



Report to: Economic Development Committee

Report Date: November 5, 2013

SUBJECT:	Markham-George Brown College Pin Design Project
PREPARED BY:	Huyen Hare, Sr Economic Development Officer, x 5255

RECOMMENDATION:

- 1) That the report entitled "Markham-George Brown College Pin Design Project" be received;
- 2) That staff report back to Economic Development Committee on design prototype and production cost/volume options; and
- 3) That staff be authorized and directed to do all things necessary to give effect to this resolution.

PURPOSE:

The purpose of this report is to update the Mayor and Council on Economic Development's initiative to develop a unique Markham jewellery gift item for production and distribution in 2014.

BACKGROUND:

Markham is a dynamic and highly attractive location to conduct business and live. The City has an active business attraction program and key to this program are activities to promote Markham to external markets. These activities require the Economic Development Department to maintain an inventory of gifts to present to our international visitors, guest and business clients. Gift exchange is a common practice conducted by different cultural communities to demonstrate hospitality on the part of the host community when dealing with international visitors and business clients. For this purpose, the Department seeks to maintain an inventory of appropriate gifts and momentos.

It is a challenge to obtain reasonably priced and unique Markham specific gifts. Therefore, it was most timely when Economic Development was presented with an opportunity to collaborate with George Brown College's Jewellery Design Department to design a pin concept to support the City's marketing activities in the fall of 2012.

The Pin Design Project serves two important objectives for the City: 1) to have the College's largest jewelry teaching school in North America design a pin for Markham that could be used as an elegant symbolic gift piece; and 2) to strengthen the City's partnership with the academic community, which truly aligns with one of Markham's economic strategies to achieve creativity and innovation.

The idea of designing for Markham a wearable pin was effectively incorporated into GBC's winter 2013 jewelry program, which allowed for enrolling students to participate. Students were able to engage in a creative process to generate a pin design that would be symbolic and reflective of Markham's many important characteristics including our diversity, multiculturalism, environmental stewardship and economic strength. As well the desirable pin design would also be versatile, contemporary, unique and aesthetically attractive to appeal to different age and gender groups.

DISCUSSION:

The Pin Design Project has proven to be a productive collaboration as the Project provided a valuable opportunity for Economic Development to explore interesting, creative, fresh and symbolic designs for a Markham gift pin. This project also allowed GBC students to engage in a learning process by utilizing their creative talents to generate a unique design/ product to represent the City of Markham. Students and the program instructor have expressed their appreciation for this learning opportunity and are very proud to collaborate with Markham.

In June 2013, the Pin Project was completed with 4 students entering a contest for the best pin design. A judging process involving the participation of staff from GBC Jewelry Study Program, Markham's Economic Development and Corporate Communications Departments was carried out, and a winning design was determined based on a scoring approach for the following judging criteria: design, aesthetic appeal, communications, size and production (versatility). The winning pin design will be used to generate gift products for the City's use.

The winning student is Pearlamina Cheung who will make a presentation to Markham Council to discuss the creative thinking and process behind her winning pin concept. She will also showcase two samples of her winning pin design prototype: a lapel pin and a pendant.

Markham's Corporate Communications and Culture Departments have been very supportive of the Project and contributed many good ideas regarding the utility and production of the winning pin design. It was agreed that the winning design could be used more broadly and potentially extended to creating jewellery pieces that can be given out as a Recognition Award.

The next step in the Pin Project will involve the production and distribution of the winning pin design prototype in 2014. Economic Development will consider different production options based on costs for small samples of pins and pendant gift pieces made in different grades of metal material. Staff will report back to Economic Development Committee with design prototype and production cost/volume options.

FINANCIAL TEMPLATE

Future production of any jewellery items will be funded from within the 2014 economic development marketing budget.

ALIGNMENT WITH STRATEGIC PRIORITIES:


The Markham-George Brown College Pin Design Project supports the work of the Economic Development Department by helping to generate a design for the Department's gift use to support the Department's business attraction program, and is also in alignment with the City's innovation and cultural development strategies.

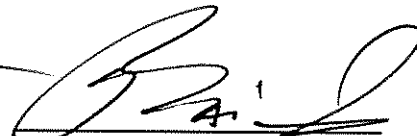
DEPARTMENTS CONSULTED AND AFFECTED:

The Department of Corporate Communications and Department of Culture were consulted for ideas on the utility and production of the winning pin design.

RECOMMENDED

BY:


Stephen A. Chait, Ec.D., CMC
Director, Economic Development


Jim Baird, M.C.I.P., R.P.P.
Commissioner, Development
Services

ATTACHMENTS:

Markham Pin Concept, a power point presentation by Pearlamina Cheung, student winner of the pin design project contest.

Design Concept: Markham Celebration Pin
Pearlamina Cheung

This design captures the many characteristics of Markham, and brings out the vitality and strengths this city has to offer. From its leadership in communication and technological industries, to its successful, environmental endeavours and vibrant communities, this pin celebrates Markham from all aspects.

Inspired from the Markham Civic Centre's architecture, the repeating circles and angled lines influence the three sections of the pin. The domed circles on the bottom represent signal waves. They also create a visual base for the pin. Similar to how a government supports its businesses and citizens, this base is where the rest of the pin emerges. The top right's wireless 'wifi' icon, along with the circle base, symbolizes communication, technological industries, and life science. In between these two elements are four leaf-like shapes placed at different angles to each other, creating tension and energy. These shapes are derived from the YRT and VIVA logos and make reference to Markham's transportation units. They also symbolize Markham's 'going green' ideas and the diversity and liveliness of the citizens. As the 'heart and soul' of the city, the citizens are the ones that utilize the transportations, practice the green routines, and make all the business and technological pursuits possible.

Essential characteristics of Markham are illustrated and celebrated with the four colours, blue, green, orange and red on the pin. Blue represents the business, life science and technology industries of Markham. The green colour signifies the strong environmental awareness the city holds, and its vast, green landscapes. Orange portrays the positive warmth and love the citizens have for Markham's multicultural communities. Lastly, red proclaims Markham's patriotism and pride to be the "High-Tech Capital" of Canada.

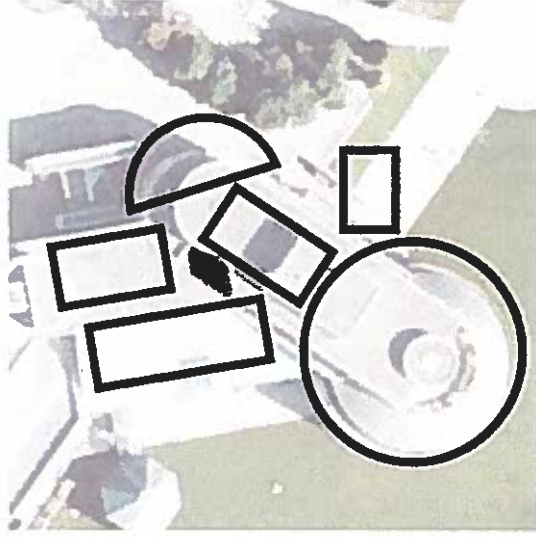
This pin takes on a minimal and contemporary style to show Markham's forward thinking philosophy. Along with the colours and icons, Markham's valuable traits of technological leadership, advanced green practices and colourful communities are showcased.



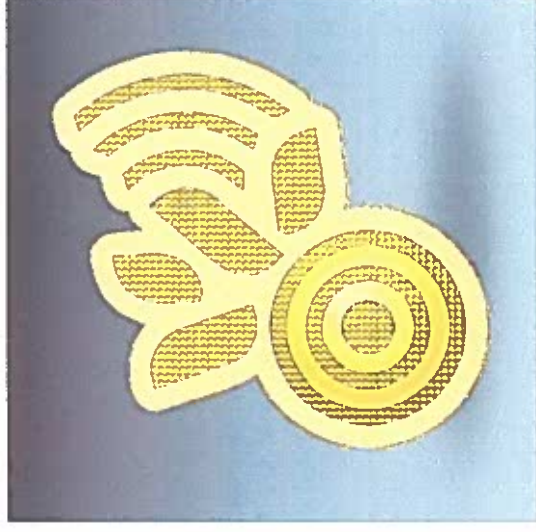
CITY OF MARKHAM CELEBRATION PIN

BY PEARLAMINA CHEUNG

CONCEPT INSPIRATION



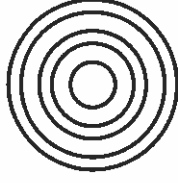
Markham Civic Centre
(Photo credit: Google Maps)



Digital rendering of pin design
(Front view)

CONCEPT

The pin can be separated into three sections:



1) Bottom circles

- signal waves
- visual base



2) 'WIFI' icon

- technological industries
- life science



3) Centre shapes

- YRT and VIVA
- 'going green'
- Markham's heart and soul



CITY OF MARKHAM
CHEUNG
CELEBRATION PIN
BY PEARLAMINA

COLOUR CONCEPT



BLUE
business

represents the



GREEN
values

signifies environmental



ORANGE

portrays the warmth and love



RED

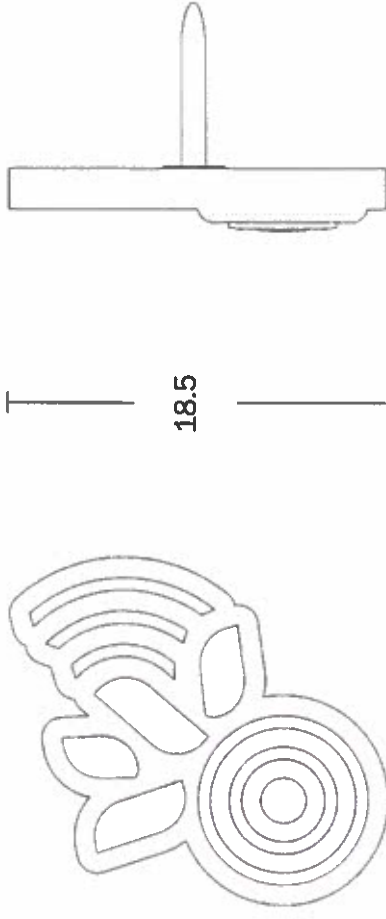
for Canadian "High-Tech Capital"



BY PEARLAMINA

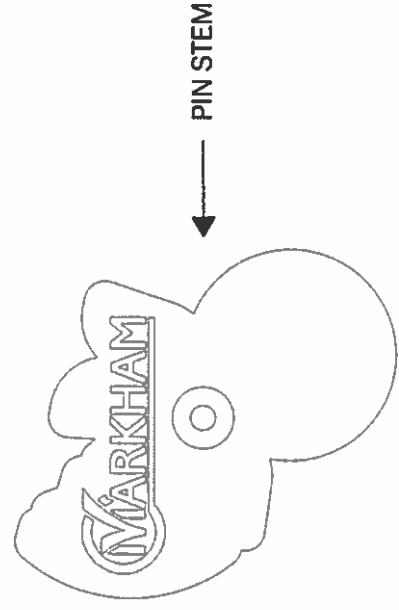
CITY OF MARKHAM
CHEUNG
CELEBRATION PIN

TECHNICAL DRAWING

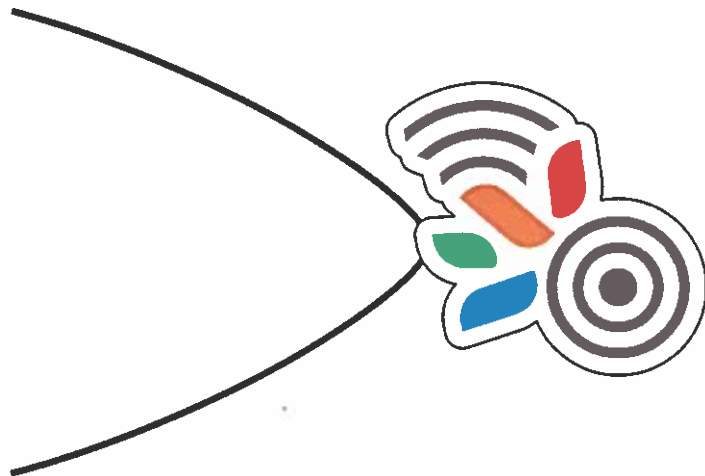


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3.2



PIN AND PENDANT



Pendant



Pin



CITY OF MARKHAM
CELEBRATION PIN

BY PEARLAMINA CHEUNG