

The Details

Artist Application Form

Deadline 27th April 2003

Specifications

While the specific dimensions for each of the three cow poses – standing, grazing, and reclining – are a bit different, the fibreglass cows measure approximately 8' long, 4'9" high and 2'5" wide and weigh approximately 100 pounds. When placed in public the cows will be attached to concrete bases weighing several hundred pounds. The cows are manufactured using a mixture of Class II Fire Retardant Laminating Resin and chopped roving fibreglass over an initial brushed-on layer of polyester gel coat. Then several layers of chopped strand matting fibreglass are hand-laid, wetted with the laminating resin to the point of full saturation. Steel is placed at specific stress points such as where the legs join the torso of standing models and where ears and horns attach to the body. Artists may alter the basic cow poses as long as they remain structurally intact. Full details on the recommended method of altering the cows will be provided to artists selected to complete cows. Each cow arrives with a coat of primer applied by the manufacturer.

Artistic Designs

The artist may paint, sculpt, transform and adorn the cow as he or she wishes, but the structural integrity of the cow must not be compromised, and the mechanisms for attaching the cow to its concrete base (at the hooves) should not be altered or obstructed. Cows in other parades ranged from those that were simply painted a solid colour to others boasting elaborate, intricate designs. Others used mosaic tile and mirrors and some built elaborate costumes to augment the cow shapes. To look at some of the designs, please refer to the official website www.cowparade.net

Cows are available in three standard poses – standing, grazing and reclining. If your design is selected we will make every effort to accommodate your choice of cow pose. If your design is specific to a particular cow pose and cannot be altered for another pose, please indicate this on your application. Ireland-related themes are appropriate and unique interpretations of this subject are encouraged.

Guidelines

Cows will be placed in areas fully accessible to the public. Although a few cows may have indoor locations, most will be outdoors. In creating a design please consider carefully the weather and other elements of nature, including sun, rain, wind and dirt. We cannot guarantee whether a given cow can be placed indoors. Additionally, **Baileys CowParade Ireland 2003** is an interactive event that allows the public to touch and feel the designs. As such, designs should be created with durability and public safety concerns in mind. Although objects may be attached to the cows, artists should be aware that vandalism can and unfortunately does occur. Any object added to a cow should be attached in such a way that it cannot be easily removed. Artists should bear in mind that

the audience will be broad-based and of all ages, and designs should be appropriate for public display. Designs that are religious, political or sexual in nature will not be accepted. Additionally, no corporate logos or advertising is allowed. As outlined below, designs will be evaluated by a Review Panel to ensure they conform to these guidelines. The Review Panel may reject any design that, in its sole discretion, does not adhere to these guidelines.

Selection Process

Artists may submit up to two designs and will be paid a €1000 fee for each design selected for production that yields a Finished Cow approved for exhibition. Once the application has been submitted to CowParade Ireland Limited it will be reviewed by a Panel comprised of representatives from CowParade Ireland Limited, the Ireland Host Committee, and other arts and community organisations. The panel will ensure that designs conform to the standards outlined above. If your design is not approved by the Panel, you will be notified by CowParade Ireland Limited. Following approval by the Review Panel, CowParade Ireland sponsors will then have the opportunity to review the designs for selection. Sponsors may select designs from among these submissions or they may directly commission work from artists of their own choosing. Once a design has been selected for production by a sponsor, the artist will be notified immediately. Artists should keep in mind that sponsors will be reviewing design applications on an on-going basis throughout the spring months.

Production of Cows

Artists will produce their designs either in their studios or in public painting spaces provided by CowParade Ireland. These public locations will allow artists to showcase their talents in an unprecedented manner and will encourage everyone to get excited about **CowParade Ireland 2003**. If you would prefer to produce your cow in your private studio, this can also be arranged. You will be responsible for transporting your cow to and from your studio or workspace. Specific dimensions for each of the cow poses:

Standing Cow – Head Up
95" long x 29" wide x 57" high
girth – 83" around stomach

Grazing Cow – Head Down
84" long x 29" wide x 48" high
girth – 83" around stomach

Reclining Cow
88" long x 44" wide x 42" high

Prior to altering the shape of one of the standard cow poses, you must consult the detailed guidelines that will be provided to all artists upon selection. The surface of each cow is primed by the manufacturer. Unless you have altered the pose or

exterior of your cow, you will not need to reapply a primer. Acrylic paint, artificial resin paint or two-component paint can be used to paint or spray a design on the cows. Items may also be attached to the cow; further guidelines will be provided to artists upon selection. To complete the artwork, each cow must be finished with a topcoat of varnish. An exterior grade sealer that is non-reactive, non-toxic, UV-resistant and waterproof is strongly recommended. A minimum of two coats of varnish is required. Either a matt or gloss finish may be used. This step is critical to the ultimate durability of your cow, and cows which are returned unvarnished or which are incorrectly varnished may not be exhibited. Artists will not be responsible for the installation or removal of the cows, as CowParade Ireland will manage this process. However, Artists should be available for any possible touch-up work that may be required once the exhibit is underway. If the artist is not available for necessary touch-ups, CowParade Ireland may ask another artist to perform the work. All cows will require touch-up and cleaning prior to the auction. Artists are expected to be available to make these touch-ups during the weeks preceding the auction event. Before a Finished Cow is placed on exhibition it is subject to inspection by a representative of CowParade Ireland. CowParade Ireland will award an artists approved design with a set-up fund of €1,000 to subsidize the cost of art materials to help commence painting and design of their cow. Because of the time required for preparation and installation, artists must return their Finished Cows to CowParade Ireland no later than 10th May 2003 in order to be approved.

Rights/Entitlements

By submitting your application you confirm that:

1. You are the original creator of your design.
2. You have not copied anyone else's original work.
3. Your design does not infringe on anyone else's intellectual property rights (for example, trademark, trade dress, copyright, design right, registered design or patent rights).
4. To the extent anyone else has contributed to your design, you shall obtain a signed, written agreement from that person assigning all of their rights in their contribution to you.

As part of the application process, you must sign the "Copyright and Design Right Assignment" that accompanies this application. By signing, dating and returning the original Copyright and Design Right Assignment with your application, you are indicating your understanding that you are assigning the entire right, title and interest to your design to CowParade Ireland Limited, the organisers of the art exhibition. Please remember to keep a copy of these forms for your records. If your finished cow is approved for exhibition, you will receive a €1000 fee to be paid following the conclusion of the live auction event. CowParade Ireland Limited shall continue to own the entire right, title and interest in your design proposal,

accompanying sketches and all derivative works, including the final work completed on the fibreglass cow. You will be acknowledged as the artist on a plaque attached to the concrete base of the cow and in appropriate publications. However, the copyright and any design rights, including the rights to reproduce your design, create copies or reprint your design in books etc., will be owned by CowParade Ireland Limited. If your design is not approved or selected for exhibition, CowParade Ireland Limited shall assign the entire right, title and interest in your design back to you.

What You Need To Do

As soon as you have decided to submit a design please contact:

CowParade Ireland Limited
6 Ely Place
Dublin 2

Telephone: (01) 6690122
Fax: (01) 6690089

E-mail: cowparade@ogilvy.com

You must submit an ORIGINAL signed Copyright and Design Right Assignment as part of your application. The additional 3 copies may be photocopies. You may also submit photographs, slides or other examples of your past work if desired; however, CowParade Ireland Limited is unable to return any materials submitted. Please restrict all material submitted to no larger than A4 in size. All material submitted as part of the application will become the property of CowParade Ireland Limited, and will not be returned to the artist. Artists may submit up to two designs and will be paid a €1000 fee for each design selected for production that yields a finished cow approved for exhibition. If you are submitting two designs, they may be mailed together; however, please provide the required number of copies of each application element including an ORIGINAL signed Copyright and Design Right Assignment for each design proposal.

Timetable

CowParade Ireland Review Panel starts	February	2003
Application Submission Deadline	March	2003
Sponsor Review	February–April	2003
Successful Design Artist Notification	February–April	2003
Fibreglass Cows Available	February–April	2003
Deadline for Return of Finished Cow	May	2003
CowParade Ireland 2003 on the streets	June	2003

Eligibility

CowParade Ireland 2003 is open to all artists from the acclaimed to the amateur. Children as well as adults are invited to submit designs.

Artists should bear in mind that the audience will be broad-based and of all ages, and designs should be appropriate for public display. Designs that are religious, political, sexual or anyway offensive in nature will not be accepted. Additionally, no corporate logos or advertising is allowed. As outlined below, designs will be evaluated by a Review Panel to ensure they conform to these guidelines. The Review Panel may reject any design that, in its sole discretion, does not adhere to these guidelines.

Title (Mr/Mrs/Ms/Miss/Other):	Address
Surname (BLOCK CAPITALS):	
First name:	
Middle Initial:	Telephone – Home
Profession:	Telephone – Work
Artist Name as it should appear on the plaque (limited to 40 characters, including spaces and punctuation)	Mobile
	Fax
	E-mail
	Date of Birth

Proposed title for your cow (limited to 40 characters, including spaces and punctuation):

Artist Statement

Please attach an additional sheet with a brief description of your cow design: what inspired your design?

Web Information

Please provide a short paragraph about yourself and work written in the third person. This will be used on the CowParade Ireland Limited website to give information about each artist. Please feel free to include a website address for your own work, if you have one.

Studio Location

Please indicate whether you will work on your cow in the public painting space or at your private studio. (Note: this selection is not a binding commitment. Locations of public painting spaces will be provided when you are notified of your design selection.)

Public Painting Space Own Studio

Cow Outline

Please complete your proposed design on one of the outlines provided. Please feel free to enlarge these shapes if desired; however, please do not submit designs larger than A4. Note that the more complete your design, the easier it will be for the Panel and our sponsors to review your submission. Please note that all application materials become the property of CowParade (Ireland) Limited, and no materials can be returned to the artist. Please keep a copy of your application for your records. Do not submit materials larger than A4.

Assurances and Terms

By signing this Application, I agree to all of the terms of the attached Request for Proposals, and all such terms are hereby incorporated into this Application. I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that CowParade Ireland Limited is not liable for damage or loss of materials submitted.

Signature: _____ Date: _____

COPYRIGHT AND DESIGN RIGHT ASSIGNMENT

WHEREAS, _____ [fill in name of artist], an individual having an address of _____

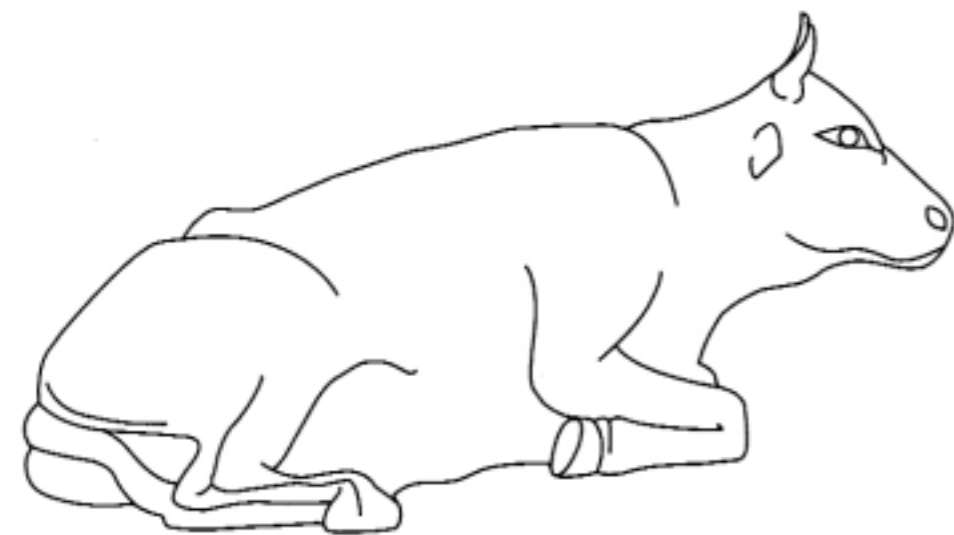
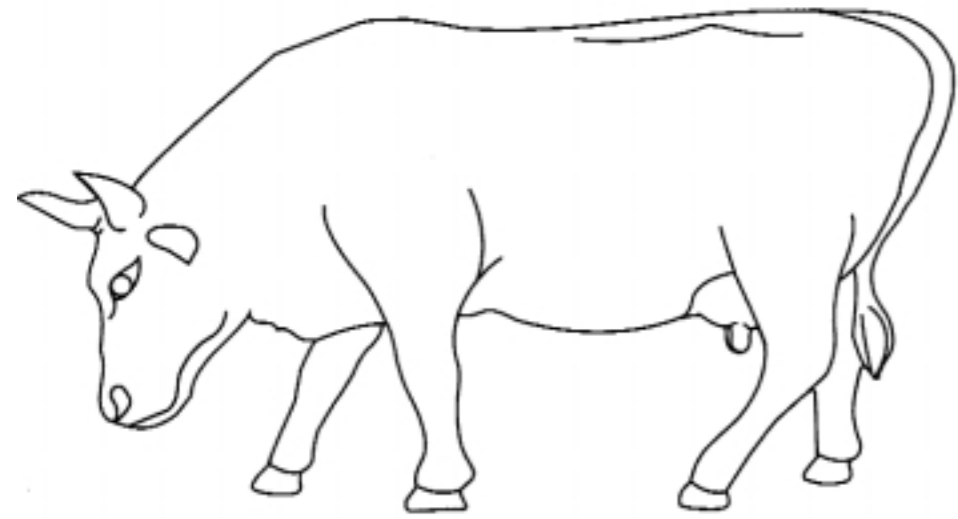
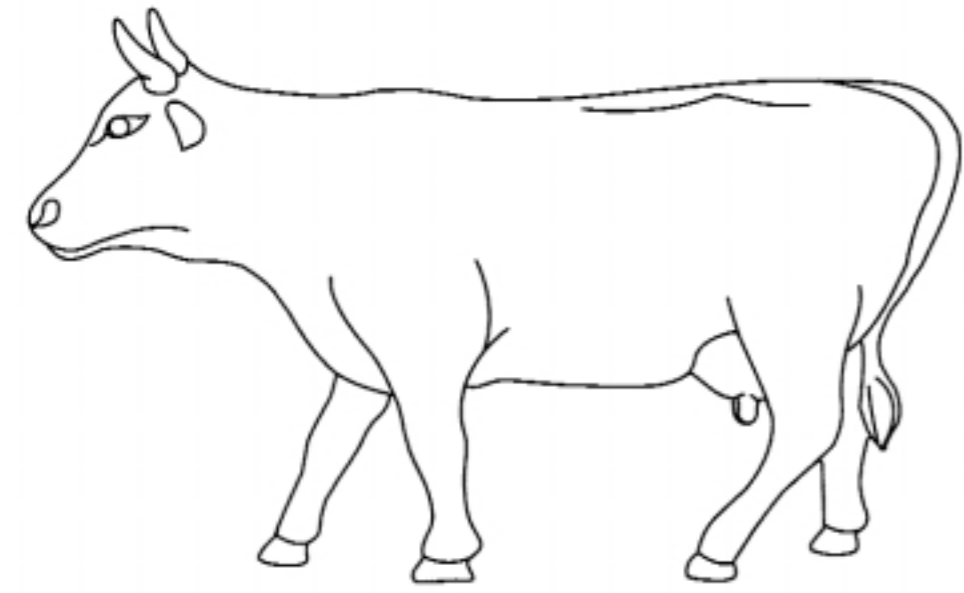
("Artist") is the author of the design and sketches (collectively referred to as the "Design") attached to the application submitted to CowParade Ireland Limited ("CowParade") on the same date as the date of this Assignment; IN CONSIDERATION of Artist's Design being considered for a €1000 fee, Artist hereby assigns the entire copyright and design right in the Design to CowParade Ireland Limited; Artist further agrees that if the Design is approved, he/she shall apply that design to a cow sculpture provided by CowParade Ireland Limited and in doing so Artist and CowParade Ireland Limited may create further work (the "Finished Cow") entitled to copyright or design right protection as defined by the **Copyright Patents and Designs Act 1988**;

Signed _____

Print name _____

Cow title _____

Date _____



Holy Cow!

Moo! That's a word you'll be hearing again and again next summer as Ireland welcomes a huge herd of colourfully decorated fibreglass bovines. **CowParade Ireland 2003** is the latest incarnation of a wildly successful public art exhibition, during which hundreds of life-sized fibreglass cow sculptures will be transformed into magnificent works of art. After a 12-week public display in the streets and parks of Dublin, a number of the cows will be sold at a live auction with a substantial portion of the proceeds going to local charities. The event has recently been viewed in cities as diverse as New York, Sydney, London and Venstpils (which is in Latvia), where the bovines are universally loved. Each exhibition draws an increasing number of visitors to the host city who all come to see, smile and enjoy this unique spectacle. Millions and millions of people view the exhibitions, and contributing artists and their artwork attract wide media attention. Artists have recently been featured on *CNN*, *The Today Show*, *Nickelodeon*, *Blue Peter*, *BBC Breakfast News*, all of the major networks, *USA Today*, *London Times* and *The New York Times*.

You're Invited to Make History!

The cows will graze throughout Dublin from June to September 2003 when the city will serve as an urban pasture to more than 150 painted, costumed, festooned, and whimsically transformed cows. This is public art with immense exposure. If you would like to be one of the artists selected to use a cow for a canvas, CowParade Ireland Limited is accepting proposals from artists who wish to participate in this public art event. Artists whose designs are selected for exhibition will be provided with a life-sized, blank fibreglass cow form and will be paid a €1000 following the conclusion of the live auction event.

For further information and to see examples of cows from previous events visit www.cowparade.net

