

Request for Design Submissions



CowParade Manchester 2004

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www.cowparade.com

Holy Cow!

Moo! That's a word you'll be hearing again and again next summer, as Manchester welcomes a huge herd of colourfully decorated fibreglass cows. **CowParade Manchester 2004** 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 Manchester and the surrounding areas, the cream of the herd will be sold at a live auction, with substantial proceeds benefiting "Manchester Kids" and their work with young people in and around Manchester. The event has recently been viewed in cities as diverse as New York, Sydney, London, Dublin and Venstpils (its in Latvia), where the bovines were 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. The exhibitions are viewed by several million people, and contributing artists and their works are featured widely in the media. Artists have recently been featured on *CNN*, *BBC World Service*, *BBC News 24*, *The Today Show*, *Nickelodeon*, *Blue Peter*, *BBC Breakfast News*, and all of the major networks as well as in a significant number of newspapers and magazines.

You're Invited to be part of Show!

The cows will graze throughout Manchester from June 14th through to September 12th, 2004 and ensuring significant exposure for the artists. If you would like to be one of the artists selected to use a cow as a canvas, CowParade Manchester is inviting design submissions for this innovative public art exhibition. Artists whose work is selected by a sponsor will be asked to transfer their designs onto a life-sized, blank fibreglass cow form and will be paid a £750 honorarium on receipt of payment from the sponsor.

In addition, CowParade Manchester will feature a number of special projects as part of a Cow Patronage Scheme. These initiatives will be developed in collaboration with both public and private sector organisations and could range from artists in residence to work with a specific group; commissioning an artist or designer to work alongside company employees or create a specifically commissioned cow design.

If you are interested in being considered for the Cow Patronage Scheme please tick this box

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

The Details

Specifications

The cows come in three distinct poses:

Standing Cow - 220cm long x 60cm wide x 140 high

Grazing Cow - 200cm long x 60cm wide x 120cm high

Reclining Cow - 200cm long x 90cm wide x 100cm high

and weigh approximately 65 kgs. 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. The basic cow poses may be altered by the artist, so 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. The hoof area of each cow must be kept clear so that the cow can be attached to the concrete base. If you wish to put shoes on your cow please contact CowParade so that alternative fixings can be agreed in advance. 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 at 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. Manchester-related themes are appropriate and unique interpretations of the city and surrounding areas are encouraged.

Guidelines

Cows will be placed in areas fully accessible to the public. Although a few cows may be in 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, **CowParade Manchester 2004** is an interactive event that allows the public to touch and feel the designs. As such, designs should be created with **durability** (be aware that although we do not encourage people to climb on the cows, they will; therefore any attachments must be securely fixed and **must be able to support the weight of an adult**) 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, neither corporate logos nor 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 an honorarium for each design selected for production that yields a Finished Cow approved for exhibition. Once the application has been submitted to CowParade, it will be reviewed by a Panel comprised of representatives from CowParade, the Manchester 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. Following approval by the Review Panel, CowParade 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 winter and spring. Therefore, it is possible that some artists will not be contacted until as late as May 2004.

Production of Cows

Artists will produce their designs either in their studios or in painting spaces (provided by CowParade) located in central Manchester. Some of these will be public locations, enabling artists to showcase their talents as they work on their cow, and encouraging everyone to get excited about **CowParade Manchester 2004**. If you would prefer to produce your cow in your own studio this is acceptable but you will be responsible for transporting (and any associated cost) your cow to and from your studio or workspace. Prior to altering the shape of one of the standard cow poses, you must consult the detailed guidelines, which 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 matte 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 will manage this process. Artists should, however, 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 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. Before a Finished Cow is placed on exhibition, the Cow will be inspected by a representative of CowParade. If CowParade determines that an artist's

Finished Cow has been completed to the artist's approved design, that Finished Cow will be approved, and the artist will receive a £750 honorarium, which will be paid following receipt of payment by the sponsor. **Because of the time required for preparation and installation, artists must return their Finished Cows to CowParade no later than Friday 14th May 2004 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 Europe 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 £750 honorarium to be paid following receipt of payment by the sponsor. CowParade Europe 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 copyrights 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 Europe Limited. If your design is not approved or selected for exhibition, CowParade Europe 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 complete the design application form and cow template. These must be submitted with an ORIGINAL signed Copyright and Design Right Assignment and three additional copies, which maybe photocopies, as part of your application. You may also submit photographs, slides or other examples of your past work if desired; however, CowParade 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 Europe Limited, and will not be returned to the artist. Artists may submit up to two designs and will be paid an honorarium 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

Application Submission Deadline - 1st March 2004
CowParade Review Panel – On-going 2003/4
Artist Notification - On going
Fibreglass Cows Available – From November 2003
Deadline for Return of Finished Cow – 14th May 2004
CowParade Manchester 2004 kick-off – 14th June 2004

Eligibility

CowParade Manchester 2004 is open to all artists, from the acclaimed to the amateur. Children as well as adults are invited to submit designs.

NB: When developing your design please consider carefully its translation from paper to 3D cow sculpture.

Contact

For more information on **CowParade Manchester 2004** and the design submission process, please contact

Art Co-ordinator
CowParade Manchester 2004
Events Department
Manchester City Council
Town Hall
Manchester
M60 2LA

Tel ☐ 0161 234 5230

Email ☐ manchester@cowparade.net

CowParade Manchester 2004
A Cattle Call in the Form of a Request For Proposals

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, neither corporate logos nor 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):

Surname (BLOCK CAPITALS):

First name:

Middle Initial:

Profession:

Artist Name as it should appear on the plaque (limited to 40 characters, including spaces and punctuation)

Address

Post code

Telephone – Home

Work

Mobile

Fax

E-mail

Birth date

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

Artist Statement

Please give 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 website to give information about each artist. Please feel free to include a website address.

Studio Location

Please indicate whether you will work on your cow in the public painting space or at your private studio. Please note that you will be responsible for transporting your cow to your studio/ work place.

(Note: this selection is not a binding commitment. Locations of public painting spaces will be provided when you are notified of your design's selection.)

Public Painting Space _____ Own Studio _____

Cow Outline

Please complete your proposed design on one of the outlines provided. Note that the more complete your design, the easier it will for the Panel and our patrons to review your submission. Please note that all application materials become the property of CowParade Europe 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**.

PLEASE SIGN AND DATE TWICE BELOW WHERE MARKED WITH ✕

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 Europe 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 Europe Limited ("CowParade") on the same date as the date of this Assignment; IN CONSIDERATION of Artist's Design being considered for an honorarium, Artist hereby assigns the entire copyright and design right in the Design to CowParade Europe Limited; Artist further agrees that if the Design is approved, he/she shall apply that design to a life-size cow sculpture provided by CowParade and in doing so Artist and CowParade Europe Limited may create a further work (the "Finished Cow") entitled to copyright or design right protection as defined by the Copyright Patents and Designs Act 1988; Artist understands and acknowledges that CowParade shall continue to be the exclusive owner of the entire right, title and interest in and to the Design and Finished Cow, including, but not limited to, all derivative works based on the Design or the Finished Cow if the Finished Cow is approved for exhibition, as described in detail in the Request for Proposals and Application to CowParade and that in such case CowParade shall pay to Artist an honorarium of £750 following the conclusion of the live auction event.

✕ Signed _____

Print name _____

Cow title _____

Date _____

CowParade Use Only: Cow No: CPEP __/__/__ Date out: __/__/__ Date in: __/__/__

PLEASE SIGN AND RETURN THE ORIGINAL AND THREE COPIES TO COWPARADE MANCHESTER LTD

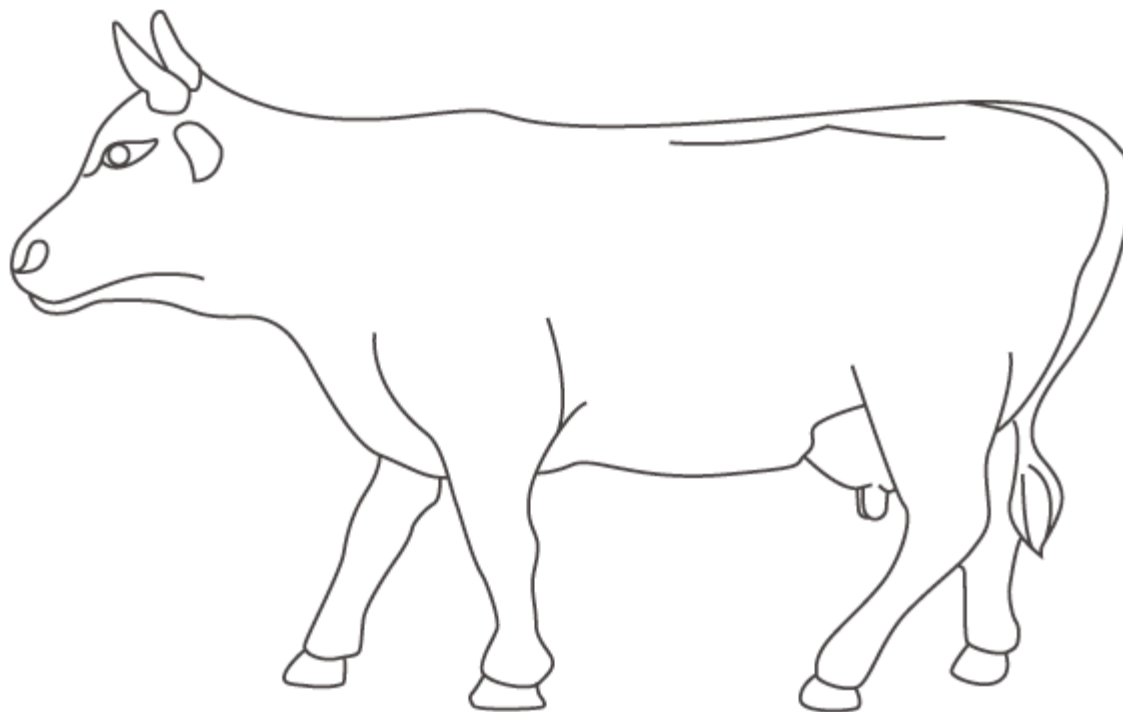
Events Department, Manchester City Council, Town Hall, Manchester, M60 2LA

STANDING COW

Artist Name: _____

Artist Phone Number: _____

Cow Name: _____

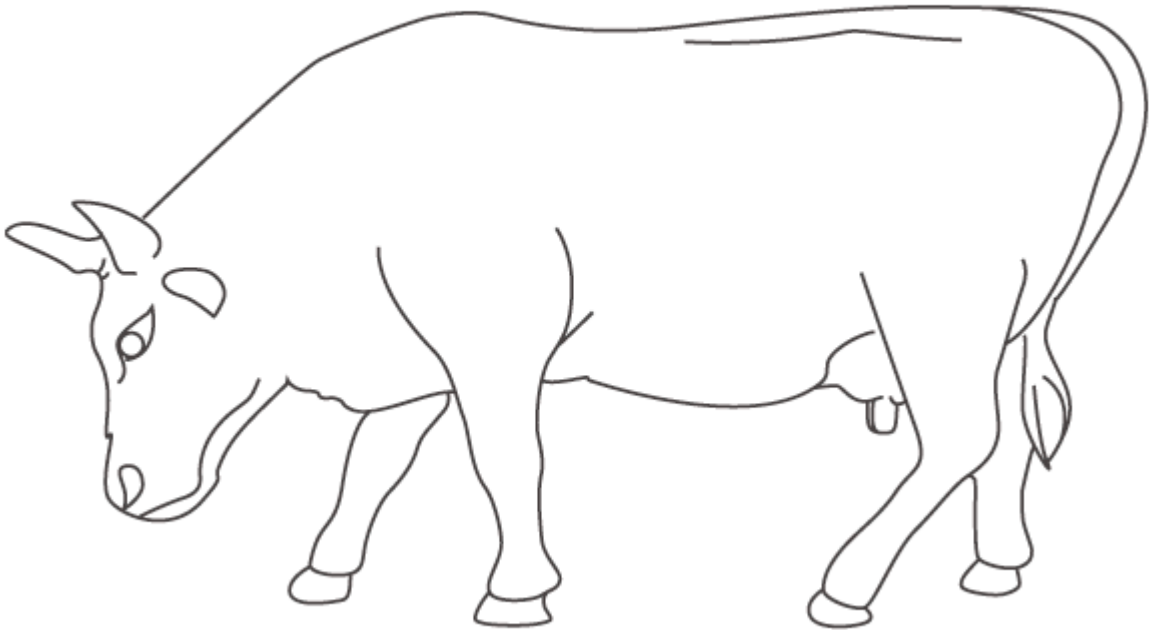


GRAZING COW

Artist Name: _____

Artist Phone Number: _____

Cow Name: _____



SITTING COW

Artist Name: _____

Artist Phone Number: _____

Cow Name: _____

