



CALL FOR ARTISTS

CowParade North Carolina 2012

The Cows come to North Carolina in June 2012!

CowParade's famous cow sculptures have grazed many of the world's most 'udderly' cities—Stockholm, Prague, Moscow, Mexico City, Tokyo, Cape Town, Buenos Aires, Sao Paulo, Paris, Edinburgh, Lisbon, Athens, Denver and Boston have all hosted CowParades. And now after this round-the-globe tour, and over 5,000 creative masterpieces later, the world's largest and foremost public art event comes to North Carolina! CowParade North Carolina 2012 awaits your participation!

Who is CowParade?

CowParade is headquartered in West Hartford, Connecticut and has produced over 50 major public art events with its signature cow canvasses since the celebrated Chicago exhibit in 1999. Over 100 million people on five continents have seen these whimsical cow creations. CowParade exhibits have raised in excess of \$20 million for charitable organizations around the globe through their live and online cow auctions, which conclude each event.

About CowParade North Carolina 2012

More than 100 life-size fiberglass cows painted, adorned and magically transformed by local artists, sponsored by businesses and individuals and benefiting local non-profit organizations, will be on display throughout Raleigh, Durham and Chapel Hill for **three months** beginning in **June 2012**.

When?

The cows will go 'on parade' at the beginning of **June 2012** and will remain on display through **August 2012**. Then we will round them up for the gala auction, which will take place in **September or October 2012**.

Where Will The Cows Graze?

The cows will graze in various pastures and in-town locations throughout Chapel Hill, Durham and Raleigh.

Who Will See The Cows?

Approximately 500,000 people will visit the event and see each cow.

Call to Artists: New Deadline: Feb. 15, 2012

CowParade is now accepting proposals from artists who wish to participate in CowParade North Carolina 2012. Each artist whose design is selected for exhibition will be provided with a life-size, blank fiberglass cow form and will be paid a \$1,000 honorarium upon completion and approval of their painted cow.

Eligibility

CowParade North Carolina is open to all artists, from the acclaimed to the amateur. Painters, sculptors, craftsmen, multi-media artists, and other wildly creative people are encouraged to apply.

What You Need To Do

Send in an original and two (2) copies of each of the following: completed application form, your proposed design(s), a brief statement about your design, and a signed Copyright Assignment by the deadline of **February 15, 2012**, to:

CowParade North Carolina 2012
c/o N.C. Children's Promise
Campus Box 7237
Chapel Hill, NC 27599-7237

Important.

You must submit an ORIGINAL signed Copyright Assignment as part of your application. The additional two 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 five designs for consideration. If you submit more than one design, 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.



CALL FOR ARTISTS

CowParade North Carolina 2012

Timeline

CowParade North Carolina will review your application as soon as it is submitted to ensure that it complies with the guidelines. If approved, your design will become part of the portfolio shown to event sponsors for selection.

CowParade North Carolina encourages artists to submit proposals as soon as possible so that we can assemble a sizeable and diverse portfolio for review by sponsors and because sponsors will begin selecting their cow designs as they join the event.

*Artists **will not** be notified if they are not selected by a sponsor since the sponsor selection process continues as sponsors join the event over the course of six months. Please feel free to contact us to check on the status of the sponsor selection process.*

APPLICATION SUBMISSION DUE DATE

February 15, 2012

COWPARADE APPLICATION REVIEW

Ongoing

SPONSOR REVIEW AND SELECTION

Ongoing

ARTIST NOTIFICATION OF SELECTION

Ongoing

FIBERGLASS COWS AVAILABLE

This is ongoing. Specific dates to be announced.

DEADLINE FOR RETURN OF FINISHED COWS

Ongoing but no later than May 7, 2012

Production of Cow

Artists will produce their cows in their studios or homes. Artists will be responsible for transporting their cow to and from their studios or workspaces. CowParade North Carolina may provide a public painting space for use by artists and will notify the artists should such space become available.

Contact

For more information about CowParade North Carolina and the design submission process, please call **(919) 843-3948**.

The Details

Cow Specifications

The Cows come in three poses—Standing, Grazing, and Reclining. Specific dimensions for each of the cow poses are as follows:

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

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.

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.

Paints, Topcoats and 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. We cannot guarantee whether a given cow can be placed indoors or in a weather-protected location.

Additionally, CowParade North Carolina 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



CALL FOR ARTISTS

CowParade North Carolina 2012

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. 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 the cows.

A minimum of three coats of varnish is required using a two-part, hard gloss varnish. 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 concrete bases weighing approximately 300 pounds.

Installation and 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.

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, in 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, 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.



CALL FOR ARTISTS

CowParade North Carolina 2012

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Name: _____

Your name for plaque, website, and other event materials: _____

Mailing Address: _____

City: _____ State: _____ Zip Code: _____

Home Phone: _____ Mobile: _____

E-mail Address: _____ Website URL: _____

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 yourself and your cow 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 Call For Artists, 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

Original and 2 copies of:

- Signed Application and Artist Statement
- Signed Copyright Assignment
- Design
- Sample of Previous Work and Resume (optional)



CALL FOR ARTISTS

CowParade North Carolina 2012

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 10 Ellsworth Road, 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 North Carolina 2012 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 North Carolina 2012*, and that in such case *CowParade North Carolina 2012* 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 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 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.

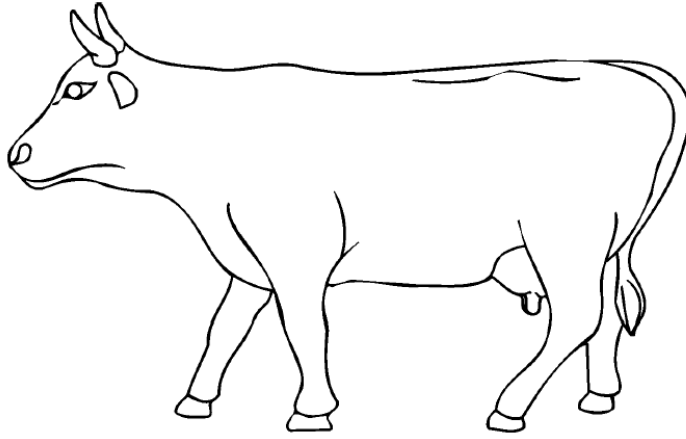
Artist Name:

Name of Cow:

Date:

Signed _____

Standing Cow



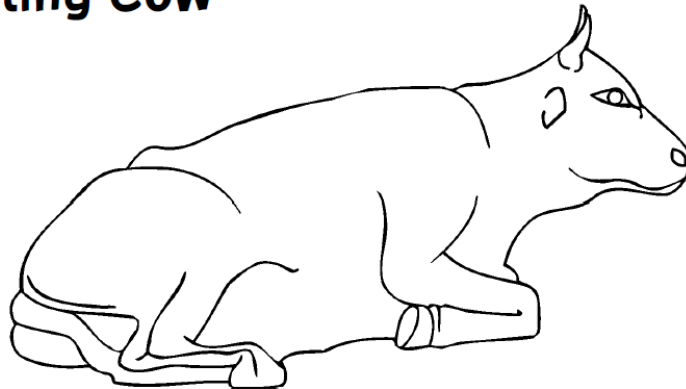
Artist Name: _____

Artist Phone Number: _____

Cow Name: _____

Please sign and return the original and three copies to CowParade Wisconsin 2006. (See "Call to Artists" for full details.)

Sitting Cow



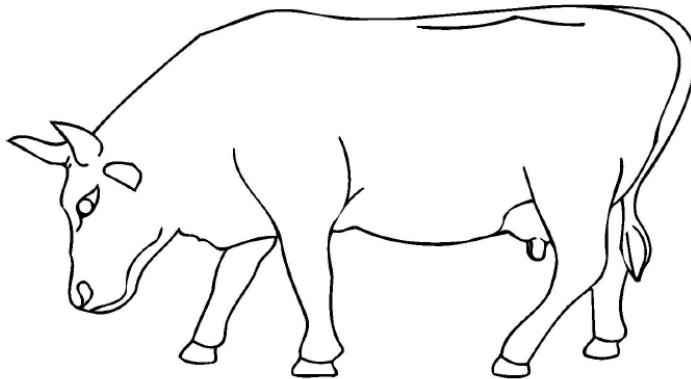
Artist Name: _____

Artist Phone Number: _____

Cow Name: _____

Please sign and return the original and three copies to CowParade Wisconsin 2006. (See "Call to Artists" for full details.)

Grazing Cow



Artist Name: _____

Artist Phone Number: _____

Cow Name: _____

Please sign and return the original and three copies to CowParade Wisconsin 2006. (See "Call to Artists" for full details.)