



6° Degrees
M U S K O K A

SUMMER 2010 DESIGN CHALLENGES

At **SIX DEGREES MUSKOKA**, we are gearing up for our second season to 'Evolve, Grow and Reflect Today' and this summer, we have decided to shake things up a bit! Retired for now, is the 'gallery with themed shows' format of last year. This summer, it's **DESIGN CHALLENGES!**

Creative, artistic individuals from both Muskoka and beyond are invited to take part in innovative and interpretative solutions for both indoor and outdoor installations at the historic "Queen's Hotel", c. 1885.

#2 Design Challenge: **Welcome to Downtown Bracebridge**

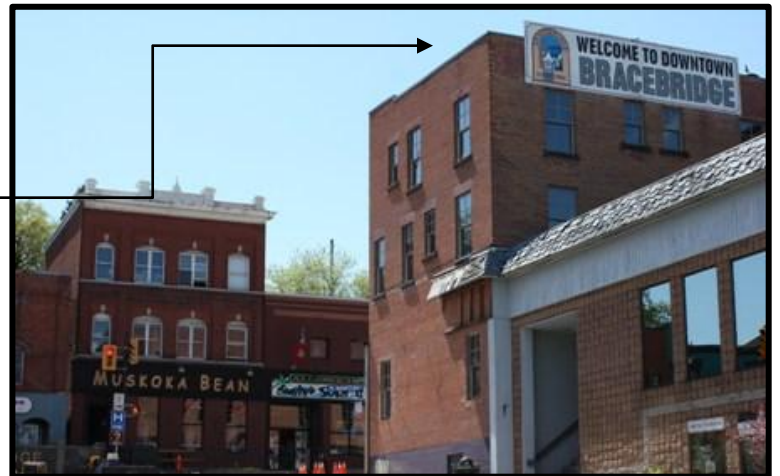
The former "Queen's Hotel", across from the old Clock Tower at 63 Manitoba Street, has a sign

**WELCOME TO DOWNTOWN
BRACEBRIDGE**

visible as you enter town via Taylor Road.



Six Degrees from Taylor Road



View from Manitoba Street & Taylor Road corner.

We are going to remove this dated sign and replace it with one more interpretive, artful, meaningful and fresh!

The end goal is to provoke an edge! Successful ideas will reflect a deeper understanding of community, place, history and social responsibility. They will show collective values, empower youth, look towards the future and respect the past and they will be inclusive, outreaching, reflective and be of original content only. **Anyone** may enter submissions.

The best creative thinking will become our new sign mounted in the future.

Is there something in addition to the thrill of having your design seen 'up in lights'?

YES! Prizes similar to #1 Challenge - Cool & High-Tech (or Cold) So ... get thinking!

Keep an eye on our site for updates, Q & As and more: sixdegreesmuskoka.com

Think of memorable signs. The iconic “**HOLLYWOOD**”, built in 1923 to advertise “Hollywoodland” a then, new real estate development, stands way out. Through stages of disrepair, modifications by pranksters (“Hollyweed” and “Holywood”) to a fundraising auction hosted by Hugh Hefner at his mansion (\$27,700 per letter!), these now nine letters, have survived. Not only have they survived though; they have helped define and reflect the turbulent history of the cultural hotspot they look over. Featured in countless movies and promotions of the region, this sign has become one of the most identifiable icons in one of the most culturally defining places on our globe at this time.

So, how do *you* participate in this artful, viewscaping altering event?

When? Due Thursday, July 29th for judging and display in August at Six Degrees Muskoka.

How? Remember, this is a Visual Idea Challenge:

- . A maximum of 400 words may be included with your entry.
- . A 2D format with drawings, photos, etc., up to a maximum of 2 panels, 24 x 36.
- . A 3D model format up to a maximum of 36 x 36 x 36.
- . Video footage, up to a maximum of 3 minutes.

NO reference is to be made to your identity on your entry. Include separately on one 8 1/2 x 11 page your name, studio, biography, contact information, web site and images of your other work. Once judging is completed, this will be shown with your entry. Include business cards.

The fine print: Six Degrees Muskoka reserves the right to use and/or combine ideas from one entry, more than one entry or no entry at all. It will be determined how to best apply the winning design(s) to achieve a built form that meets the applicable codes, by-laws and regulations, including but not limited to the Ontario Building Code and Bracebridge Town By-Laws.

A formal judging process will take place and great prizes given in categories such as Most Original and Best Aesthetic Contribution. Judging of ideas will be done on the basis of creativity, not local constraints.

Winning entries will be added to the permanent collection of Six Degrees Muskoka and the rights retained by them to publish, giving credit to the author, in online formats, newspaper, magazine, book, booklet, etc.

Don and Jen Skinner, founders of Six Degrees Muskoka and Skinner Properties, will host and sponsor prizes for the Challenges as chosen by a panel of judges representing art, architecture and today’s culture. The exhibit of these Design Challenge entries will be our ART focus for this summer. Although we thoroughly enjoyed the ‘gallery approach’ of 2009, due to time demands of other exciting projects we have underway, we will not be selling artist’s work, cards, CDs or books this summer.

We will have **digital animation classes** again starting in the summer so watch our site for details.

www.sixdegreesmuskoka.com

Six Degrees Muskoka, 63 Manitoba Street,
Bracebridge. Across from the old Clock Tower at Taylor Road.

