

# CANADA, HOCKEY AND THE STANLEY CUP: LET'S CELEBRATE THEM TOGETHER

LOGO PROPOSAL

PRESENTED BY STIFF



MONUMENT TO LORD STANLEY'S GIFT  
45.423464, -75.696002

Every block of stone has a statue inside it. It is the job of the sculptor to simply remove the excess.

We are that block of stone, that slab of clay, that sheet of steel or copper or bronze.

We are the organization, design competition and monument that together holds open a remarkable opportunity to artists and designers the world over.

A grayscale photograph of a Los Angeles Kings player celebrating with the Stanley Cup. The player is wearing a dark jersey with "LA" on the front and a cap with the Kings logo. He has his mouth open in a shout and is holding the cup high above his head with both hands. The background is dark and out of focus.

We are Lord Stanley's Gift.



**HOCKEY IS THE GIFT WE HAVE GIVEN OUR COUNTRY AND OURSELVES. “FROM STANLEY OF PRESTON,” THE STANLEY CUP IS ONE MAN’S GIFT TO HOCKEY, AND THEREFORE TO US AND TO THE LAND WE LOVE.**

**2017 IS THE 125<sup>TH</sup> ANNIVERSARY OF THIS PRECIOUS GIFT FROM OUR SIXTH GOVERNOR GENERAL, BARON LORD STANLEY OF PRESTON. IN A HAPPY COINCIDENCE, THE YEAR ALSO MARKS THE 150<sup>TH</sup> ANNIVERSARY OF CANADA’S CONFEDERATION AND THE 100<sup>TH</sup> OF THE NATIONAL HOCKEY LEAGUE.**



**DURING THAT MILESTONE YEAR, WE WILL REAFFIRM THE STANLEY CUP'S CENTRALITY TO OUR GAME, OUR COUNTRY AND OUR LIVES BY CREATING A PUBLIC WORK OF ART THAT PAYS TRIBUTE TO LORD STANLEY'S ENDURING GIFT.**

**CANADA, HOCKEY AND THE STANLEY CUP: THEY'RE INSEPARABLE.  
LET'S CELEBRATE THEM TOGETHER.**

BRIEF



This brand must convey a sense of design excellence.

A creative blank slate.

Slick. Contemporary. Simple

Full of creative potential.

CONCEPT

Our brand captures that once-in-a-generation opportunity and the creative potential inherent in it.

It evokes the presence of the monument itself—a stark pillar of rough stone whose ragged interior edge represents work that has not begun and yet work that is full of promise.



It is a figurative blank slate: ready for the painter's first inspired brushstroke, the draughtsman's first flash of creative genius, the sculptor's first blow of hammer on chisel.

It is an unparalleled artistic opportunity ready for the taking.

LOGO



LORD STANLEY'S GIFT



LORD STANLEY'S GIFT

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MARY PRATT



Beauty's Awakening  
*L'éveil de la beauté*

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