

Artist Opportunity at Liverpool ONE



Liverpool ONE would like to commission a talented artist to create a fashion inspired artwork for the iconic Liverpool sign.



The design should be done digitally and will be printed on vinyl. Liverpool ONE will arrange and pay for printing in addition to the artist's fee.

Proposed fee - £750

Timescales

Please submit an initial proposal by:

9am on 27 August 2026

This should be a mock-up of your proposed idea and photos/graphics showing a selection of your past work if you have not worked with Liverpool ONE before.

Artist appointed:

28 August September 2026

We will send you the templates and any other details required.

Final deadline for final artwork submission:

9am on 7 September 2026

This must be in the required format ready to print.

Artwork will be installed W/C 14 September 2026

Submissions or Questions

Please send to cerys.griffith@landsec.com

Fashion Commission

BFC FASHION BRITAIN is a decentralised public facing platform focusing on cross-cultural exchange, access to and engagement with fashion. It consists of a series of brand-led nationwide activations from in-store retail events, landmark cultural moments, to designer panel discussions.

BFC FASHION BRITAIN aims to create a unified moment of fashion participation, promotion and partnership across the UK. It seeks to increase the visibility, opportunity and commercial impact of fashion regionally.

Taking place throughout September 2026, the programme will span key cities across the UK—including London, Manchester, Liverpool, Bristol, Newcastle and Edinburgh.

Designers, retailers, cultural institutions, and premium restaurants and bars will come together to showcase the very best of the UK—celebrating creativity, innovation, and the country's dynamic cultural landscape.

Fashion is culture's common language. Intersecting with music, art, film, performance, sport, technology, and design, it both inspires and leads the future of cultural creation.

The theme for Liverpool is ART.

We'd like to transform the Liverpool Sign into a fashion-inspired masterpiece while hosting this programme in the city. Your proposed design should be a celebration of fashion & art, and provide a spectacular photo opportunity for visitors to Liverpool.

Please avoid clear references to copyrighted logos or brands.

The Liverpool Sign

The iconic Liverpool sign is located at the entrance of Liverpool ONE on Thomas Steers Way, facing the Hilton Hotel and the Waterfront.

The 14.5 metre wide sign is visible from The Strand as both local and international visitors head into the city centre, acting as a gateway to enjoy all of the city's great offerings.

The sign was unveiled in 2022, designed by Liverpool-based artist Liz Harry and commissioned by Liverpool ONE & Culture Liverpool.

The sign regularly receives bold make-overs from artists from across the region, including Neil Keating and Claire Pinegar, plus a vibrant wrap for Eurovision.

Please see examples on the next page...



Please see artwork specifications on the next page...

Artwork Specifications

You will be provided with a template, see screen shot below.

Each letter should have artwork for the face, outsides/insides or sides, not back.

Please work in Adobe Illustrator, keeping the artwork in one layer and the cut layer separate.

The artwork should be submitted on this template as a vector with fonts converted to outlines. The printer will make the artwork ready for print.

Please make the corners of the artwork on the face of the letters rounded so it is more durable.

No other templates in different formats are available, artwork must be on the template provided in Adobe Illustrator.

We are unable to have lights or any other physical decorations attached to the letters or installed nearby, all artwork should be provided digitally to be printed on vinyl.

You may design your name/logo into the artwork on the top/side of one of the letters. The artwork along with the artist's bio will be featured on the Liverpool ONE website, plus on social media and potentially PR <https://www.liverpool-one.com/whats-on/liverpool-sign/>

Blank template



Example template showing Eurovision artwork design

