



CHROMAJoy

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## NEWS RELEASE

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### **Chromajoy's Calvin Jones sees his winning banner designs installed in Victoria**

Just in time for Canada Day the City of Victoria completed installation of new banners designed by local artist and illustrator Calvin Jones, to celebrate the festival season downtown.

"The feedback we are receiving is overwhelmingly positive," said Mike Hill, Downtown Coordinator for the City of Victoria.

The design for the new banners was selected through a competition which drew a wide variety of concepts. Cal's winning designs capture the spirit of the sea-life that surrounds Victoria, while celebrating several forms of textile arts in the way this sea-life is depicted. Examples such as needlepoint, weaving, embroidery and quilting that can be seen upon closer examination.

"People kept telling us how great they look and asking where they could buy them," said Richard Eastman, one of the crew from Houston Signs who installed the banners.

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**ABOUT THE CITY OF VICTORIA:** Victoria is located on the southern tip of Vancouver Island, which is the largest of British Columbia's 6,500 islands. It is a community of choice for its temperate climate, natural beauty, recreational sites and superior economic opportunities. According to the 2001 census, about 325,000 people make their home in the Greater Victoria area. The population has increased from 148,000 in 1961 and is expected to approach 400,000 by the year 2020. The region's strategic location as a gateway to the Pacific Rim, its closeness to U.S. markets, and its many sea and air links have made the area a hub for business development and economic investment.

**ABOUT CHROMAJoy:** Chromajoy is Calvin Jones' art and design studio. Cal is a well-known artist, illustrator and graphic designer with a reputation for excellence. Cal graduated from the design program at Vancouver's renowned Emily Carr College of Art and Design (1994). Cal also earned his Bachelor of Arts in Visual Arts with distinction from the University of Regina (1986) where he studied under members of the Regina Five. Early in his career, he designed unique and collectible lapel pins for many clients including the Calgary 1988 XV Olympic Winter Games. He has created artwork for many of The Walt Disney Company's computer software titles.