

Future in Flight: Honouring Partnership through Design

Call for Artist Portfolios

Overview

The Friendship Agreement between the WSÁNEĆ Nations— WSÍ,KEM (Tseycum), WJOLELP (Tsartlip), S7ÁUTW (Tsawout), and BOKÉĆEN (Pauquachin)—and the Victoria Airport Authority marks an important step in building a relationship grounded in respect, co-operation, and partnership. Signed on February 4, 2026, the Agreement reflects a shared commitment to working together in a good way—honouring WSÁNEĆ rights, culture, and connection to land, air, and sea. It establishes a path forward through commitments to cultural recognition and placemaking, employment and training opportunities, support for WSÁNEĆ businesses, environmental stewardship, and shared economic benefits—creating a living relationship shaped by collaboration and community.

Future in Flight: Honouring Partnership through Design is an artistic initiative inviting First Nations artists to submit portfolios and expressions of interest in designing a new visual identity for the Friendship Agreement. This process is intended to identify an artist or artist team whose work and approach resonate with the spirit and values of the Agreement.

Rooted in relationship-building and guided by the values of respect (ÁTOL), co-operation (ĆÁINEUEL), and partnership (HIWESTEL), the project aims to create a meaningful and lasting symbol of connection, place, and shared future.

Artists who incorporate mentorship of an emerging First Nations artist are encouraged to do so; this will be considered a strong asset in the selection process.

W̱SÁNEĆ – Victoria Airport Authority Friendship Agreement

Goals

This initiative is designed to:

- Honour the strength and beauty of W̱SÁNEĆ design as shared through the knowledge and artistry of experienced W̱SÁNEĆ artists.
- Select and work with a W̱SÁNEĆ artist or artist team to design a culturally meaningful logo for the Friendship Agreement.
- Encourage mentorship opportunities that support emerging First Nations artists.
- Foster intergenerational knowledge sharing and creative collaboration.
- Strengthen relationships between the W̱SÁNEĆ Nations and the Victoria Airport Authority.
- Express the role of the airport as a place of movement, connection, and welcome.

Design Theme

The final logo will express the spirit of the Friendship Agreement, grounded in the shared values of respect (ÁTOL), co-operation (ĆÁINEUEL), and partnership (HIWESTEL).

The design should reflect a relationship that is balanced, forward-looking, and rooted in mutual understanding, while also acknowledging the airport as a place of movement, connection, and gathering. The artwork should reflect W̱SÁNEĆ and Coast Salish cultural knowledge, traditions, and ways of seeing, in a way that is grounded in the artist's own teachings, experiences, and practices.

Artists are encouraged to explore themes of journey, pathways, and connection, while recognizing the deep and enduring relationships to land, air, sea, and community.

Designs may also draw inspiration from elements of the Victoria Airport Authority's visual identity, including its colour palette, where appropriate.

Approach to Artist Engagement and Speculative Work

This initiative is guided by professional design standards and ethical best practices, including those outlined by Design Professionals of Canada (DesCan) and the Association of Registered Graphic Designers (RGD).

W̱SÁNEĆ – Victoria Airport Authority Friendship Agreement

The Victoria Airport Authority and W̱SÁNEĆ Nations are committed to avoiding speculative (“spec”) work and will not ask artists to create design concepts or completed work without a confirmed contract and fair compensation.

As part of this commitment:

- Artists are not required to submit logo designs or concepts as part of this call.
- Selection will be based on portfolio, experience, and approach.
- Design concepts will only be developed as part of a paid design phase.
- Shortlisted or selected artists will be fairly compensated for their time and creative work.

This approach reflects a commitment to respecting the value of artists’ time, knowledge, and creativity, supporting fair compensation practices, and building meaningful, collaborative relationships.

Design Format Requirements (For Selected Artist)

The final logo will be developed collaboratively with the selected artist(s) and must be suitable for both digital and print applications.

The logo should be created as a **2-dimensional graphic design** that is clear, scalable, and adaptable across a range of uses (e.g., indoor and outdoor signage, documents, web, and vehicle wraps).

While the final deliverable must be graphic in format, artists are encouraged to draw inspiration from traditional forms and cultural expressions—including carving, weaving, and other practices—and thoughtfully translate these into a 2-dimensional design.

As the final logo will be used across many applications, it will need to be provided in a format that can be reproduced consistently and clearly at different sizes.

Eligibility

Open to First Nations artists, with priority given to artists connected to the W̱SÁNEĆ Nations.

W̱SÁNEĆ – Victoria Airport Authority Friendship Agreement

Submissions may be made by:

- An individual artist, or
- An artist team

Artists are encouraged, but not required, to include a mentorship component involving an emerging First Nations artist.

Submission Requirements

Artists are invited to submit:

- A portfolio of past work (3–10 examples), and

A brief statement of interest sharing:

- Your artistic practice and background;
- What interests you about the Friendship Agreement project; and,
- Your thoughts on creating a visual identity that reflects connection, partnership, and community.

Optional:

- A description of a mentorship approach involving an emerging artist.
- Any relevant experience working collaboratively or with community.

Note:

A completed logo design is **not required and will not be considered at this stage**, in alignment with best practices that avoid speculative work. This process is designed to reduce barriers to participation.

Selection Process

A selection committee including representatives from the W̱SÁNEĆ Nations, the W̱SÁNEĆ Leadership Council, and the Victoria Airport Authority will review submissions.

W̱SÁNEĆ – Victoria Airport Authority Friendship Agreement

The process will include:

- Review of submitted portfolios and statements.
- Shortlisting of selected artists or teams.
- Follow-up discussions or interviews (if required).
- Selection of artist(s) to proceed to a paid design development phase.

The final logo will be developed through a collaborative process with the selected artist(s), guided by the project vision and values.

Selection Considerations

Submissions will be reviewed based on:

- Strength and quality of artistic portfolio submitted.
- Connection to and understanding of W̱SÁNEĆ cultural knowledge, perspectives, and ways of seeing.
- Alignment with the values of the Friendship Agreement.
- Experience or interest in collaborative and community-informed work.
- Inclusion of mentorship or support for emerging artists (considered an asset).

Funding & Compensation

This initiative is grounded in fair and respectful compensation practices.

- **Selected Artist/Team:**
Up to \$7,500 for the design and development of the final logo. Where mentorship is included, compensation may be divided and allocated to both the lead artist and emerging artist.
- **Design Development Phase:**
Shortlisted artists may receive honoraria to support concept development. All concept development will occur within a compensated engagement.
- **Usage Rights:**
The Victoria Airport Authority will obtain agreed-upon usage rights for the final design, while artists retain moral rights and attribution.

WSÁNEĆ – Victoria Airport Authority Friendship Agreement

Timeline (Proposed)

- Call for portfolios opens: June 1, 2026
- Submission deadline: July 31, 2026
- Review and shortlisting: August-September 2026
- Artist selection and design development: Fall 2026

How to Submit

Submissions should be provided electronically.

Applicants are invited to submit their materials as a single PDF document or as a combination of files and links.

Submission Options:

Artists may submit using one of the following methods:

- Email submission
Send materials to: joni.olsen@wsanec.ca AND francesca.wheler@yyj.ca
- File sharing link
(e.g., Google Drive, Dropbox, WeTransfer)
Include a link to your materials in your email

Any questions can be sent to Joni Olsen, WSÁNEĆ Leadership Council or Francesca Wheler, Victoria Airport Authority, at the email addresses noted above.

Submission Format

Please include:

- Portfolio (3–10 examples of work)
- Statement of interest
- Optional mentorship description

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Submissions may be:

- Combined into a single PDF, or
- Provided as separate files (PDF + images), or
- Shared via an online portfolio link (e.g., website, Behance, Instagram)

File Guidelines

- Maximum file size (if emailing): 10–20 MB
- Preferred formats: PDF, JPEG, PNG
- Ensure files are clearly labeled and easy to view

File Naming

Please use the following naming format: **ArtistName_FutureInFlight_2026**

Submission Deadline

Submissions must be received by **July 31, 2026 at 11:59 PM (Pacific Time)**

Closing Statement

Future in Flight: Honouring Partnership through Design is more than a design project—it is an opportunity to bring forward Indigenous voices, honour cultural knowledge, and create a lasting symbol of relationship. Through collaboration, creativity, and mentorship, this initiative seeks to reflect the spirit of the Friendship Agreement and the shared future it represents.