

Tourism banners 2025-26

In 2025, six Yukon artists were selected to create original artwork to appear on tourism banners throughout the territory. The banners will be displayed for three years, from 2026-2028.

The tourism banner project showcases Yukon artwork, while welcoming visitors to Yukon communities. The banners are displayed outdoors at visitor attractions and along roadways.

Banner designs highlight Yukon First Nations culture and history, the territory's stunning scenery, and the life-changing experiences to be had here.



Mary Binsted

Full Circle - Kings in the Headwaters

Every year, Chinook salmon, (also known as King salmon), travel from the Bering Sea, up the Yukon River to the Teslin River, arriving at their spawning grounds on the Nisutlin River. This journey is upwards of 3,000 km and is the longest freshwater salmon migration in the world. This design celebrates the beginning and end of life of these intrepid travellers, and brings our attention to the fact that fewer and fewer salmon are completing the roundtrip journey.

Mary Binsted is a graphic designer living and practicing in Whitehorse, Yukon. Her foundation in the graphic arts came from her grandfather, who was a commercial artist and art teacher in Toronto. Mary's passion for the natural world merges with the principles of design, when she steps out of the backcountry and into the realm of digital illustration.



Nicola Lazeo-Fairman

Raven, Fireweed, Midnight Sun

"Raven, Fireweed, Midnight Sun" showcases three iconic Yukon wonders. The raven, clever, adaptive and mysterious, embodies the spirit of the North. The Midnight Sun, a unique natural phenomenon, symbolizes life and renewal, casting endless light across the land. Fireweed, flourishing after fires, represents resilience and the promise of regrowth. Together, they reveal the essence of the Yukon.

Nicola Lazeo-Fairman is a Yukon born and raised artist, working primarily with watercolour and gouache. Nicola's love of wildlife, nature, and the outdoors inspires her work. Living with complex medical conditions that limit her hand use and mobility, Nicola has developed adaptive tools and techniques to bring her artistic vision to life.



Niki Parry

Northern Lights over Bennett Lake

Parry was inspired by our unique northern landscape and colours of the aurora dancing across the skies. In her painting, the viewer can imagine a moment overlooking Bennett Lake where the mountains, water, and sky merge in luminous motion. This piece celebrates the magic, mystery, and enduring wonder that define the North.

Niki Parry is a contemporary acrylic artist from Whitehorse. With a love of bright colours and natural landscapes, she has developed a distinctive style of painting that combines fluid and brushstroke techniques. Her abstract landscapes evoke the feeling of a treasured moment in time with movement, emotion and beauty.



Terrence Shorty

Untitled

In the Yukon, the two common clans are Wolf and Crow. I included them because of their teamwork: the crow scouts high above in the sky, and the wolf hunts on the ground below. They share their food that comes from the land. The spirit human is representative of the First Nations that share a love of the land together as one.

Terrence Shorty is an artist born in Whitehorse, Yukon, where he currently resides. He is of Northern Tutchone, Tlingit, Norwegian and French descent. Terrence comes from an artistic family full of painters. He is connected to his First Nations roots through traditional practices like living on the land and hunting for sustenance.



Shadunjen van Kampen

Untitled

The piece I have created shows a bush plane, the vehicle that brings miners, surveyors, firefighters, tourists and beyond to the most remote corners of our untrodden territory. It is soaring through the Tombstone Mountain Range on a fall day, one of the most spectacular times of our year when taken in from the air.

Shadunjen van Kampen is a Northern Tutchone self-taught artist from Whitehorse. She has worked in the transport sector as a pilot, truck driver, and has spent three seasons hauling cargo in the Antarctic. In 2023, she had her first solo show, "Worldview", at Arts Underground in Whitehorse. Her preferred medium is watercolour.



Alaena Warner

Blue Jug Life

The blue jug represents a self-sufficient lifestyle that allows many Yukoners and visitors the joy of living close to nature. The curious gray jay, and songbirds such as sparrows and warblers, often act as unofficial ambassadors to visitors. We also cherish boreal plants, including the colourful, medicinal and food bearing plants, arnica and wild strawberries.

Alaena Warner is a Yukon-born, Whitehorse-based visual artist and art educator. Her diverse practice includes embroidery, snow sculpture, lantern making and, her first love, drawing. You may find her on the Ice Lake trails, or in her backyard, closely observing the wonders of the boreal plant life.

