



COW PARADE COMES TO SURREY!

MAY - SEPTEMBER 2016

THE WORLD'S LARGEST PUBLIC ART EVENT



ARTISTS' PACK



SURREY HILLS COWPARADE

CowParade, the world's largest public art event, is coming to Surrey! This project will gain the support of celebrities, companies and community groups and raise funds for local charities and the Surrey Hills Area of Outstanding Natural Beauty.

WHAT IS COW PARADE?

CowParade was born in Switzerland in 1998 and since then has been staged in more than 80 cities and towns worldwide including New York, London, Mexico, Istanbul, Paris and Buenos Aires. Over the years 3,000 cows have been decorated by more than 5,000 artists and over \$30 million dollars has been raised for charitable organisations at the auctions which take place at the end of each CowParade. CowParade New York had 450 cows and was seen worldwide by 45 million people. See more about the international arts project at www.cowparade.com

COW PARADE SURREY HILLS

Surrey Hills Enterprises is bringing the CowParade to Surrey leading to dozens of brightly coloured, life-sized cows being displayed throughout the entire county this summer. Cows will start to appear from June onwards with the main exhibition taking place in July and August 2016. They will provide an engaging, stimulating exhibition in all boroughs and districts, set against urban and rural backdrops. Each cow will be designed and painted by local artists and groups. The cows will be sponsored by businesses and other organisations, and benefit local charitable organisations when auctioned in the autumn.

Artist Alexander Creswell is patron of the CowParade Surrey Hills. Alexander Creswell is an internationally celebrated artist known for his extraordinary fluency and technical skill in watercolour and his remarkable ability to capture 'the spirit of place'. Alexander's paintings are born of his extensive travels, but it is to Copsie Place in Surrey that he returns to distil his ideas from his writing and sketching and create his finished paintings. You can see his work at www.alexandercreswell.com



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CALL FOR ARTISTS

HOW TO APPLY

Our aim is to fill Surrey with bold, interesting, well executed cows throughout the summer before being auctioned in the autumn for charity. This provides a great opportunity for local artists to promote their work and contribute to their local community. Artists may submit up to five designs.

If you are interested in participating in this project, please complete the online form at www.cowparadesurreyhills.com/artists. Your application should include:

- Your proposed design(s) on the template provided (images must be saved in either jpeg or pdf formats)
- A brief statement about your design(s)

Please note that your design can include modifications to the structure of the cow to provide further opportunity for your creativity. However, this will also increase the cost of completing the cow, which the sponsor has to bear. Consideration for how altered cows will be constructed, and supported 'in situ' must also be part of your application.

CowParade Surrey Hills will review your application and if approved, your design will become part of the portfolio shown to event sponsors for selection. Please note, the sponsors of each cow will be commissioning the recommended artists, based on the designs submitted and on the CowParade website. They will be covering the cost of suitable materials including a protective glaze and paying the artist directly. Artists will not be notified if they are not selected by a sponsor since the sponsor selection process continues as sponsors join the event. Please feel free to contact us to check on the status of the sponsor selection process.



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THE DETAILS

TIMELINE

2015/2016

November 2015 - June 2016: Application submissions

January - June 2016: Artist notification of

selection for website

2016

January - June 2016: Sponsors select & contract artists

30 June 2016: Deadline for collection of finished cows



COW SPECIFICATIONS

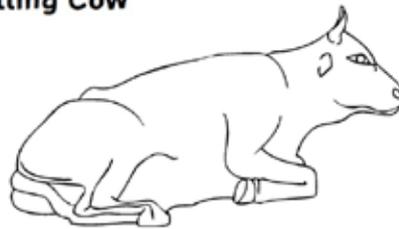
Artists will produce their cows in their studios or homes. The cows will be delivered and collected from their workspaces. The Cows come in three poses—Standing, Sitting and Grazing. If your design is selected, we will make every effort to accommodate your choice of cow pose. If your design is specific to a particular cow pose and cannot be altered for another pose, please indicate this on your application materials.

Standing Cow



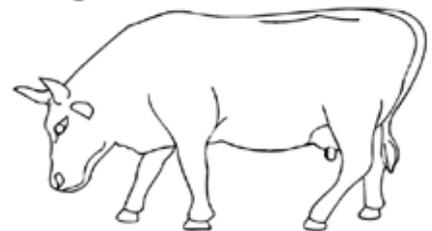
95" long x 29" wide x 57" high
girth – 83" around stomach

Sitting Cow



88" long x 44" wide x 42" high

Grazing Cow



84" long x 29" wide x 48" high
girth – 83" around stomach



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THE DETAILS

FABRIC OF THE COW

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 and 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.

PAINTS, TOPCOATING & WEATHERPROOFING

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. Additionally, CowParade Surrey Hills 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.

The surface of each cow is primed by the manufacturer. Acrylic paint, artificial resin paint or two-component paint can be used to paint the cows. A minimum of three coats of varnish is required. 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. When placed in public, the cows will be affixed to heavy bases. Brewers Paints are offering a glaze at a discounted price. See website for more information: www.cowparadesurreyhill.com/artists

INSTALLATION & REPAIR OF COWS

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.

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.



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THE DETAILS

DESIGN GUIDELINES

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 to ensure they conform to these guidelines. CowParade may reject any design that, at its sole discretion, does not adhere to these guidelines.

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 or design patent).

Upon completion you must sign a "Copyright Assignment" indicating your understanding that you are assigning the entire right, title and interest to your design to CowParade Holdings Corporation.

If your finished cow is approved for exhibition, CowParade Holdings Corporation will 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 the base 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.

We look forward to hearing from you, but if you have any queries, please contact the Cow Parade Team:

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