

Open Call to Artists

Holy Cow!

America's Dairyland welcomes CowParade. CowParade is the world's largest premier public art event. Beginning in Chicago in 1999, CowParade has traveled the world in the past six years and has the distinctive tradition of taking art out of the museums and onto the streets for people of all ages to enjoy. CowParade continues to evolve, not just in size, but also in quality and creativity.



PRESENTED BY WISCONSIN MILK MARKETING BOARD

What exactly is CowParade?

CowParade is a public art exhibition that places life-size fiberglass cows designed and created by host city artists in city landscapes for the public to view and interact with. While the base cow sculptures remain the same, each city's artists are challenged by creations from past events, inspired by the cultural influences and history of their cities and moved by their own interpretation of the cow as an object of art. CowParade is funded through individual and corporate sponsorships that allow a broad cross-section of the host city to contribute. Through these sponsorships, increased tourism, and CowParade merchandise sales, CowParade has raised hundreds of millions of dollars for charities and city governments all over the world.

In June 2006, the cows are coming home to America's Dairyland to turn our streets into a forum for public art, creativity and innovation. Wisconsin artists will give CowParade Wisconsin a distinct style that will make this event truly belong to our beautiful state.

Would you like to be one of the artists selected to use a cow for a canvas? CowParade Wisconsin 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 upon completion of their painted cow.

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

For further information on the application process please call Becky Kronberg or Claire Varrelmann with CowParade Wisconsin at 800-373-9662 or email at cowparade@wmmb.org.

The Details

Specifications

While the specific dimensions for each of the three cow poses – standing, grazing and reclining – is a bit different, the fiberglass cows measure approximately 8' long, 5' high and 2'5" wide and weigh approximately 120 pounds. When placed in public, the cows will be affixed to concrete bases weighing approximately 300 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 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.

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 hooves should not be altered or obstructed. CowParade cows have ranged from those that were simply painted a solid color to others boasting elaborate, intricate designs. Others have used mosaic tile and mirrors as well as elaborate costumes built to augment the cow shapes. For a better look at past CowParade designs please refer to the official Web site at www.cowparade.com.

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.

Madison and Wisconsin themes are appropriate and unique interpretations of this subject are encouraged. Designs that are whimsical in nature and appeal to children are also welcome.

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 Wisconsin 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.

Selection Process

Artists may submit up to five 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 Wisconsin 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 January 2006.

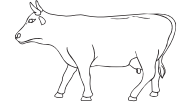
Production of Cows

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 Wisconsin 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 topcoats 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 (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.

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, 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.

If your finished cow is approved for exhibition, you will receive a \$1,000 honorarium. 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 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 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 Web site or for auction descriptions), the signed Copyright Assignment and your resume by the deadline of October 15, 2005, to:

CowParade Wisconsin
8418 Excelsior Dr.
Madison, WI 53717

You must submit an ORIGINAL signed Copyright Assignment as part of your application. The additional three copies may be photocopies.

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 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 element, including an ORIGINAL signed Copyright Assignment, for each design proposal.

Timeline

Sponsor and art panel review will begin as soon as artist's proposals are submitted. CowParade Wisconsin encourages all artists to submit proposals as soon as possible so that we can assemble a sizable and diverse portfolio for sponsors to review.

Application Submission due date

October 15, 2005

Cow Parade Review Panel

September 5 – December 5, 2005

Sponsor Review

September 5 – December 5, 2005

Artist notification

September 5 – December 5, 2005

Fiberglass cows available

September 5, 2005

Deadline for Return of Finished Cows

April 15, 2006

Eligibility

CowParade Wisconsin 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 Wisconsin and the design submission process, please call Becky Kronberg or Claire Varrelmann with CowParade Wisconsin at 800-373-9662 or email at cowparade@wmmb.org or visit the official CowParade Wisconsin Web site at www.cowparade.com.



Application Form

Deadline: October 15, 2005

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.

PRESENTED BY WISCONSIN MILK MARKETING BOARD

Please type or print clearly.

Mr./Ms (Last) _____ (First) _____ (M.I.) _____

Mailing Address _____ Apt.# _____

City _____ State _____ Zip _____

Phone (Home) _____ (Office/Studio) _____

Fax _____ E-mail _____ Website _____

Social Security# _____ Birth Date _____

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

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."

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 Wisconsin 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 10 Ellsworth Rd., 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 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;
WHEREAS, Artist understands and acknowledges that CowParade 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 Wisconsin, and that in such case CowParade shall pay to Artist an honorarium of \$1,000 upon completion of the painted cow.

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 Wisconsin 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)

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 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.

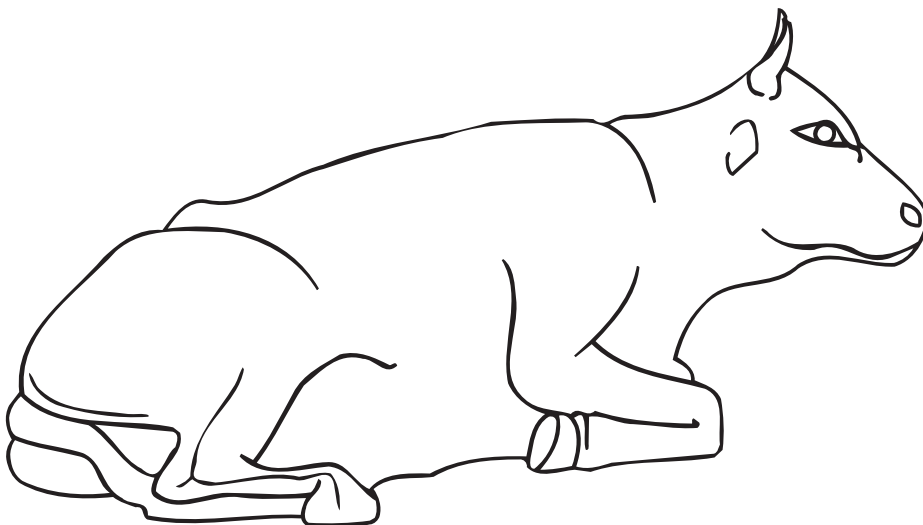
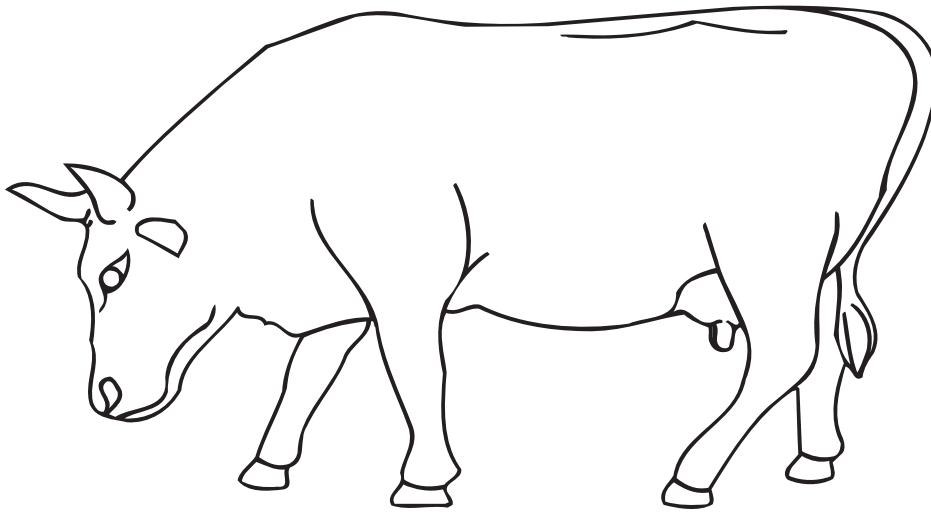
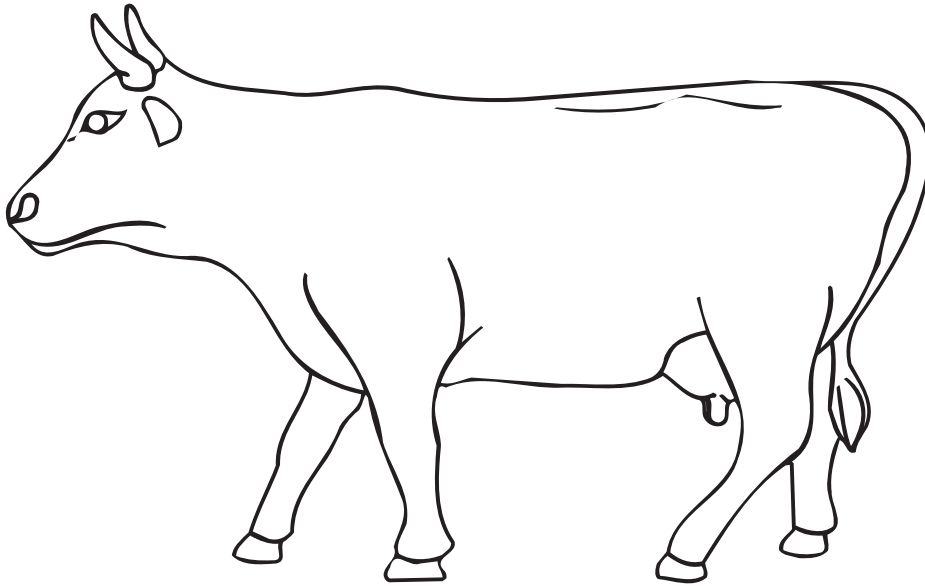
Artist acknowledges and agrees that, due to the nature of the public display of the Finished Cow, CowParade shall not be liable for any distortion, mutilation, modification or destruction of the Finished Cow by accident, act of God or person. Artist hereby waives his/her rights under the Visual Artists Rights Act ("VARA"), 17 U.S.C. Sec 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 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 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 shall assign [and hereby does assign] back to Artist all its right, titles and interest in and to the Design.

ARTIST
Signature _____
Print Name _____ Date _____

Cow Templates



Application Checklist

- 4 copies of written artist statement/description of proposed cow
- 4 copies of proposed design on cow outline
- 4 copies of one-page Artist resumé
- **Original** and 3 copies of the signed Copyright Assignment
- **Original** and 3 copies of the signed application form
- Examples of previous work (optional)