



c o w ♣ p a r a d e ™

WEST HARTFORD CENTER
www.cowparade.net

A CATTLE CALL IN THE FORM OF A REQUEST FOR PROPOSALS

**APPLICATION
DEADLINE:
MAY 1, 2003**

HOLY COW!

The cows are coming to West Hartford! The cows will roam throughout West Hartford Center from September 1, 2003 to December 1, 2003 when the area will serve as an urban pasture to more than 30 painted, costumed, festooned and whimsically transformed cows. CowParade West Hartford Center 2003 is the most recent incarnation of a wildly successful public art exhibition, where fiberglass cow sculptures will be transformed into magnificent works of art.

The event concluded in September 2000 in New York City, where the bovines were loved by children, Wall Street bankers, local residents and tourists alike. The exhibition was viewed by millions of people, and contributing artists and their artwork were featured in the media by CNN, The Today Show, Nickelodeon, all of the major networks, USA Today, The New York Times, as well as many other print television, radio and internet outlets. The event was staged in Kansas City in June 2001 and in Houston in September 2001.

YOU'RE INVITED TO MAKE HISTORY!

From one end of West Hartford Center to the other, CowParade West Hartford Center 2003 will have immense exposure.

Would you like to be one of the Connecticut artists selected to use a cow for a canvass? CowParade West Hartford 2003 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 fiberglass cow form and will be paid a \$1,000 honorarium within thirty (30) days of the completion of their cow. The live auction will take place at the end of the event in January 2004.

For further information, please call Marge Abrams, Creative Director, CowParade West Hartford Center 2003 at 860-561-4710 x18.



THE DETAILS

Cow Parade West Hartford Center 2003

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 or in a weather protected location.
- Additionally, CowParade West Hartford Center 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, 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.
- 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 New York ranged from those that were simply painted a solid color to others boasting elaborate, intricate designs. Others used mosaic tile and mirrors and some built elaborate costumes to augment the cow shapes. For a better look at some of the designs from New York and Kansas City 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 materials.
- Connecticut and New England themes are appropriate and unique interpretations of this subject are encouraged.
- Designs that are whimsical in nature and appeal to children are welcome.

Selection Process

- Artists may submit up to two (2) 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 it will be reviewed to ensure that the designs conform to the standards outlined above
- Once an approved design has been selected for production by a CowParade West Hartford Center 2003 sponsor, the artist will be notified immediately to pick-up their cow. It is possible that you will not be contacted until as late as June 1, 2003.

Production of Cows

- Artists will produce their cows in their studios or homes. You will be responsible for transporting your cow to and from your studio or workspace. CowParade West Hartford Center 2003 may provide a public painting space for use by artists and will notify the artists should such space become available.
- 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 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 two (2) top-coats 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 West Hartford Center 2003 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 West Hartford Center 2003 may ask another artist to perform the work (refer to copyright assignment agreement).
- 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 exhibit, the Cow must be inspected by a representative of the Review Panel. If it is determined that an artist's Finished Cow has been completed in substantial conformity with the artist's approved design, the Finished Cow will be approved, and the artist will receive a \$1,000 honorarium which will be paid within thirty (30) days of the completion of their cow.
- While the specific dimensions for each of the three cow poses – standing, grazing, and reclining – is a bit different, the fiberglass cows meas-



Cow Parade West Hartford Center 2003

ure approximately 8' long, 5' high and 2'5" wide and weigh approximately 100 pounds. When placed in public, the cows will be attached to concrete bases weighing 300 hundred pounds.

- The cows are manufactured using a mixture of Class II Fire Retardant Laminating Resin and chopped roving fiberglass over an initial brushed-on layer of polyester gel coat. Then several layers of chopped strand matting fiberglass 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.
- 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.

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, copyrights, trade dress, or design patent).
 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 Assignment" that accompanies this application. By signing, dating and returning the original Copyright Assignment with your application, you are indicating your understanding that you are assigning the entire right, title and interest to your design to CowParade Holdings Corporation, the organizers of the art exhibition. Please remember to keep a copy of these forms for your records.
- CowParade Holdings Corporation 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 fiberglass 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, including the rights to reproduce your design, create copies or reprint your design in books, will be owned by CowParade Holdings Corporation.
- If your design is not approved or selected for exhibition, CowParade Holdings Corporation shall assign the entire right, title and interest in your design back to you.

What You Need To Do

- Send in four (4) copies each of the following: completed application form, your proposed design(s), a brief statement about your design (statement may be used on the CowParade website or for auction descriptions), the signed Copyright Assignment and your resume by the deadline of May 1, 2003 to:

Ms. Marge Abrams

CowParade West Hartford Center 2003

970 Farmington Avenue, Suite 209, West Hartford, CT 06107

860-561-4710 x18

- You must submit an ORIGINAL signed Copyright 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 West Hartford Center 2003 is unable to return any materials submitted.
- Please restrict all material submitted to no larger than 8.5" x 11" in size.
- All material submitted as part of the application will become the property of CowParade Holdings Corporation, 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 yield 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, including the ORIGINAL signed Copyright Assignment, for each design proposal.

Timeline

- Application Submission Deadline.....May 1, 2003
- Sponsor ReviewMay 1, 2003 – Sept. 1, 2003
- Artist NotificationMay 1, 2003 – June 30, 2003
- Fiberglass Cows availableJune, 2003
- Deadline for Return of Finished CowAugust 15, 2003
- CowParade West Hartford Center 2003 Kick-offSept.1, 2003
- CowParade West Hartford Center 2003 AuctionJanuary 2004

Eligibility

- CowParade West Hartford Center 2003 is open to all artists, from the acclaimed to the amateur. Children as well as adults are invited to submit designs.

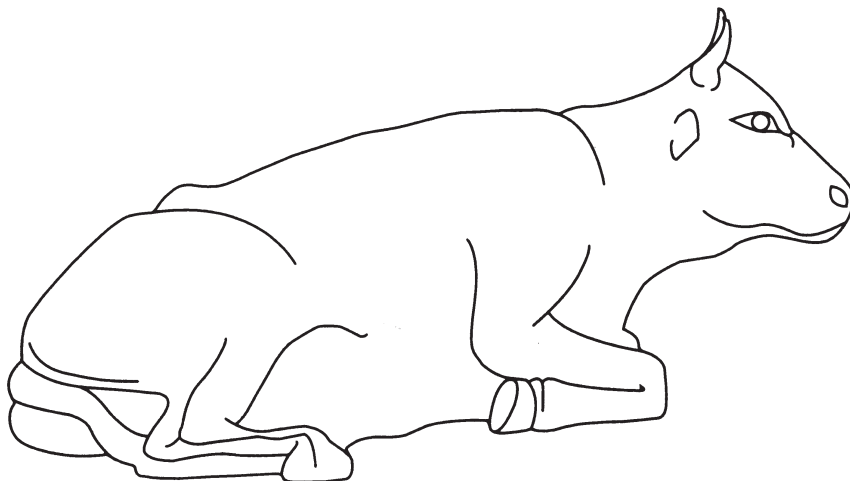
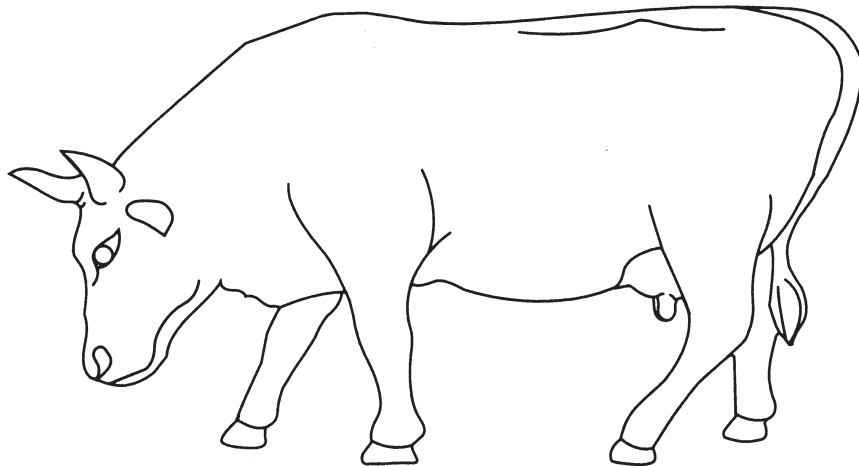
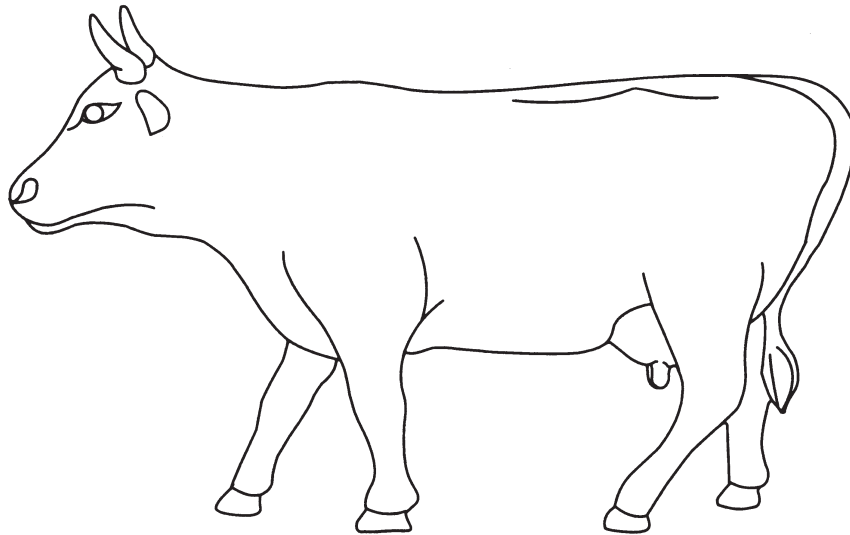
Contact

- For more information about CowParade West Hartford Center 2003 and the design submission process, please call Marge Abrams, CowParade West Hartford Center 2003 at (860) 561-4710 x18 or visit the official CowParade website at www.cowparade.net.
- For more information about sponsorship please call: **Harriet J. Dobin**, Director of Sales and Marketing, CowParade West Hartford Center, NRG Connecticut LLC, 740 North Main Street, West Hartford, Conn. 06117, **860-231-2424 ext 3010, 800-286-6397 ext 3010**, fax:860-231-2485, email: harrietedobin@aol.com

COW TEMPLATES



Cow Parade West Hartford Center 2003



APPLICATION CHECKLIST

- 4 copies of written artist statement/description of proposed cow
- 4 color copies of proposed design on cow outline
- 4 copies of one page Artist resume
- Original** and 3 copies of the signed Copyright Assignment
- Original and 3 copies of the signed Application Form
- Examples of previous work (optional)
- A self-addressed stamped postcard to send back to you upon receipt of your application





cow parade™

WEST HARTFORD CENTER
www.cowparade.net

APPLICATION FORM

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.

A Cattle Call in the Form of a Request For Proposals Application Deadline: May 1, 2003

Marge Abrams, Creative Director
Cow Parade West Hartford Center
970 Farmington Avenue, West Hartford CT 06107

Tel: 860-561-4710 x18
Fax: 860-561-5327
Email: mabrams@cowparade.net

Type or Print clearly.

Name: _____

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

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Daytime Phone Number: _____

Fax: _____ E-mail Address: _____

Social Security #: _____ Birth Date: _____

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?

• 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 8.5" x 11". Note that the more complete your design, the easier it will be for the panel and our patrons to review your submission.

Please note that all application materials become the property of CowParade Holdings Corporation, 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 8.5" x 11".

• 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 Holdings Corporation is not liable for damage or loss of materials submitted.

Artist Signature: _____ Date: _____

Application Checklist

- 4 copies of written artist statement/description of proposed cow
- 4 color copies of proposed design on cow outline
- 4 copies of one page Artist resume
- Original and 3 copies of the signed Copyright Assignment
- Original and 3 copies of the signed Application Form
- Examples of previous work (optional)
- A self-addressed stamped postcard to send back to you upon receipt of your application

COPYRIGHT 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 Holdings Corporation on the same date as the date of this Assignment;

WHEREAS, Artist understands and acknowledges that, as part of the application process, it is intended that CowParade Holdings Corporation, a Delaware corporation, with an address of 970 Farmington Avenue, Suite 209, West Hartford, CT 06107 ("CowParade") own the entire right, title and interest in and to the Design;

WHEREAS, Artist understands and acknowledges that, if the Design is approved, he/she shall apply that design to a cow sculpture provided by CowParade West Hartford Center 2003 thereby creating a "Finished Cow."

WHEREAS, Artist desires to transfer all of his/her right, title and interest in and to the Design, including, but not limited to, all derivative works which are based on the Design to CowParade Holdings Corporation;

WHEREAS, Artist understands and acknowledges that CowParade Holdings Corporation shall continue to be the sole and exclusive owner of the entire right, title and interest in and to the Design, including, but not limited to, all derivative works based on the Design if the Finished Cow is approved for exhibition, as described in detail in the Request For Proposals and Application to CowParade West Hartford Center 2003, and that in such case CowParade West Hartford Center 2003 shall pay to Artist an honorarium of \$1,000 within 30 days of the completion of their cow.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound hereby, Artist hereby assigns to CowParade Holdings

Corporation all his/her right, title and interest in and to the Design, and to any derivative works based on the Design including but not limited to any rights it may have in the Finished Cow, together with any and all copyright applications and registrations therefore.

Artist acknowledges and agrees that, due to the nature of the public display of the Finished Cow, CowParade Holdings Corporation shall not be liable for any distortion, mutilation, modification or destruction of the Finished Cow by accident, act of God or person. Artist hereby waives his/her rights under the Visual Artists Rights Act ("VARA"), 17 U.S.C. § 106A, as against CowParade in the event of such distortion, mutilation, modification or destruction.

Artist further acknowledges and agrees that if the Finished Cow is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, CowParade Holdings Corporation shall have the right to make, or have made, such repairs, even if the repairs would constitute a distortion, mutilation or modification under VARA. Artist hereby waives his/her rights under VARA in the event and to the extent CowParade deems such repair necessary.

Artist represents to CowParade Holdings Corporation that he/she is the sole author of the Designs and that the Design is an original work of authorship which does not infringe upon the copyright rights or any intellectual property rights of others, and that he/she has the unencumbered right to make this assignment.

In the event the Design is not approved or selected for exhibition, as described in the Request for Proposals, CowParade Holdings Corporation shall assign [and hereby does assign] back to Artist all its right, titles and interest in and to the Design.

ARTIST

Print Name: _____

Cow Title: _____

Date: _____