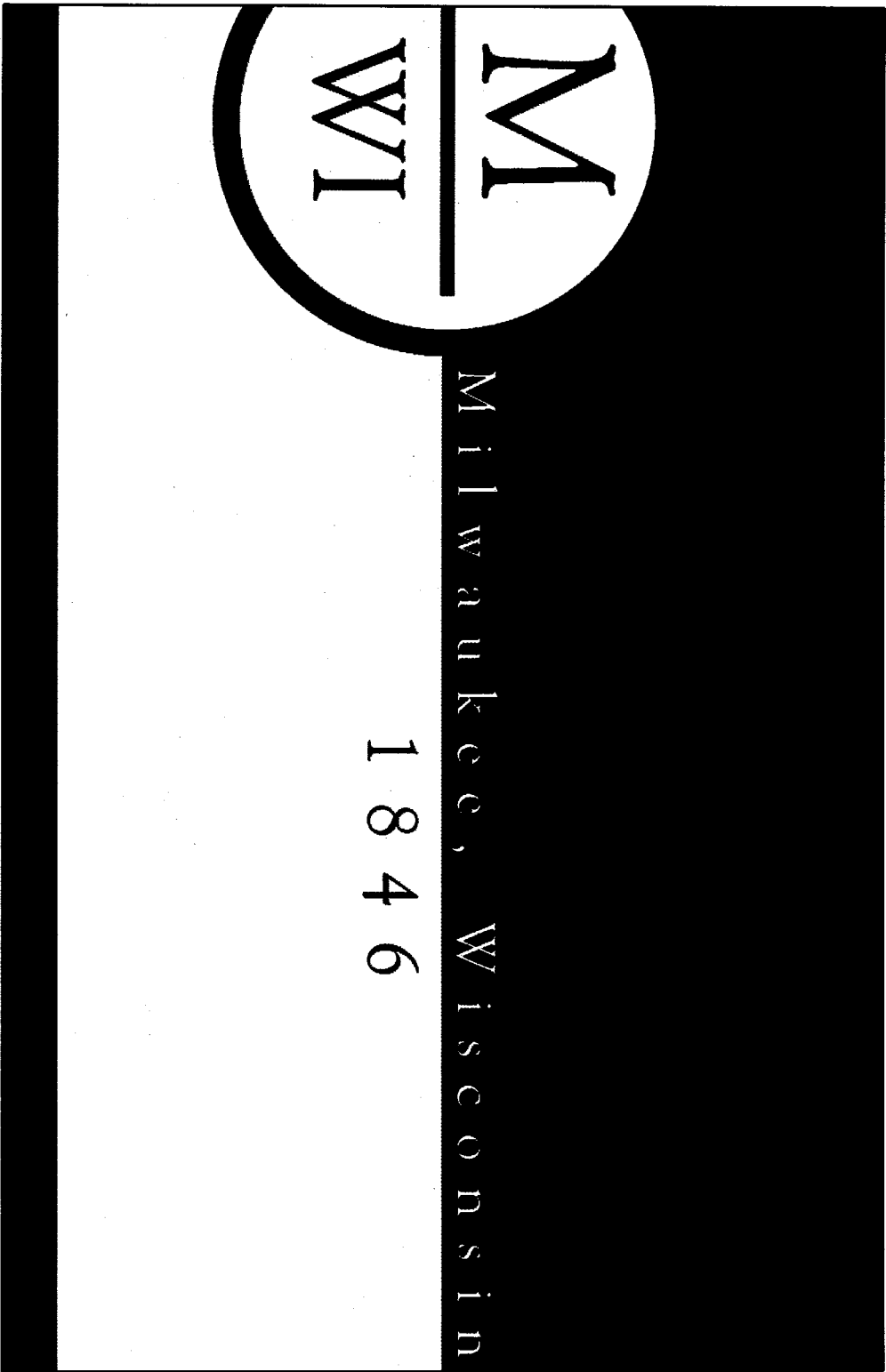
Jeff Sherman, OnMilwaukee.com

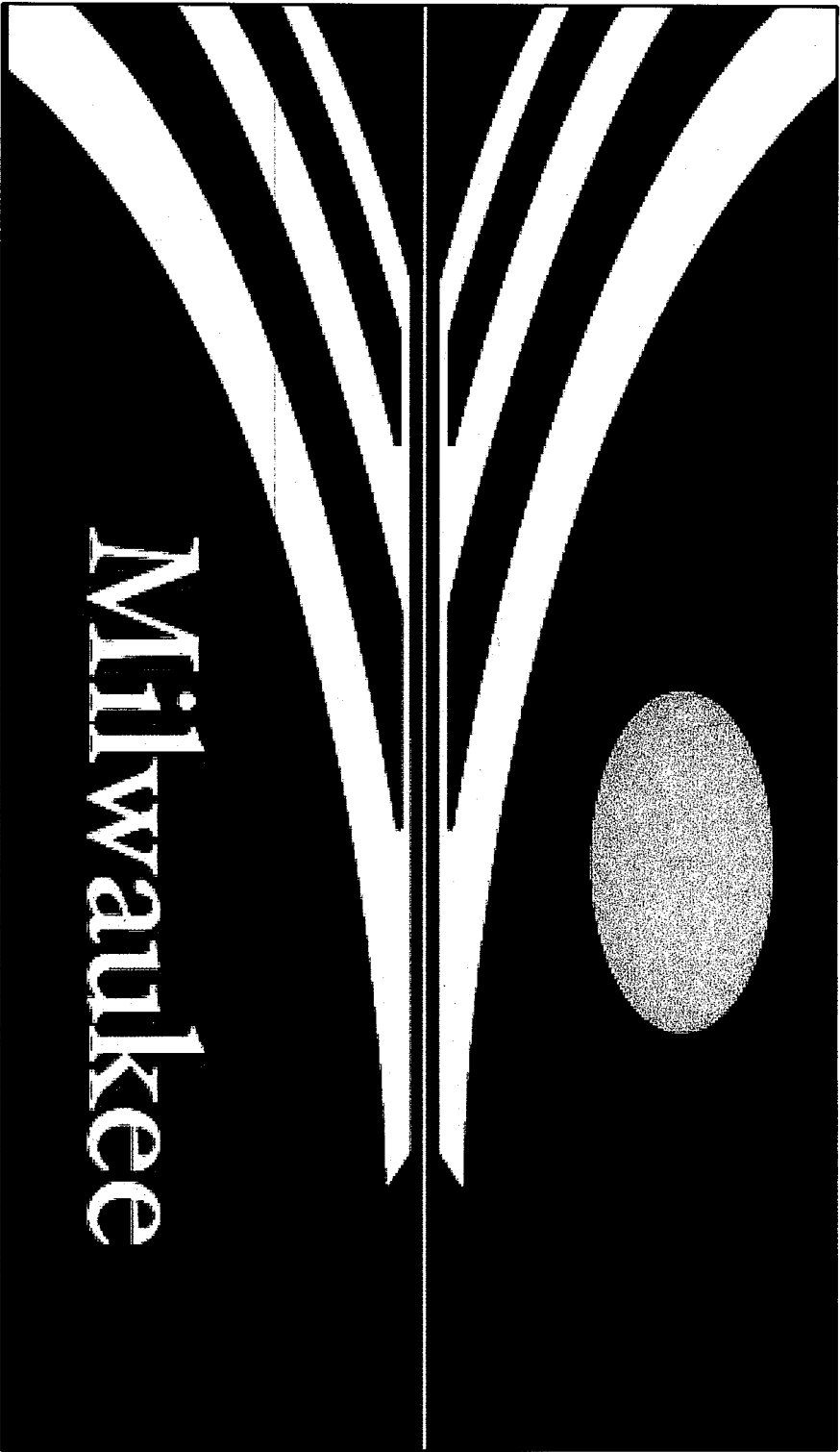
Karen Spahn, Milwaukee Arts Board

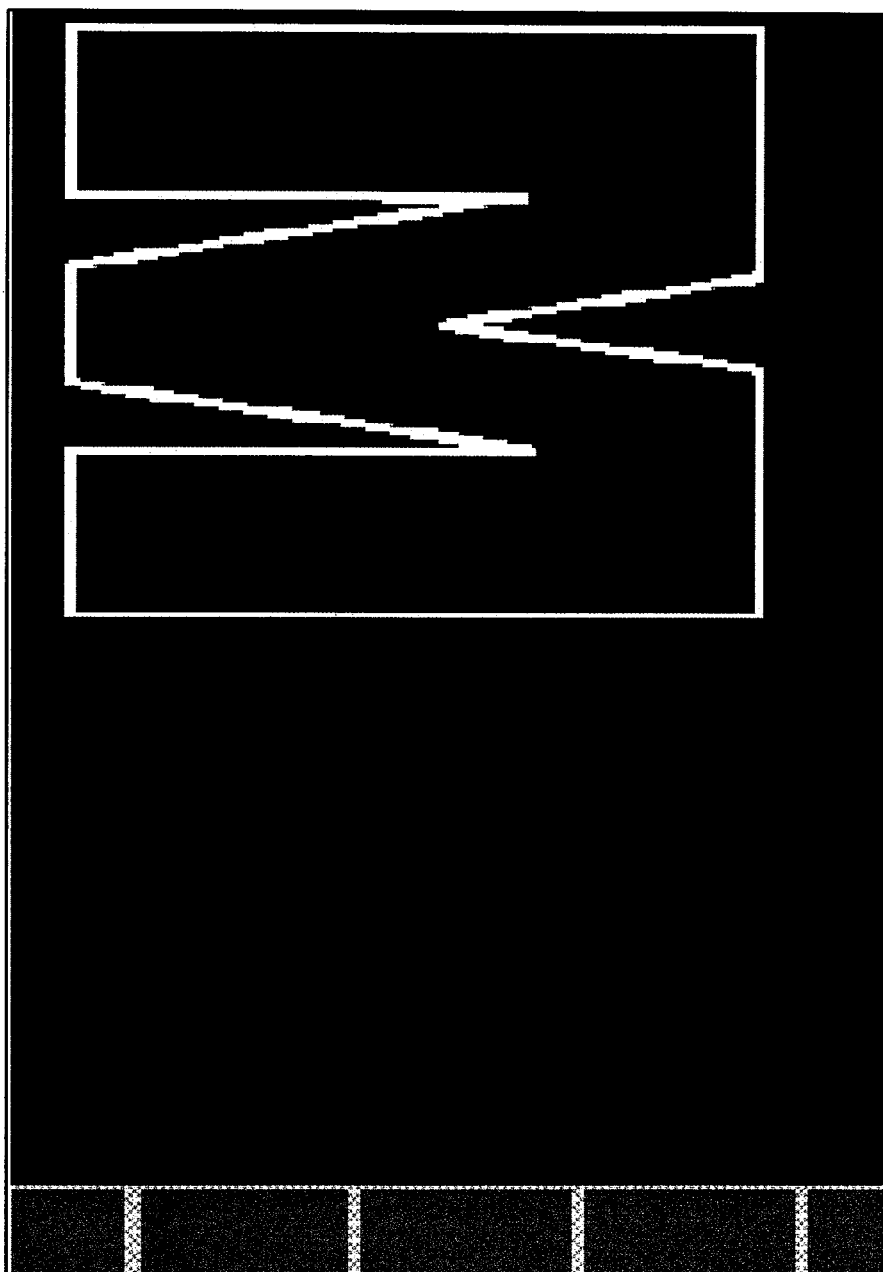
Margie Zembrzuski, Eder Flag Company





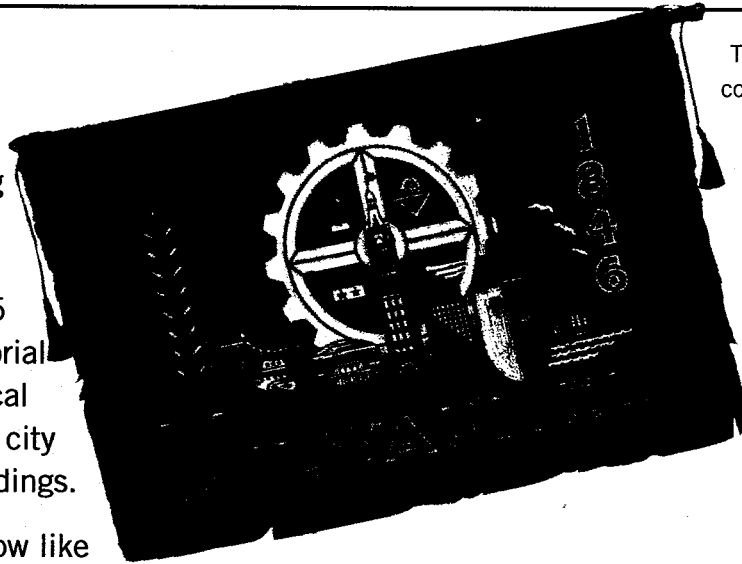






The winning design will get run up the flagpole. The winning designer receives \$3,000.

The current flag of the city of Milwaukee was designed in 1955 and offers a pictorial collage of historical and then-current city symbols and buildings.



The 1955 design of the flag contains images representing manufacturing, shipping and brewing industries, and includes images of the Milwaukee Arena and the recently demolished Milwaukee County Stadium. Judges will be looking for a design that will have a longer shelf life.

The City would now like a new flag for the new century. Use your imagination and your knowledge of Milwaukee. Be abstract or representational. We're looking for your creative ideas!

- Open to anyone in the state of Wisconsin
- One \$3,000 award, four \$500 awards and more
- Contest ends November 15, 2001
- Have questions? Call (414) 286-5597, or go to onmilwaukee.com

Eligibility

The contest is open to any resident or student in the state of Wisconsin.

Judges

Judges will be accepted from individuals or groups. One entry per individual or group.

Entries should be submitted in one of the following categories:

Grades K - 5 (individual or class)

Grades 6 - 8 (individual or class)

Grades 9 - 12 (individual or class)

College student

Professional designer or artist

General (individual, group or club)

Entries may be submitted in any form, including cloth, paper, digitally, or any other medium.

Minimum size of your design should be a 3' high by 7' wide. Large entries are acceptable but should maintain these proportions.

All entries become the property of the Milwaukee Arts Board and cannot be returned.

Prizes

Judges will be looking for a design that will have a long shelf life, so the design should incorporate elements that are timeless or iconic, (e.g. County Stadium, featured on the current flag, was torn down after less than 50 years).

The judges will consider practicality of design when the design is a flag.

The Milwaukee Arts Board will submit the five overall best entries to the Common Council for final selection of the new flag design. The winning entry will be awarded \$3,000. The 4 runner-up entries each receive \$500.

Special recognition also will be given to each of the six age/skill categories listed above.

Location

All entries must be received no later than 5:00 p.m. on November 15, 2001, at the offices of the Department of City Development, Marketing Section, 3rd floor, 309 W. Broadway, Milwaukee, WI 53202. Electronic entries should be sent to info@onmilwaukee.com as either PDF or JPG files.

Any questions should be directed to the marketing staff of the Department of City Development at (414) 286-5597.

Basic Principles of Flag Design

Keep It Simple-

The best flag designs are readily recognizable. A child should be able to draw it from memory. Detail is lost when viewed from a distance.

A flag is a "social communication" - a visual message. It uses color and symbolism to relay a thought. A flag needs no verbiage. It will be viewed from front and back, reading correctly from the face side only. Avoid detailed seals. Example: State of Wisconsin flag. An old rule of heraldry is to feature one main symbol to the center of the flag.

Use Meaningful Symbolism-

Use timeless symbolism, such as a feather, a tree or mountains. Avoid particular landmarks or things which may date the flag.

The present Milwaukee flag design has some of these examples.

Recognizable-

What is Milwaukee all about? Find 3-5 of the most significant attributes of Milwaukee and communicate them in a sophisticated design using appropriate symbolism.

Good symbolism may need *initial* explanation, but will never be forgotten. Example: Japan's Rising Sun. When viewed from a distance, which design stands out?

Use no More Than 2-3 Colors-

Keep the color selection simple, using contrasting colors. Avoid unusual colors as these may cause difficulties for consistent color reproduction.

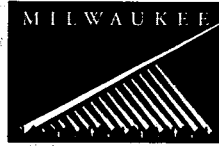
Test: If reproduced as a black and white copy is the design lost? If so, colors need better contrast.

Practical to Reproduce-

Complicated designs or minute detail can be difficult to produce. Avoid design to corners or edges. These are the first to wear. Corner areas are lost when the flag is in motion. Number of colors used will greatly effect the cost of flag.

Remember that a flag design may be reproduced in sizes from 4"x6" to 4'x6' or larger.

#6 Geoff Strehlow General
2509 N. 47th Street
Milwaukee, WI 53210
H (414) 445-2731
W (262) 814-5456
Geoff.Strehlow@micorp.com



#97 Sylvia Vivanco MIAD
Contact: Dale Snider
276-7889 #230



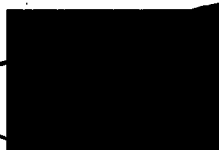
#58 Patrick Kachellak General
4715 Elizabeth Street
Racine, WI 53402-2411
(262) 639-5171
Pkachellek@aol.com



#51 Timothy Panicucci Professional
160 East Chateau Place
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~~#19 Mike Kinde General
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over →