







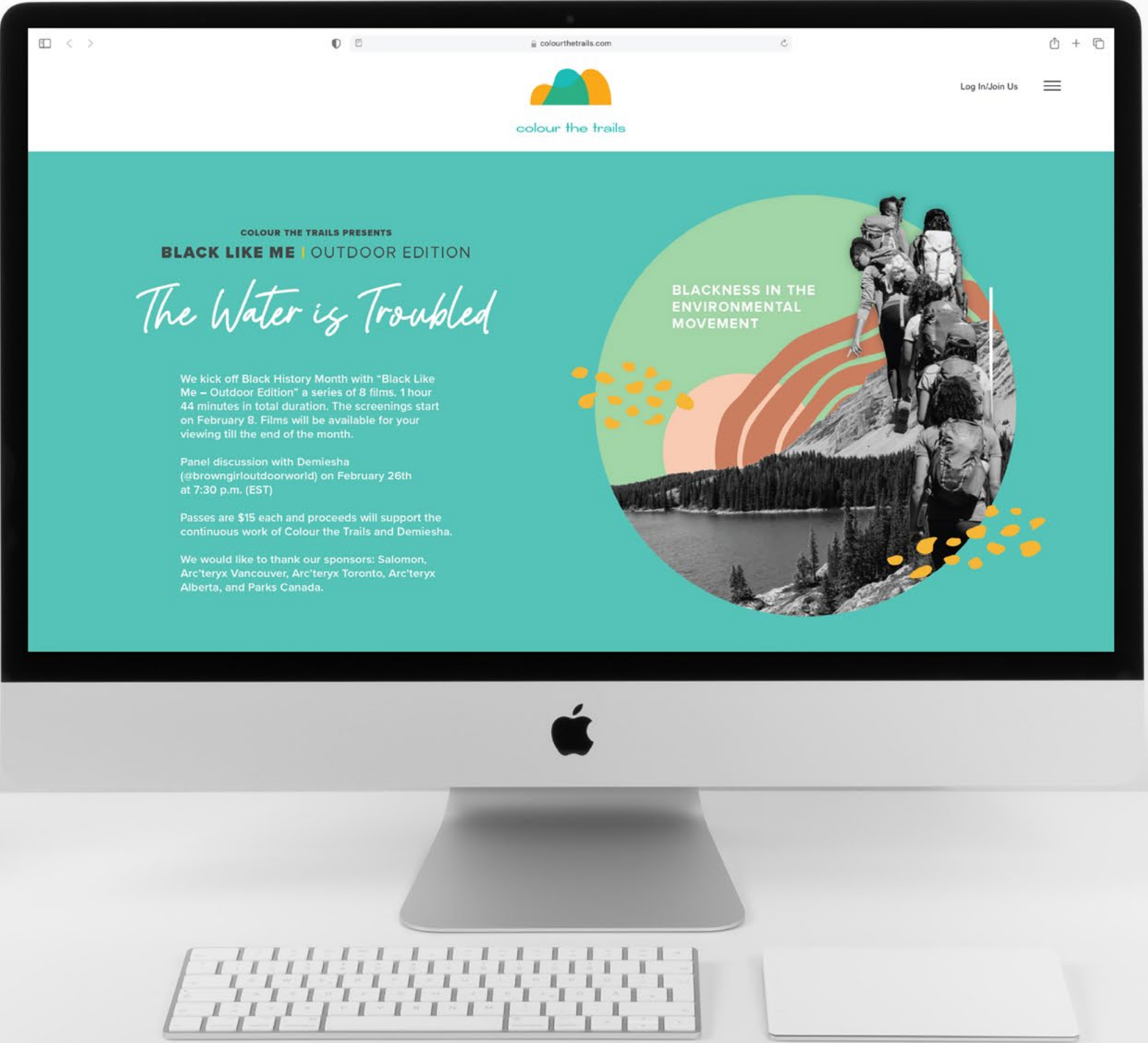
PROJECT 01

## PROMOTIONAL MATERIALS

Colour the Trails is an organization that advocates for inclusive representation in outdoor spaces. Over the years I've had the pleasure of designing their annual reports and online film festival collateral.

I use digital collage techniques and bright colours to emphasize the celebratory, adventurous, and inclusive values that their organization represents.









PROJECT 02

# BOOKLET DESIGN

I had the privilege of designing the Vancouver Urban Farming Society's Annual Forum program booklet and their Urban Farming Census Report. I utilized natural colours and seasonal produce imagery to emphasize Vancouver's temperate climate and ideal farming conditions.

These booklets are vital assets for VUFS's goals of strengthening urban farming through education, advocacy, networking, and support.





SELECTIONS FROM THE URBAN FARMING CENSUS REPORT

understanding Urban Farms

- 1

**Non-profit urban farms** are operated by registered charities or non-profit organizations and can be supported by grants and donations. These farms integrate the sale of farm products with their non-profit goals. Two charities and three non-profit urban farms participated in the current Census and farmed on 5.3 acres in 2019.
- 2

**Indoor, intensive farms** grow high value crops for restaurant, retail, and direct-to-consumer sale on a small footprint of land. Two indoor intensive farms participated in the current Census, but one of them left Vancouver for another jurisdiction after 2017 due to challenges with the City's permitting and licensing process.
- 3

**Yard-sharing residential farms** operate in front and backyards and other small plots of land, usually working with multiple small sites in residential areas. Four yard-sharing farms participated in the current Census but one farm stopped operating after 2017. The 3 remaining yard-sharing farms operated 26 different plots

on 1.2 acres in 2019. One of the yard-sharing farms is structured as a non-profit.

4

**High-tech, capital-intensive farm businesses** were mentioned in the previous Census. One farm provided data for 2016 but shut down within the year due to financial reasons caused by inconsistent production. None of the farms in the current Census fit this model and we are not aware of any others in Vancouver. Active examples of this urban farm model are Boston's Corner Stalk Farm, operating out of repurposed shipping containers, and Montreal's Lufa Farms, using large-scale rooftop greenhouses.

5

**One small-scale, diversified farm** operates on Agricultural Land Reserve land in the Southlands neighbourhood. They produce a diverse range of farm products and offer educational programs and events for all ages. They are not subject to the city's Urban Farm Guidelines.

BACKGROUND



URBAN FARMING IN VANCOUVER

The Census features data from 11 urban farms that grew farm products for sale within the City of Vancouver between 2017 and 2019. To put this number in context, the City of Vancouver reported 4,960 food assets in 2018<sup>1</sup>. Food assets include community garden plots, farmers markets, community orchards, community composting facilities, community kitchens, community food markets, and urban farms. Urban farms may be few in number, but they generate jobs, grow food using organic practices, and help citizens learn skills and connect with the food system.

URBAN FARMING POLICIES

In March 2016, Vancouver City Council adopted Urban Farming Guidelines to recognize urban farming as a legitimate land use and business activity. The Guidelines apply to urban farming in all areas except the South-

GROWING FARMERS

Some urban farms shared that their employees and volunteers have gone on to start their own farms or enter other agriculture-related careers. It is important to recognize the important role that urban farms can play in growing the next generation of farmers by providing them with the experience of producing food and helping manage a small-scale farm operation.

“Four of our alumni have gone on to be proprietors of their own small-scale sustainable agriculture projects, mostly in rural BC. Their work with us was the entryptoint into food production. Other alumni have gone into other jobs in the agricultural sector.

“I largely attribute my success in being employed with the province's Ministry of Agriculture to my involvement with you and your team. I was able to draw specific examples and speak to relevant agricultural experiences in the hiring competition due to my learning on your farms.

“Our former staff & volunteers have started 4 new farms in rural BC & Washington, with one more being planned in Saanich, BC.

GROWING PARTNERSHIPS

Urban farms help build social capital in the city by forming collaborations with other organizations, businesses, government departments, and institutions to achieve common goals. Eight urban farms reported forming or joining 118 joint initiatives, ranging in duration from 2 months to 10 years. Through these collaborations, urban farms are able to improve their access to resources for their operations and their participants, increase the effectiveness of their outreach and marketing efforts, better coordinate their services, and reduce duplication of projects and programs.

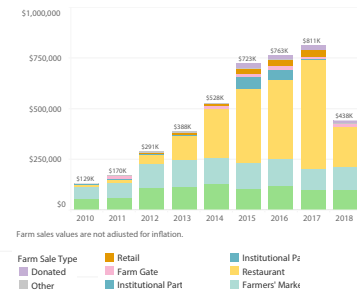


3 Improve Access to Healthy, Affordable, Culturally Diverse Food for All Residents

FOOD AND FLOWER SALES

The reported value of urban farm sales peaked in 2017 at \$810,850 before dropping by \$372,677 (46%) to \$438,173 between 2017 and 2018, and rising slightly to \$477,915 in 2019 (Figure 2). One factor in this significant sales drop is the loss of a number of urban farms that either left Vancouver for other cities, or stopped operating all together. We are aware of at least one farm that decided to move their business to a neighbouring jurisdiction where they had a much easier experience getting a business license and all necessary permits, compared to their challenges navigating the City of Vancouver's permitting policies.

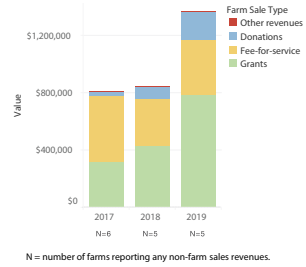
Figure 2. Urban farm sales (in \$ value), 2010-2019



REVENUES FROM OTHER SOURCES

Six urban farms reported revenue from other sources besides food and flower sales, such as grants, fee-for-service payments, and donations (Figure 4). These revenues in 2019 totaled \$1,368,768, almost 3 times the value of food and flower sales that same year. Charitable urban farms account for a majority of revenues from other sources, but farms structured as businesses also reported a small amount of revenues from grants.

Figure 4. Revenues from other sources besides farm sales, 2017-2019

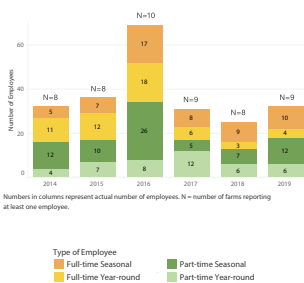


4 Make Food a Centrepiece of Vancouver's Green Economy

EMPLOYMENT

Nine out of 11 urban farms who responded to the Census reported at least one employee position between 2017 and 2019 (Figure 5). The remaining two farms were operated solely by the business owner. The previous Census showed steady growth in the number of urban farm employees from 2012 to 2016. In 2017, employee numbers decreased significantly from the 2016 peak, and dropped even further in 2018 before rising slightly in 2019. The drop can be explained by a number of factors. It could be due to the overall decrease in urban farms in Vancouver. There are also inconsistencies in how some farms answered question 33 ("What job titles did you have available in 2017-2019?") and 34 ("How many contractors/employees did you have each year, of each type?"), creating uncertainty in the employee numbers data. Finally, some farms may be relying more on unpaid labour by volunteers.

Figure 5. Change in employment numbers by type of employee, 2014-2019



WAGE RATES

Wage rates in 2019 are consistent with data from the 2016 Census. Seven urban farms reported hourly wage data for 2017 and 2018, and 8 farms reported data for 2019. Farm workers or farm assistants start at minimum wage, going up to \$17 per hour for supervisory positions and up to \$20 for positions with sales and marketing responsibilities. Co-op or summer students also start at minimum wage, up to \$15 per hour. Farm managers earn between \$21 to \$24 per hour. A few

farms employ educational programmers at between \$20 to \$25 per hour.

Only a small number of farms reported total labour costs for 2017-2019 (Table 7). In 2019, out of 8 farms that have paid positions, 5 farms reported labour costs totalling \$546,301. Even with incomplete information, we can see that labour costs for the sector as a whole exceed revenues from farm sales alone. Only 3 farms out of the 8 that have paid positions in 2019 had farm sales greater than labour costs.

Table 7. Total labour costs, 2017-2019

Year	Total labour cost	Number of farms reporting
2017	\$436,241	3 out of 7 that have paid positions
2018	\$463,952	4 out of 7 that have paid positions
2019	\$546,301	5 out of 8 that have paid positions

ANTICIPATED CHANGES

Four urban farms anticipate expanding their operations by adding new sites, increasing production, and growing programs and partnerships. Two farms hope to hire

more employees to help them achieve their business and social impact goals. Two farms plan to restructure operations and possibly reduce the size or number of farm sites in response to requests from their landlords.

5 Advocate for a Just and Sustainable Food System with Partners and at All Levels of Government

Vancouver's urban farmers are passionate about moving towards a more just and sustainable food system. Some farms participate in advocacy through more formal channels, serving as members of the Vancouver Neighbourhood Food Networks and Vancouver Food Policy Council. Others point to their contributions in growing food in a good way, and teaching people to better understand the food system and how they can contribute as citizens.

*In their own words*, here are urban farmers' perspectives on their role as food system advocates:

“A big goal for my business is to do onsite workshops and allow people to come and see farming in the city but I am limited with space and what I'm allowed to do on the land I have. I collect leaves from my neighbourhood, I use the bark mulch from the Sunset Nursery down the block when it's available, I try to use as much around here as I can. I only sell my product in the city of Vancouver. People at the markets love that everything is hyper-local.

“I love to talk about food and educate others that growing food (and a lot of it) is possible in the city.



## PROJECT 03

# SURFACE DESIGN

Developing these van wraps and mural design for Coast Tsawwassen Inn was a wonderful exercise in surface design and thinking about how the graphics would translate to large and three-dimensional objects.

The imagery and icons used within both designs celebrate the many sights, amenities, and opportunities the hotel and local area have to offer.











WELCOME



# RESTAURANT BRANDING



Dominion Bar + Kitchen is a new restaurant focused on downtown experience paired with local comfort. Designing for a new establishment allowed me creative freedom to develop their branding across a variety of applications.

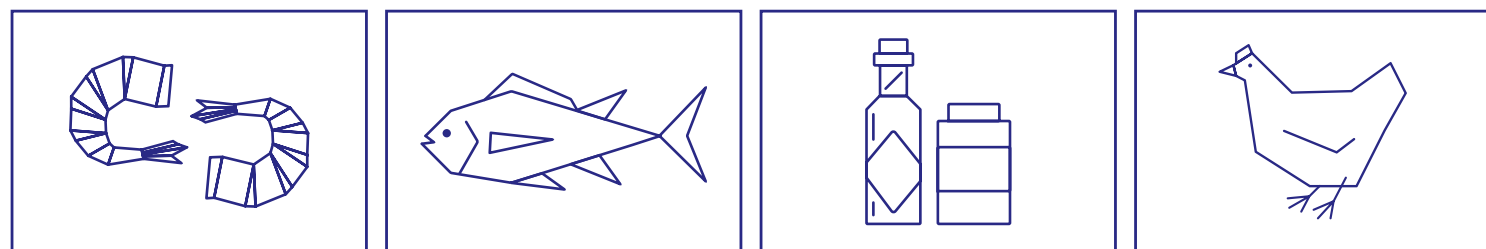
Using their rich blue and geometric aesthetic I designed their menus, flyers, and custom icons to reflect their contemporary urban vibe.







CUSTOM ICONS







PROJECT 05

# DIGITAL ILLUSTRATION SERIES

Through playful juxtapositions of natural and synthetic objects, this quirky series uses mundane items to explore the environmental intersections we experience daily.

These digital illustrations render the ordinary as extraordinary, inviting the viewer to examine their own environments with a new lens of wonder, appreciation, and stewardship.



## EXHIBITIONS:

2020 "Mixed Gems" Group Show, Feb 21 - Mar 20, 2020, Red Gate Arts Society, Vancouver, BC.

2019 "Mimesis", Solo Show, Jan 15, 2019 - Apr 21, 2019, The O Gallery, Kitchener Ontario







PROJECT 06

## EVENT COLLATERAL DESIGN

---



Combining illustration and layout techniques I designed the collateral for this women's skateboarding event including: posters, cards, gifs, and graphics.

Skateboarding has a reputation for being male-dominated, so the goal of the graphics were to celebrate the diversity of non-traditional skateboarders and to promote inclusivity within the sport.





IN CELEBRATION OF  
INTERNATIONAL WOMXN'S DAY:

# WE'RE HERE!

SKATE, BBQ, LESSONS,  
PRIZES, & GIVE-AWAYS

MARCH 8, 11AM - 3PM

WOMXN · YOUTH · BEGINNER · QUEER · NONBINARY

DESIGN BY:  
@DAREVARENSART

MARCH 8, 2020 @ STRATHCONA PARK: 889 PRIOR ST, VANCOUVER, BC  
LESSONS: 11AM - NOON BBQ & COMMUNITY SKATE: NOON - 3PM

UNCEDCED ANCESTRAL TRADITIONAL TERRITORY OF THE MUSQUEAM, SQUAMISH, TSLEIL-WAUTUTH PEOPLES

COMMUNITY HOSTS:

GENEROUSLY  
SUPPORTED BY:

Canada Corps

TakingITGlobal  
INSPIRES · BEYOND · REVEALS  
INSPIRES · BEYOND · REVEALS

#RISINGYOUTH  
community service grants

Funded by the  
Government of Canada

Canada

IN CELEBRATION OF  
INTERNATIONAL WOMXN'S DAY:

# WE'RE HERE!

SKATE, BBQ, & LESSONS  
@ STRATHCONA PARK  
MARCH 8, 11AM - 3PM

WOMXN · YOUTH · BEGINNER · QUEER · NONBINARY

## SCHEDULE

LESSONS: 11AM - NOON  
BBQ & COMMUNITY SKATE: NOON - 3PM  
PARTY @ ANTISOCIAL SK8 SHOP: 7 - 11PM  
PRIZES & GIVE-AWAYS

GRAPHIC BY  
@DAREVARENSART

STRATHCONA PARK: 889 PRIOR ST  
UNCEDCED ANCESTRAL TRADITIONAL TERRITORY OF THE  
MUSQUEAM, SQUAMISH, TSLEIL-WAUTUTH PEOPLES

GRAPHIC BY  
@DAREVARENSART







## PROJECT 07

# LOGO DESIGN

---

I designed this logo for a woodworker who started her own business creating wooden boxes to hold flies for fly fishing.


The imagery combines a fishhook with a pine tree, representing both what the boxes are made of and what they hold. The overall aesthetic is a clean, classic look with a modern spin.









The image shows an art installation in a gallery space. Three tall, white, cylindrical columns are the central focus. Each column is covered in a digital painting of a figure, possibly Icarus, in various poses. Numerous brown feathers are suspended from the ceiling by thin wires, some hanging close to the columns and others further out. The floor is covered with a layer of fallen feathers. In the background, there is a wooden door and a large framed mirror reflecting part of the installation. The lighting is warm and focused on the columns.

PROJECT 08

# INSTALLATION DESIGN

---

Using photography, digital painting techniques, and feathers I designed this installation for an immersive and contemplative viewing experience.

Alluding to Greek Mythology in its title "Icarus is Not Here", the piece uses obscured portraits and landscapes to examine our own journeys of triumph and folly and whether we let our falls define us.

## EXHIBITIONS:

**2016/17** "Dis://Connections: Emerge Annual Exhibition" Nov 24, 2016 - Jan 8, 2017,  
The Reach Gallery Museum, Abbotsford B.C.

**2016** "Intermedia Art Show", April 17, Trinity Western University Campus, Langley B.C.







a riot is the language of the unheard



- Martin Luther King Jr.

PROJECT 09

## DESIGN WITH AN IMPACT

---

***"Art speaks where words are  
unable to explain."*** - Mathiole

This digitized linocut print was inspired by the image of Zoe Sturges, a kindergarten teacher in the USA, giving flowers to the national guard during Black Lives Matter protests in June 2020.



### IMPACT

All proceeds from print sales went to Hogan's Alley, a nonprofit organization working to advance the social, political, economic, and cultural well-being of people of African Descent in Vancouver, BC.









## PROJECT 10

# LINE OF GREETING CARDS

In our digital age snail mail is becoming a lost art. With this ever growing series I hope to re-inspire the act of card giving for the good times and the bad.

Using a combination of hand drawn and digital illustration techniques, each card is unique in its graphics and messaging.





# BRANDING REFRESH



I was hired by the nonprofit Justice for Girls to refresh their branding and collateral.

In addition to updating their logo and business card designs, I also got to create educational posters, handouts, and booklets with the goal of making information about consent and online resources easily accessible for youth.





# UNDERSTANDING 'CONSENT'

Whether you are 16 or 60, the law says you must get consent if you want to do anything sexual with another person.

WHEN YOU **CONSENT**, YOU ARE CLEARLY AND VOLUNTARILY AGREEING TO TAKE PART IN SEXUAL ACTIVITY.

The *law* says there is **no consent** in the following situations:

- if you are legally too young
- when someone else consents on your behalf;
- when you are incapable of giving consent because you are asleep or unconscious
- you express in words or behavior that you don't want to take part in the sexual activity
- you first agreed, but then expressed in words or behavior that you no longer want to continue with the sexual activity
- the other person used deceit to convince you
- the other person threatened you or used force to make you take part in the sexual activity

Sexual contact, directly or indirectly, with another person **without their consent** is **sexual assault**

## HOW OLD DO YOU HAVE TO BE TO GIVE CONSENT?

Sexual contact, directly or indirectly, with another person without their consent is sexual assault

IN CANADA, THE **AGE OF CONSENT** IS **16 YEARS OF AGE**.

There are exceptions when young people under 16 can consent to sexual activity:

- you are 12 or 13 and the other person is **less than two years older** than you
- you are 14 or 15 and the other person is **less than five years older** than you

If you are **under 18**, it is against the law for someone in a position of trust, power, or authority over you (like a teacher, youth worker, or employer), to have sexual contact with you.

		OTHER PERSON'S AGE									
YOUR AGE		12	13	14	15	16	17	18	19	20	21
	12										
	13										
	14										
	15										
	16										



# LIGHTHOUSE VOYAGE

EST.



2015

PROJECT 12

## LOGO + APPAREL DESIGN

---

Lighthouse Voyage is a non-profit working to bring hope and freedom to human trafficking victims in India. The image of a lighthouse represents light shining in the darkness, marking the start of a new voyage of hope. All revenue from apparel sales goes towards the construction of a girls shelter in Tamil Nadu.





