

Tourism and Culture banner project 2020

In 2017, six Yukon artists were selected to create original artwork to appear on tourism banners throughout the territory.

The Tourism Banner Project seeks to showcase Yukon artwork, while welcoming visitors to Yukon communities. The banners are displayed outdoors at visitor attractions and along roadways.

Banner designs creatively feature six themes highlighting Yukon's culture and wilderness.

Natural wonders

Yukon's majestic natural wonders include a world lit by shimmering northern lights, the golden midnight sun and sundogs, as well as wildlife and pristine wilderness.

Transformational experiences

Whether it's a quick escape or an off-the-grid experience, there are extraordinary, life-changing adventures available for people of all abilities.

Only in the Yukon

The richness of Yukon lives in our vibrant communities and draws from: the stories of Yukon First Nations culture and history; the pioneering spirit of the Gold Rush, and; the colourful people of the past and the present.

Esther Bordet

The Explorer

estherbordetpainting.com

Esther Bordet lives in Whitehorse, but grew up near Paris, France. Her artistic practice spans a range of techniques, from acrylic painting to ink drawing. She is also working on a graphic novel. Her artwork conveys a deep physical connection to the mountains, fueled by her work as a geologist.

The Explorer is a reference to the long history of mineral exploration in the Yukon, and a tribute to all the women who have contributed to it since Gold Rush days. The design illustrates the adventurous lifestyle shared by many Yukoners, and the thrill of discovery.



Amber Church

The Chainsaw Chuck

amberchurchart.com

Amber is a mixed media artist and painter who has called Yukon home for most of her life. She draws inspiration for her work from the natural world, social and environmental causes, history, mythology and fairy tales. For *The Chainsaw Chuck*, she wanted to bring a truly unique Yukon experience to her canvas. To the uninitiated, the chainsaw chucking contest at the Yukon Sourdough Rendezvous festival might seem strange, but to Yukoners it's a seasonal sport and cherished tradition.



Yukon
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PLUS GRAND QUE NATURE

Maegan Garrett

The Vortex

maegangarrett.com

Have you ever been told not to do something? Maegan was told not to become an artist, which turned out to be bad advice because she's been making and selling art ever since. Working mostly in oils, she paints on canvas, antlers, saw blades – pretty much anything that will take paint. Recently, Maegan was diagnosed with a form of degenerative blindness, which has changed the style of her paintings significantly. *The Vortex* is a whimsical piece meant to capture the rollicking excitement of a paddling adventure on the turquoise waters of the Yukon River.



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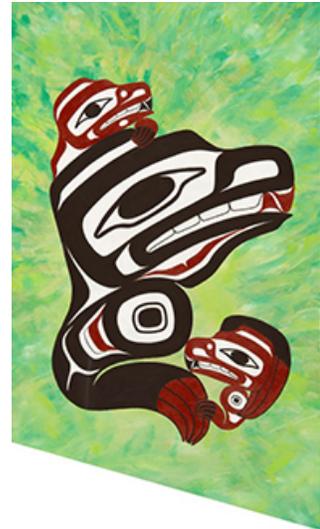
Violet Gatensby

Bear mother and her cubs

[instagram.com/Violet.Gatensby](https://www.instagram.com/Violet.Gatensby)

Violet Gatensby is a Northwest coast Tlingit artist. She holds an advanced diploma from the Frieda Diesing First Nations Fine Arts program. Her work is inspired by traditional stories and knowledge of the land told to her by her mother and grandmother.

Wood carving is her preferred medium but she also enjoys metal work, designing and painting. *Bear mother and her cubs* is inspired by the playful side of mothers and their babies.



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Emma Barr

Northern Reflections

emmabarrfineart.com

Emma Barr graduated from the Kootenay School of the Arts in Nelson, BC with a fine art diploma. At various points in her career, Emma has worked in such media as wax and pigment, as well as light sculpture, but now focuses primarily on oil painting to emotively explore landscape. Each evolution has produced a realized style that documents a vibrant period of intellectual growth.

Barr exhibits nationally and internationally, remaining one of Yukon's favourite and most promising Canadian painters. In addition to her studio work, Barr teaches visual art to all ages and experience levels.



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Sharon Vittrekwa

The Wild Rose and Caribou... two important gifts from Mother Earth

[instagram.com/sharonvittrekwa](https://www.instagram.com/sharonvittrekwa)

Sharon Vittrekwa is a member of the Tetlit Gwich'in First Nation. She moved to Yukon in 1990 and makes her living on her artwork. Her work is found at Forty Mile Gold Workshop, Dānojà Zho Cultural Centre and Unorthodox Yukon as well as art markets.

Vittrekwa learned sew traditional clothing and to tan hides and furs from watching her late grandmother, aunts and other respected elders. Their teachings also inspired Vittrekwa to research her culture, clothing designs, traditional ways of life and history. During her medicine gathering walks, she takes pictures of wild flowers and brings them into her work.



For more information about this project, email arts.yukon@gov.yk.ca.

