

*For immediate release:*

## **Fence Authority Partners with Borough in Creating Official Flag for Downtown West Chester**

Leigh Green, 9/19/18

The Fence Authority and the West Chester Public Arts Commission (PAC) have teamed up to issue the “Best Flag Forward Contest” in search of designs for an official West Chester borough flag. The call for art opens Thursday, September 20th and runs through Friday, November 2nd. The winning design will become the official symbol for West Chester and its signature image.

Fence Authority President and flag enthusiast John DiGiuseppe spearheaded the idea after discovering his hometown of West Chester had no official flag. His personal interest in flags grew out of his experience attending the Tour de France with an American flag in hand. “On the tour, you meet people from every country, and many of them have their flags too. You could now tell where people are from prior to talking with them, and that affords the ability to open conversation,” he says. “And so it began. I wanted to know the flags of each country, sports team, and so on.”

Since then, DiGiuseppe has taken his flag all over the world, including on trips to the Great Wall of China, The Running of the Bulls, the World Cup in Munich and the Grand Canyon. “At each place, we take pictures of us with the flag, and it always seems to start conversation, which I love,” he says.

DiGiuseppe presented his idea of creating an official West Chester Flag to the PAC this past spring, who enthusiastically endorsed the plan. PAC Chair Jimmer Breen says, “A flag creates a sense of place, and pride in one’s community. It should represent everything we’ve been, everything we are now, and everything we desire to become.”

Artists and community members are invited to submit their original flag designs in digital format to Morgan Cottle at [morganc@fenceauthority.com](mailto:morganc@fenceauthority.com). Designs must include the official borough colors (WC Gold, Pantone 123C and WC Indigo, Pantone 7455C), have a ratio of 1:1.5 and may not include lettering or the municipal seal. Artists must also explain in writing how their design elements reflect the West Chester community and its history. The official call for art can be found on the [PAC](#) and [Fence Authority](#) websites.

The winner of the Best Flag Forward Contest will receive \$500 and have their design printed on flags to be distributed throughout downtown West Chester, home to over 18,000 residents. It will also be featured in print and online by numerous entities. The winning artist will be notified by Friday, November 30th.

Those interested in submitting a flag design are encouraged to view TED Talk [“Why city flags may be the worst designed thing you’ve never noticed”](#) by Roman Mars, which outlines the principles of good flag design including simplicity, meaningful symbolism, and distinctiveness.

For more information or questions about the Best Flag Forward Contest, please contact Morgan Cottle at [morganc@fenceauthority.com](mailto:morganc@fenceauthority.com).

Look for the official flag of West Chester, Pennsylvania to make its debut in early 2019.