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FOR IMMEDIATE

**ROCHESTER FLAG PROJECT ANNOUNCES ROUND 1 CONTEST WINNERS,  
START OF ROUND 2  
Round 1 Ends With 6 Winners; Round 2 of Citizen Flag Redesign Runs  
October 16th-November 17th, 2017**

October 12th, 2017, Rochester, MN: The Rochester Flag Project Committee and Herold Flags & Flagpoles announce the Round 1 winners of the contest to update the Rochester city flag. Round 2 of the contest starts Monday, October 16th, 2017 and runs through November 17th, 2017.

The contest was first announced in February 2017 at the Rochester Art Center.

The Rochester Flag Project is following in the footsteps of many cities around the country that are updating their flags and reconnecting with urbanism and good design. The present Rochester flag dates from 1980, and calls for a new one have been in the works for several years now. The project goal is to tap into the substantial brainpower and talent in Rochester to create a truly grassroots flag design. In this way, Rochester citizens can envision their past, present, and future in one important civic symbol, their new city flag.

In May, 2017 the committee announced two rounds of entries, with the first from May 15th to August 15th, 2017 and the second from October 16th to November 17th, 2017. A final review round will take place in winter 2017-2018, with presentation of the final flag design to the Rochester Mayor and City Council in spring, 2018, in time for the city's 160th anniversary.

Both the public and the judges will vote in both rounds, and the top three of each vote will be awarded a prize and advance to the final review round.

Without further ado, the Round 1 winners are:

**Public Vote:**

First Place, #50, Leo Ariemma, Woodbridge, ON, Canada



Design statement: 'The principle behind the design was to draw on the current flag and modernize it to better represent

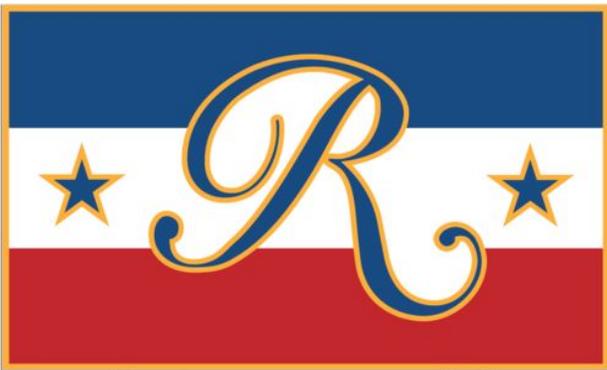
the City of Rochester today. The blue band across the middle represents the Zumbro River, which runs through the city. In the center of the flag, is a circle similar to the current design representing Silver Lake with a Canada goose flying ahead. Flanking the symbol are two stars to signify the city's past and its future. The colors are also symbolic: Blue represents freedom, yellow happiness and prosperity, and white peace and honesty. The simplicity of the design allows for easy use of the flag at city events and on merchandising.'

Second Place, #27, Joe Uessem, Dusseldorf, GDR



Design statement: 'I, myself, am not from the city. My girlfriend though can't stop talking about her old home. The misfortune that burnt down her family's house and the possibility to start over again in Rochester are the most defining points of her life. The support that her family got from the good citizens of Rochester gave her strength to not lose hope. Hope, Support, Love: this is what the City of Rochester stands for and what I want to show in my flag design. The design consists of three colors: The silver (white) lining separates the green ground (Which traditionally stands for hope.) and the blue sky (Blue stands for happiness and serenity.). The white goose does not only stand out on the darker background, it also flies towards freedom which the viewer expects out of the flag's boundaries. Geese and Rochester have a special connection, and whenever I see a Canada goose, I think of the city. I am sure that many people feel the same way about those beautiful animals.'

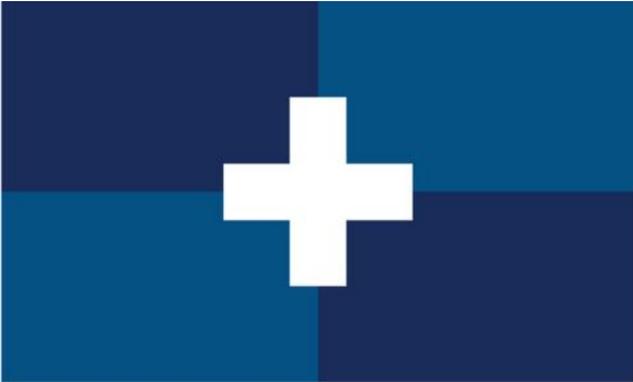
Third Place, #10, Jeff Bell, Rochester, MN



Design statement: 'The letter R stands for the city of Rochester while at the same time the R's intersecting strokes represent the two rivers (Bear Creek and South Fork Zumbro) that meet in the heart of the city. The two stars represent two seminal events in the city's history. The first star represents the city's founding in 1854. The second star represents the tornado of 1883 that decimated much of the city yet set into motion events that would lead to the creation of St. Mary's Hospital and the lasting relationship forged between Mayo Clinic and the Sisters of St. Francis. Separately, the color blue represents sky and endless possibility. White represents winter and the resilient spirit of the Northern Plains. Red represents blood and the common humanity we all share as citizens. Finally, the gold borders represent the Golden Rule which remains a noble framework for life and citizenship.'

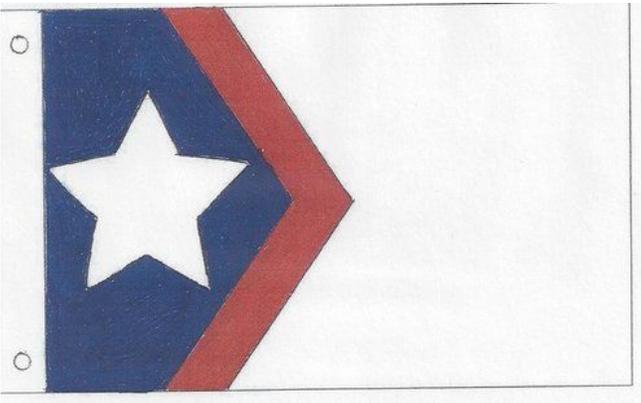
## Judges' Board Vote:

First Place, # 12, Brandon Hundt, Minneapolis, MN



Design statement: 'If Rochester is known for anything, it's for being the home to the best medical facility on earth, the Mayo Clinic. This is represented in the form of the the Greek cross, a symbol frequently associated with medical care. The quadrisection represents the crossroads Rochester sits on, from the founding of the city on a wagon trail to the highways of today. The two shades of blue represent the Zumbro River and the companies that call Rochester home -- like IBM (Think Blue), that help to drive the city's modern economy.'

Second Place, # 30, Donald L. Buske, Rochester, MN



Design statement: 'Star: Rochester is a Minnesota star city. Blue: A symbol for industrial/manufacturing. Red: A symbol for education/performing arts. White: A symbol for medical/faith.'

Third Place, #1, Masao Okazaki, Tokyo, Japan



Design statement: ‘The red heart and open white hand, in caring unity, symbolize the relationship of the Rochester health care system to the city’s residents and visitors. The 10-point star combines 5-point stars representing Minnesota and the United States and symbolizes Rochester’s importance to both of them. The medium-blue background symbolizes the sky and waters of our great state.’

The Judges’ Board includes: Melissa Amundsen, Emily Carson, Judith A. McIlmail, Nicole Nfonoyim-Hara, Kathy Nolan, Becca Stiles-Nogosek, Jessica Schmitt, Terry Thronson, and Bill Wiktor. E. Christine Schultze is the group facilitator. The judges will continue their work with Lee Herold in Round 2.

Contest winners will be given their prizes by Rochester Mayor Ardele Brede at a ceremony at 2 p.m. on Wednesday, November 1st, 2017 at Rochester City Hall, City Council Chambers. All are invited to attend and chat with the winners, judges and coordinators. The two first place winners will be given an industry-standard nylon fabric flag of their design. You can RSVP for this event at the Rochester Flag Project Facebook page.

For Round 2, entry forms are available around Rochester at information kiosks and through social media and online. Anyone can enter and submissions are anonymous while being judged. Designs can be emailed at [rochesterflagproject@gmail.com](mailto:rochesterflagproject@gmail.com), dropped off to Herold Flags and Flagpoles, or sent by mail. Entry forms and further contest details and deadlines can be found at [www.rochesterflag.com](http://www.rochesterflag.com). Please send each of your designs separately along with your best contact information.

Rochester flag store owner, flag expert, and North American Vexillological Association (NAVA) board member Lee Herold adds: ‘Flags have a job to do, to be the best ambassador for the city and people, but also to so resonate with the public that the flag is an integral part of the image of the city. Finding such a flag is difficult and challenging, and will ultimately depend on the participation of our citizens. Our selection process is very open and transparent. So, citizens, we ask you to send in your ideas and speak up.’

Volunteer help for this citizen effort is greatly appreciated. Contact us to join in with this unique, fun and meaningful project for our city of Rochester. If your community organization or other group would like a flag presentation or interview, or would like to help sponsor and co-market this project, please don’t hesitate to ask. The committee and Lee Herold will conduct ‘Flag Labs’ for kids and adult mini classes in Round 2 as in Round 1; dates and times will be posted on the Rochester Flag Project Facebook page.

Sponsors and community partners of the Rochester Flag Project include Naura Anderson Design, Fagan Studios, Herold Flags and Flagpoles, The History Center of Olmsted County, Minnesota Children’s Museum

Rochester, Red Dogwood Garden Design, and Rochester Art Center.

Samples of city flags can be found at Flags of the World, <http://www.crwflags.com/fotw/flags/>. Another resource is Roman Mars's quintessential 2015 TED talk that has launched many a city flag contest, from his radio show '99% Invisible:'

[https://www.ted.com/talks/roman\\_mars\\_why\\_city\\_flags\\_may\\_be\\_the\\_worst\\_designed\\_thing\\_you\\_ve\\_never\\_noticed](https://www.ted.com/talks/roman_mars_why_city_flags_may_be_the_worst_designed_thing_you_ve_never_noticed).

**Interview/appearance contacts:**

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E. Christine Schultze, Judges' Board Facilitator, [ecschultze@gmail.com](mailto:ecschultze@gmail.com)

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