

Artist Brief: Lunar New Year Banners

Project:

Design and produce 16 double-sided celebratory banners to mark Lunar New Year at the National Maritime Museum to hang in the newly reopened Ocean Court.

Delivery Deadline:

Final completed artwork and production-ready files by **21 January 2026**.

Purpose:

To create a striking and festive display that celebrates Lunar New Year and highlights the twelve zodiac animals through imaginative use of the Royal Museums Greenwich collection. The banners will enrich the visitor experience and provide a bold, celebratory backdrop for the annual festival. The banners should create a sense of identity and belonging in the museum for communities that celebrate Lunar New Year. We are looking for a designer who celebrates Lunar New Year themselves and can fully understand the significance of this event and the breadth of communities that celebrate it. The banners should aim to reflect a range of perspectives and not focus on one country's version of the celebration.

Design Requirements:

- **Theme:** Banners should respond to the zodiac animals (12 in total), either through direct depiction or symbolic reference, as well as including two title banners (one on each side).
- **Collection Integration:** Use images, motifs, or objects from the RMG collection to reflect East and South East Asian people and stories.
- **Visual Style:** Festive, vibrant, and contemporary, while respecting Lunar New Year traditions. Strong, celebratory colours (reds, golds, deep blues) are encouraged.
- **Format/Placement:** Banners for hanging in Ocean Court (dimensions and specifications below)
- **Tone:** Welcoming, inclusive, and family-friendly.

Practical Considerations:

- Final designs will need to be submitted digitally in the template provided by RMG, ensuring all artwork is high resolution and suitable for large-scale display.
- Banners must be suitable for display in Ocean Court on an annual basis and not specific to one year
- Ensure suitable copyright and permissions are obtained for artwork on display
- The museum team will provide cleared collection images and guidance on cultural sensitivities
- Resolution - The final artwork must be provided at the highest resolution possible.

- Format - Artwork should be delivered in an editable digital format (AI, PSD) packaged, as well as a high-resolution flattened file (PNG, PDF, TIFF).
- Size Portrait: 2000mm wide by 4000mm tall
- Colour Mode CMYK TBC for print reproduction

Deliverables:

- Initial mood boards/concept sketches by **1 December 2025**.
- Finalised designs by **7 January 2026**.
- Production-ready print files by **21 January 2026**.

Support from RMG:

- Access to digitised collection objects and imagery
- Technical specifications for hanging banners
- Cultural and curatorial guidance

Fee:

A maximum budget of £3,000 to design and deliver the project.

How to apply:

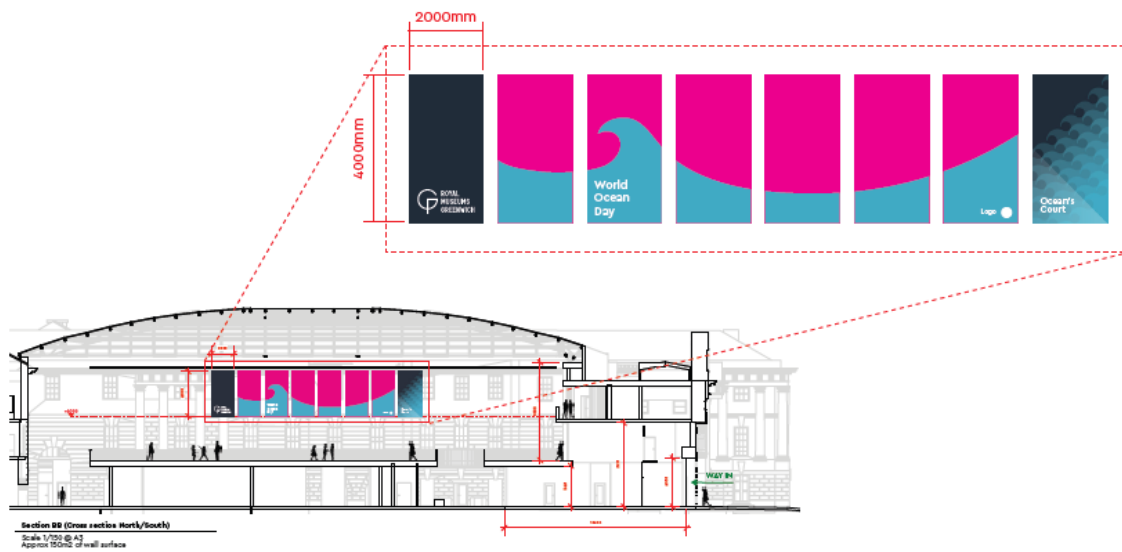
Please submit a proposal by 9am Monday 3 November 2025. Your submission should include:

- **Approach:** A brief outline of how you would respond to the brief and theme.
- **Portfolio:** Up to 3 examples of relevant previous work that demonstrate your style and capability.
- **Delivery:** Confirmation you can meet the project deadlines, with a short outline of your process.
- **Budget:** How you would allocate the budget and costs for the project.
- **References:** Two contacts for people willing to give references for your work.
- **Experience:** Any relevant experience working on cultural or public projects.

Proposals should be submitted as a PDF or portfolio link to Moa Strand families@rmg.co.uk with a subject title of '**LNY banners submission**'.

Examples

Ocean Court Banners Template example



Example of template and considerations:

- 1 large image across all banners (As shown here as an example) or use of different images on different banners
- Keep some clear space towards the bottom of the banners for text, logos, RMG brand
- AVOID using dates for the purpose of re-usage
- Each banner will have a visible front and back

Royal Museums Greenwich
RMG Design Studio

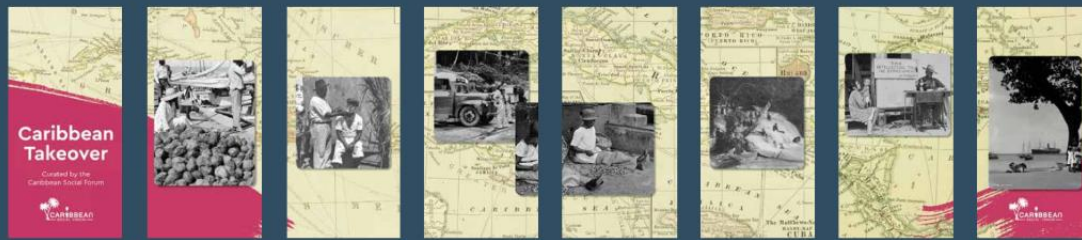
Side 1



Side 2



Side 1



Side 2

