



## Community Banners, Pickering



*Drift represents the gradual shift of attitude, opinion, and position as we strive to implement a variety of mural projects in communities around the world, celebrating each one's unique identity through the power of public art.*

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# Design Concept

These seven designs celebrate the spirit of Pickering through a vibrant, timeless-yet-contemporary lens—highlighting the city’s diversity, natural beauty, and evolving identity. Each banner stands on its own as a piece, while also working in harmony as part of the visual series. Together, they form a dynamic narrative where dynamic figures, symbolic natural elements, historic reference and bold graphic shapes come together in a cohesive and celebratory whole.

The series includes scenes of community life: a young girl and woman planting together, a solo gardener, and a family gathered. These gestures speak to intergenerational bonds and cultural diversity, reflecting Pickering as a city rooted in both long-established residents and newer immigrant communities. The act of planting—featured prominently—symbolizes laying down roots, nurturing growth, and cultivating a sense of belonging. It speaks to the idea that community flourishes where care is invested. This imagery reflects the shared work of building something meaningful, together.

Local landmarks such as the Liverpool Arms Inn and Pickering City Hall are woven into the designs as visual nods to the city’s heritage and civic pride. Surrounding them are native natural elements inspired by the Lake Ontario shoreline and nearby green spaces like Frenchman’s Bay, Petticoat Creek Conservation Area, the Waterfront Trail, and Rouge National Urban Park. Featured flora and fauna include peonies, magnolias, reeds, a black bear, white-tailed deer, fox, and loon—chosen for both their presence in the region and symbolic associations with resilience, guardianship, and curiosity. We often use natural elements to bridge themes—bringing timeless beauty, universal accessibility, and a sense of nature back into the urban environment. At the heart of each banner is the white lily—a unifying motif present across all seven designs. Symbolizing peace, renewal, and connection, the lily ties the series together visually and conceptually.

Circular frames and flowing linework guide the viewer’s eye through each composition, reinforcing continuity and unity. A balance between structured geometry and painterly organic forms gives the series a modern yet grounded feel, open to interpretation.

By weaving together stylized illustration and meaningful local references, this banner series transforms public space into a shared visual story—one that invites curiosity, honors diversity, and celebrates Pickering as a city in motion. The goal is to engage the city’s many communities, highlight its natural, social, and built environments, and bring beauty, colour, pride, and joy to its streets and gateways. We’re also open to discussing and adapting specific design elements to ensure the banners reflect the community as authentically and inclusively as possible.













