

Dear Artist,

Many thanks for your interest in taking part in Elmer's Big Parade Plymouth.

St Luke's Hospice Plymouth, are pleased to bring this major public art event to Plymouth City and the surrounding area in collaboration with Wild in Art and Andersen Press.

This event will bring artists, businesses, schools and communities together. It will act as a showcase for artists' designs, attracting regional, national and international tourists, as well as residents, to discover our beautiful City and learn about the vital work of St Luke's Hospice Plymouth.

Our aim is to secure sponsorship to enable us to commission artists to create 40 unique sculptures to form a trail which will weave its way across the City and surrounding areas, transforming the streets, parks and public spaces into a fun, free art gallery and taking people on a journey of discovery for 10 weeks during the summer of 2019.

We welcome high-impact designs in any art form - traditional to new media, fine art to illustrations, graffiti and mosaic. We would love to receive your designs to help us add drama, fun and a creative flourish to our sculpture trail. If you are commissioned, you will receive an honorarium of £850 upon completion of your artwork.

With your involvement, we look forward to presenting a very special creative showcase.

We look forward to receiving your design.

Kindest regards,

Emma Milford

Emma Milford
Project Manager, Elmer's Big Parade Plymouth
Email: emilford@stlukes-hospice.org.uk
Phone: 01752 964429





Elmer's Big Parade Plymouth Artist Brief

Join the Parade!

This is your exclusive invitation to be part of St Luke's Hospice Plymouth and Wild in Art's unique celebration of Elmer's 30th birthday and the beautiful City of Plymouth.

Make your creative contribution to the event's success and help to ensure it has a lasting artistic, economic, social and charitable legacy.

How does the event work?

- **Sponsorship** – Sponsorship is sought from local and regional businesses for each sculpture. Sponsors shall have the opportunity to select their favourite design for their sponsored sculpture.
- **Art Programme** – Artists, both well-known and, as yet, undiscovered, are invited to submit their original designs to the art panel. Those chosen will be presented to sponsors at a preview event in December 2018, with at least 39 bespoke designs being commissioned.
- **Event Live** – At least 40 individually designed Elmer inspired elephants will be displayed in fully accessible locations for 10 weeks, in the streets, parks and public spaces of Plymouth and surrounding area from July to September 2019 for all to enjoy.
- **Auction** – After the event, the sculptures will be sold at an auction with the net proceeds raised going to support the work of St Luke's Hospice Plymouth.

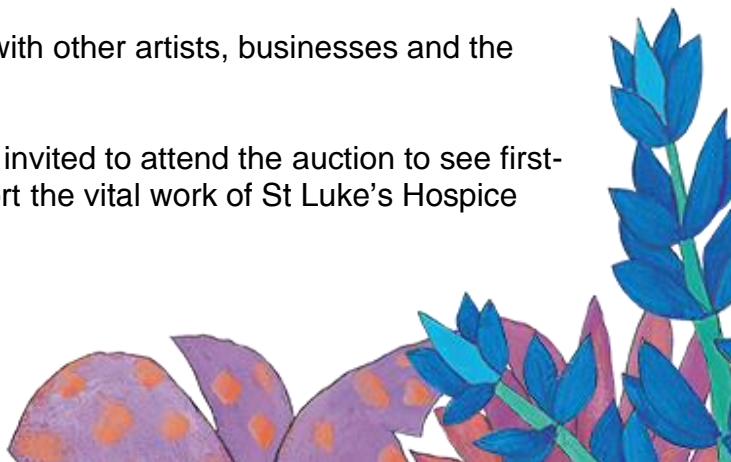
Why get involved?

Similar events have inspired all generations to take part and have genuine value - socially, culturally and economically. The trails introduce businesses to the arts, injecting additional monies into the creative sector and developing new audiences to enjoy and explore Plymouth's unique qualities and cultural offer.

This is an exceptional opportunity for you to play a significant part in creating a memorable buzz around Plymouth City and the surrounding area. Coupled with that, the popularity of these events ensures that your creativity will have a mass audience, as thousands visit the trail, and follow and celebrate it on social media. These events also invariably generate exceptional media coverage, on and off-line.

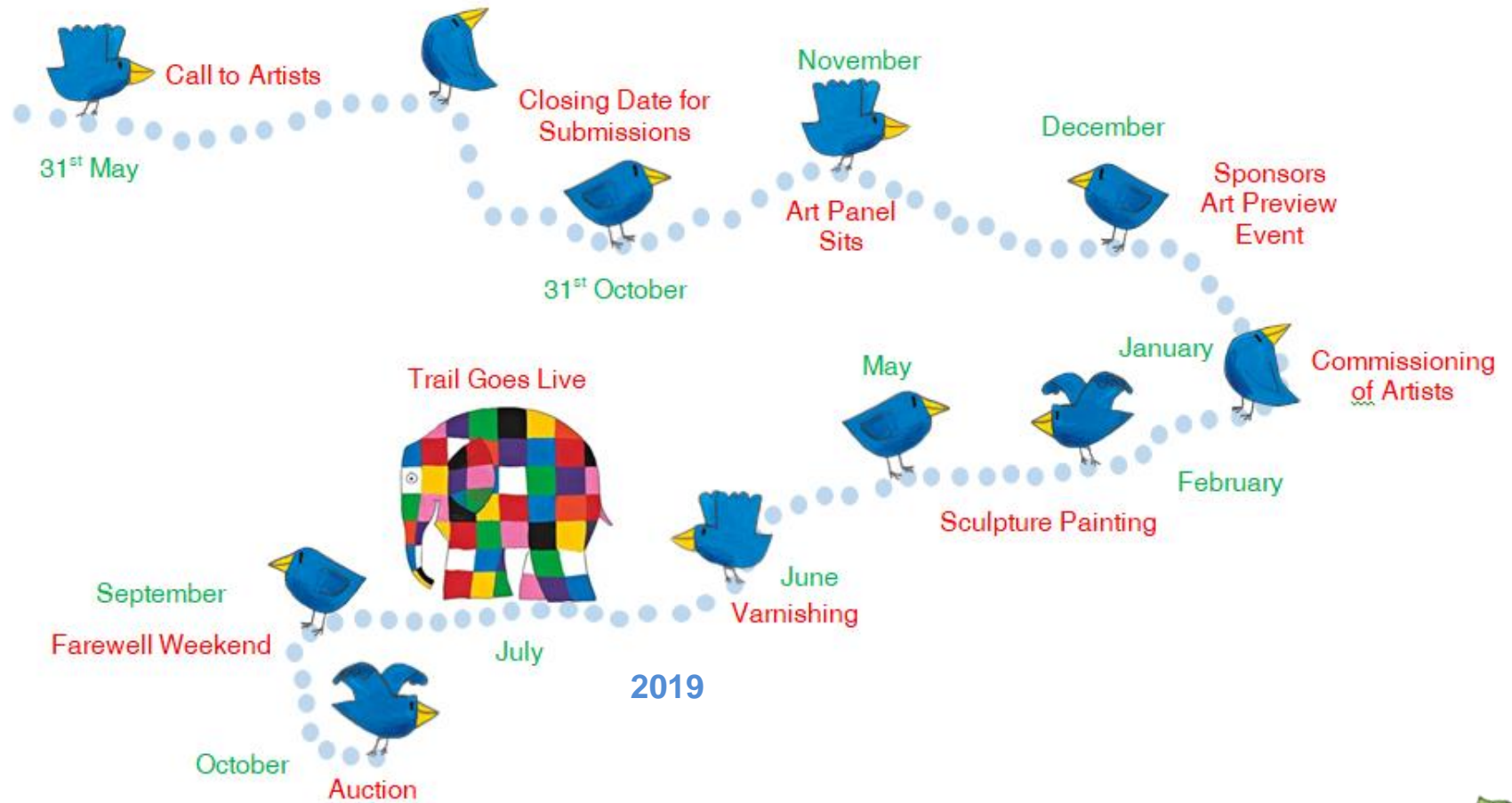
Additionally, it will enable you to connect directly with other artists, businesses and the community, throughout the project.

Should your design be commissioned, you will be invited to attend the auction to see first-hand how your sculpture can raise funds to support the vital work of St Luke's Hospice Plymouth.



Timeline of Artist Programme

2018



2019

How to get involved?

Submit a design!

Artists may submit up to two designs. Every design shall be assessed by the Selection Panel, where the designs shall be whittled down, with 150 designs becoming part of a Design Portfolio to be presented to the event sponsors. Of these, up to 40 designs shall be chosen by the sponsors and those artists commissioned.

As a successful applicant, you will be paid an honorarium of £850 on completion of your artwork. Your work will be acknowledged across all printed material and other related event collateral; including your sculpture's plaque, official trail map, auction catalogue and the event website and app.

The sculpture

Elmer has been created by Wild in Art's Creative Director, Chris Wilkinson, in collaboration with Andersen Press and Elmer's creator David Mckee. It has been purposefully designed to act as a 3D blank canvas to enable you to create your own unique work of art.

The sculptures 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. Each sculpture is finished with a primer and is ready to paint.

Dimensions (mm)

W680 x L1290 x H1100

Design and Materials

When planning your design, you should bear in mind that:

1. You may submit **up to two designs**.
2. We will require you to sign our standard copyright agreement, included in this pack, for each design you submit.
3. When planning your designs, please bear in mind that they should be appropriate for public display and that the audience will be broad-based and of all ages. Designs that are overtly religious, political, military or sexual in nature will not be accepted. Additionally, neither corporate logos nor advertising is allowed.
4. Artists may alter the basic sculpture shape but if doing so, must ensure the finished work remains structurally intact. It is recommended that only artists experienced in working with fibreglass submit designs that use this process.
5. Remember that the public will touch and interact with your sculpture! Some people may even rest or sit on your sculpture. Therefore, any attachments must be robust and able to

withstand this handling (including, potentially the weight of an adult), not be likely to cause any injury, and must be durable in an outside environment.

6. A painting space will be provided to create your piece, in Plymouth. However, should you wish to paint your sculpture in your own studio please discuss options with the Project Manager.
7. While we welcome all art forms, experience has taught us that collage and/or paper based products adhered onto the sculpture does not prove as effective as other materials such as painting and mosaics. Please consider this before submitting your design, and be aware that most of the sculptures will be positioned outside.
8. When placed on the streets, each sculpture is bolted to a concrete base using fixings. Artists are requested to keep the base area clear of any attachments.
9. Artist materials are not provided. The use of water based acrylic paints is recommended; although artificial resin paint of two-component paint can also be used to paint or spray a design. To complete your sculpture, it must be finished with a waterproof, non-yellowing varnish. This shall be provided.
10. Artists will not be responsible for placing their sculptures on the streets or collecting them at the end of the event. We do, however, ask artists to be available during and after the event for any touch-up work that may be required. If an artist is unavailable, another artist will carry out this work.

What Next?

Please complete and sign the application form and send the original and two copies of each design to:

Emma Milford
Project Manager, Elmer's Big Parade Plymouth
St Luke's Hospice Plymouth
Unit C / E Huxley Close
Newnham Industrial Estate
Plympton
PL7 4JN

Email: emilford@stlukes-hospice.org.uk

Email submissions must be in PDF or JPG format and not exceed a file size of 2mb (72dpi resolution). We will contact you if we require a higher resolution version of your submission.

You may also submit your design directly through our website:
www.elmersbigparadeplymouth.com

CLOSING DATE FOR SUBMISSIONS IS 31 OCTOBER 2018

Artist Submission Form

Personal Details

(PLEASE USE BLOCK LETTERS)

Title (Mr/Mrs/Ms/Miss/Other):

First Name:

Middle Name/s:

Last Name:

Profession:.....

Address:..

City: Postcode:.....

Telephone (home/work):.....

Mobile:

E-mail:

Website:.....

Twitter handle @:

Other Social Media:

Date of Birth (if under 18):.....

Artist Name

Your name as it should appear on the sculpture's plaque:

.....

(Limited to 40 characters, including spaces and punctuation)

Artwork

Proposed title for your design:

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(Limited to 40 characters, including spaces and punctuation)

Please give a brief description of your design and your inspiration for the piece. This will be used on the website and in other appropriate promotional materials to explain the inspiration behind your design.

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Artist statement

Please provide a short paragraph about yourself and work **written in the third person**.
(This will be used on the website and other promotional materials)

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Production

Please indicate whether you wish to work on your sculpture at one of the public painting spaces in Plymouth or at a private studio. Please note that if you choose the latter, you may be required to transport the sculpture to your studio/work place. (Note: This selection is not a binding commitment. Locations and slots for the public painting spaces will be provided when you are notified of your design's selection).

Please select:

Public Painting Space () Own Studio ()

Please indicate that you are available to work on your sculpture between February and May 2019.

Yes () No ()

Sculpture outline

Please complete your proposed design on the outline provided. **Submitted artwork must be no larger than A4.** Supporting materials are accepted but please keep them to a minimum. **All submitted application materials will not be returned.** Please remember to keep copies of your application form and all associated materials.

Acknowledgement

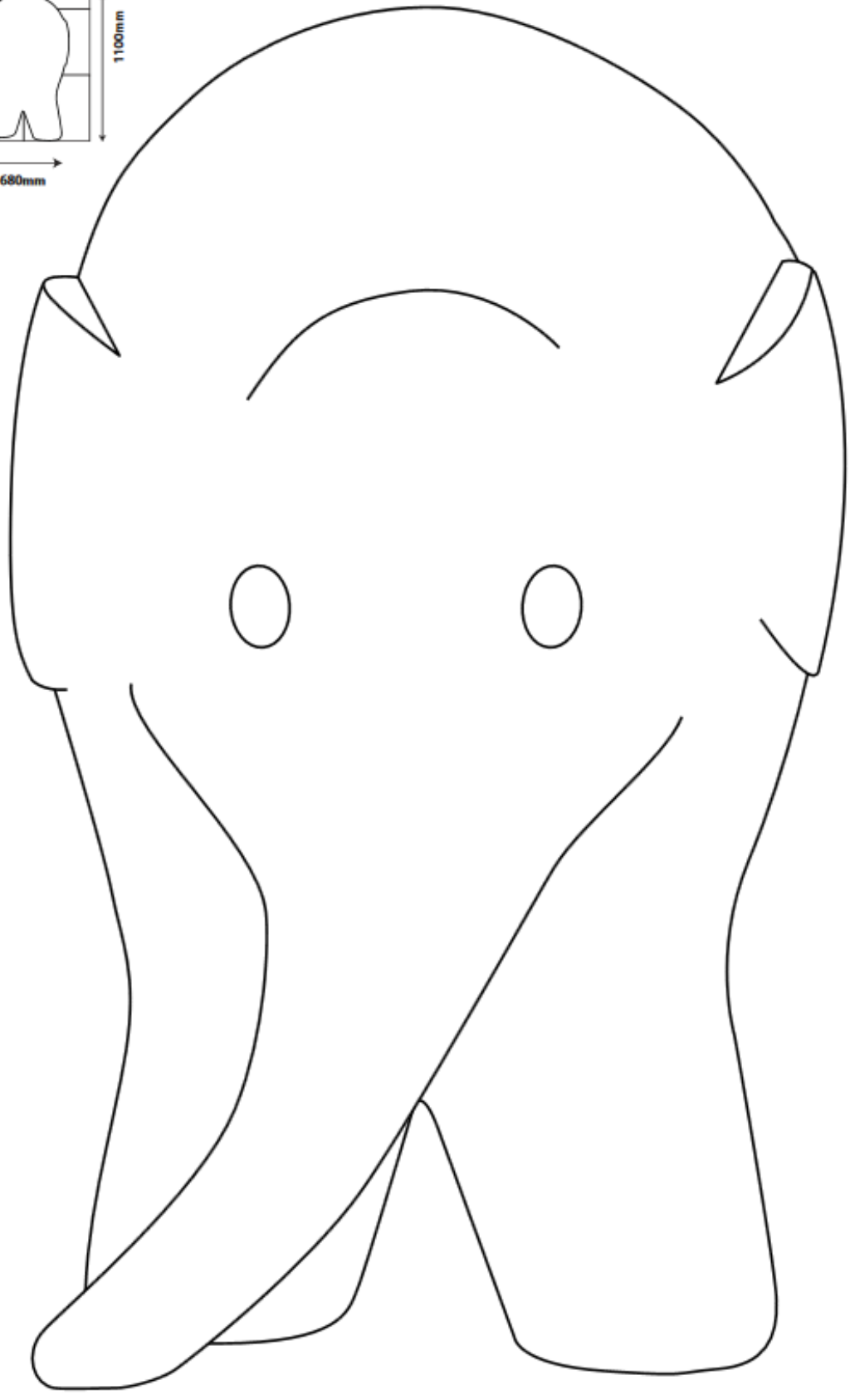
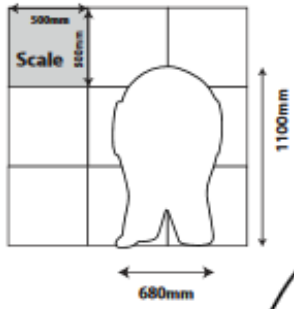
By signing this application, I agree to all of the terms and conditions stated and I certify that all statements made in this application are true to the best of my knowledge.

I acknowledge that St Luke’s Hospice Plymouth is not liable for damage or loss of materials submitted.

Name (print).....

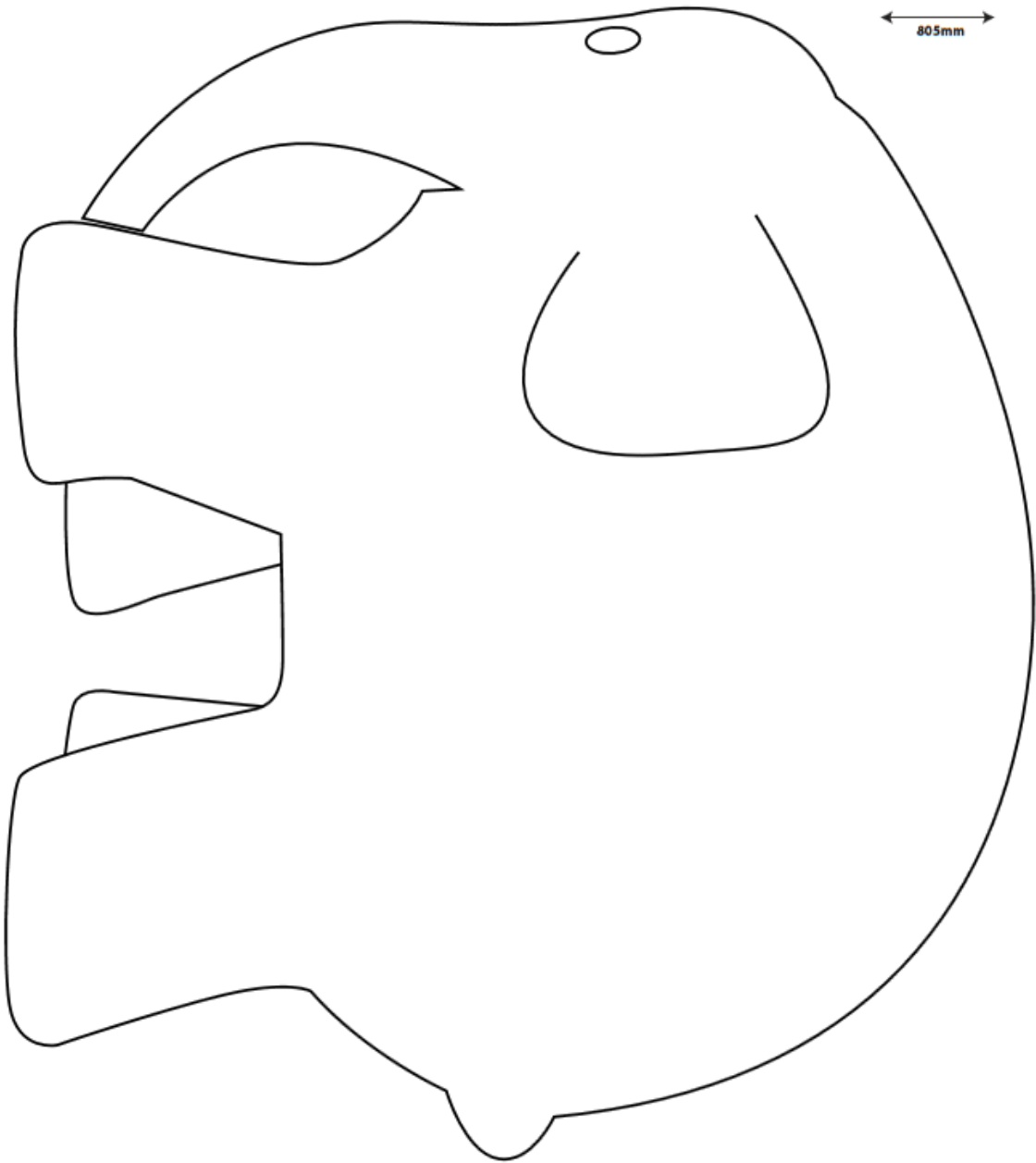
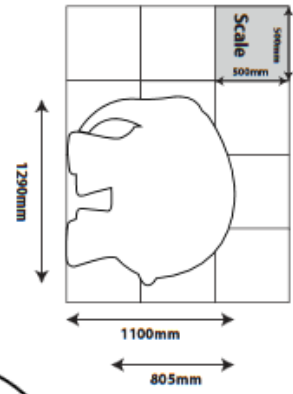
Signed

Date



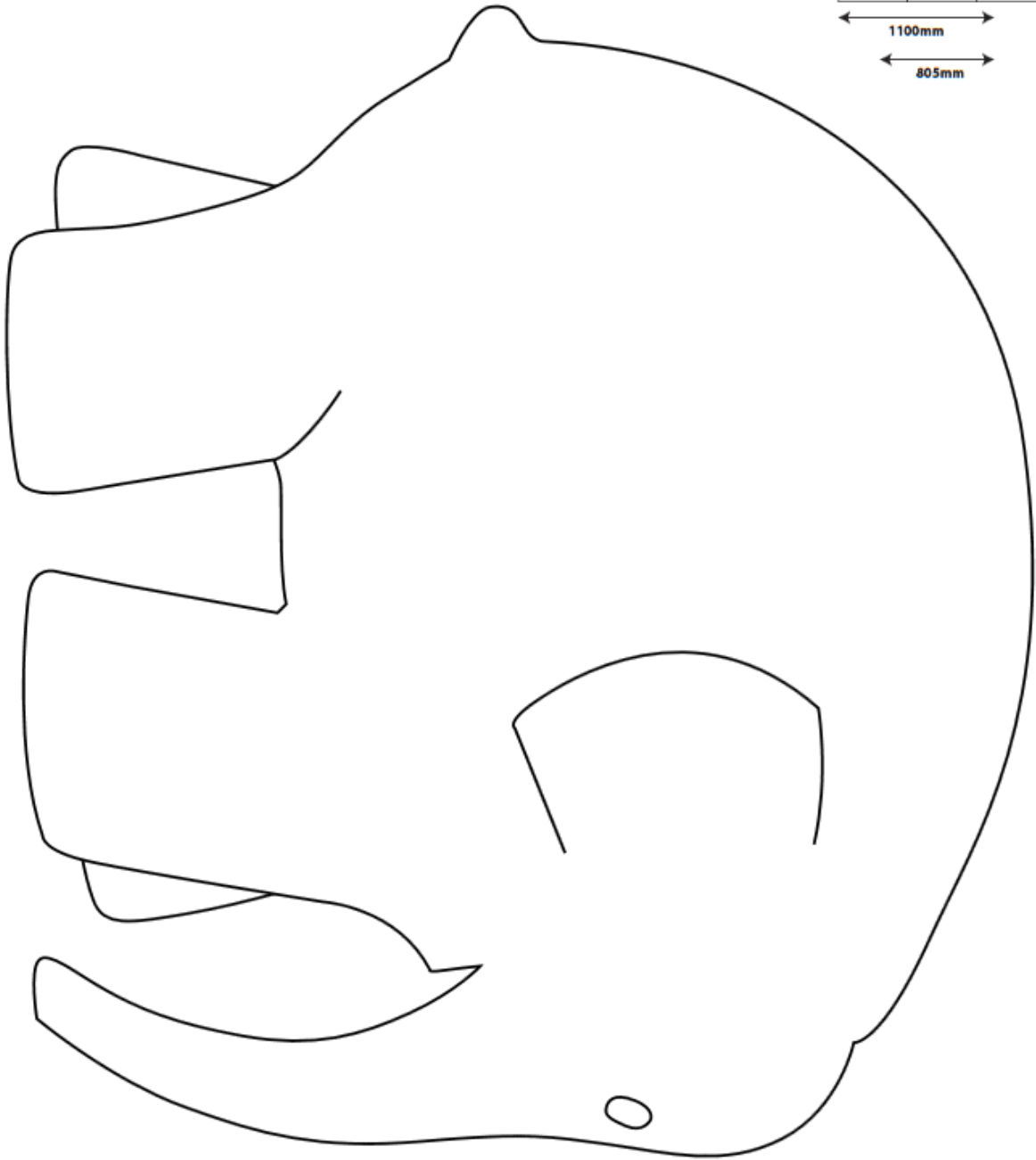
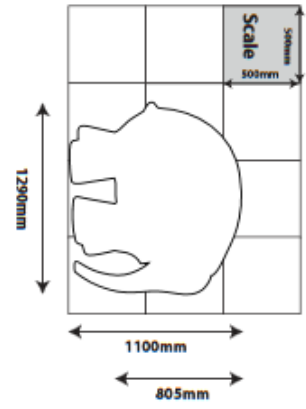
Name

Design name



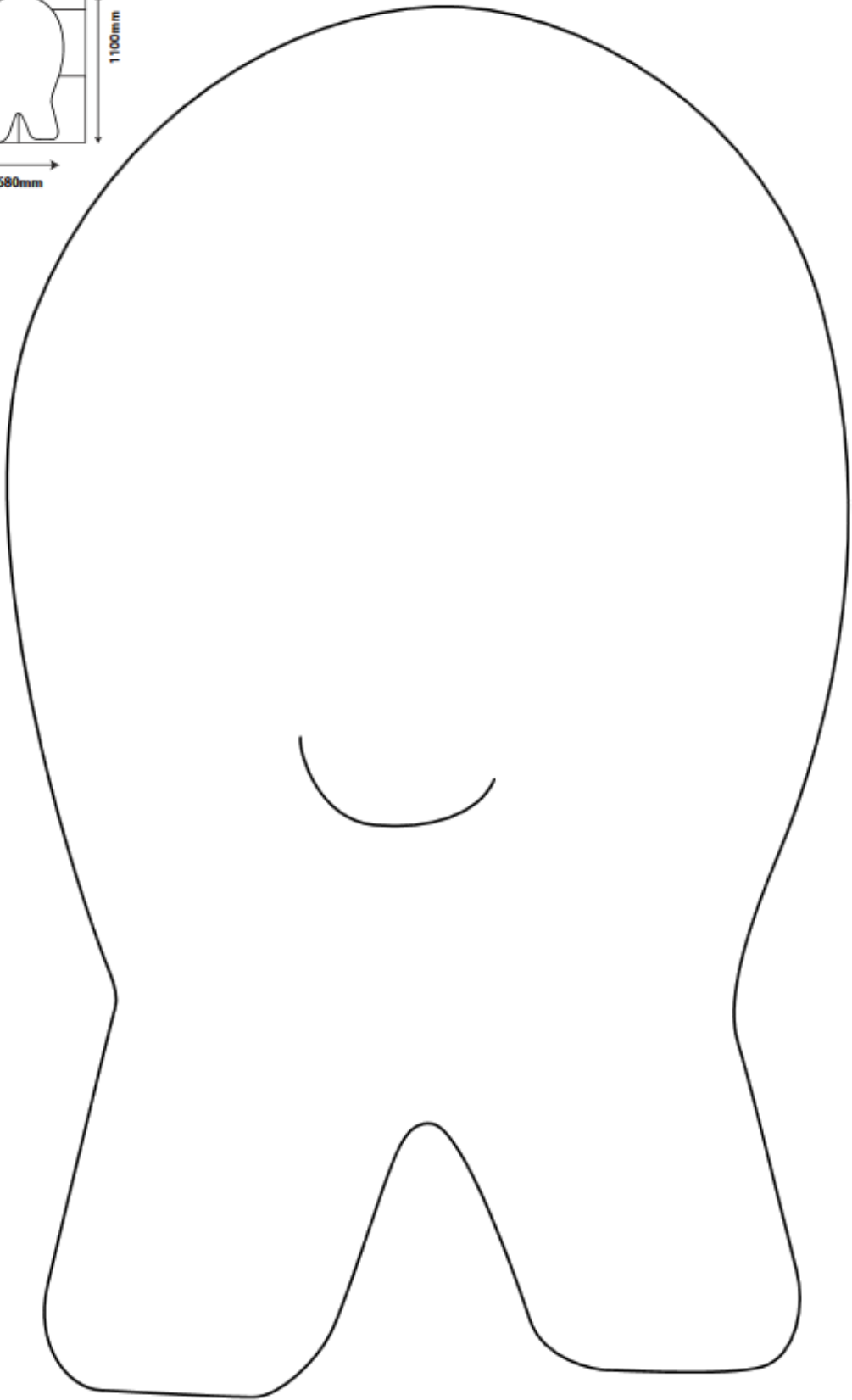
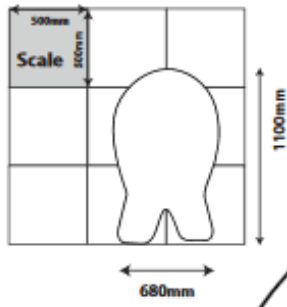
Name

Design name



Name

Design name



Name

Design name

Terms and Conditions

1. The project is open to all artists, amateur or professional.
2. You may submit up to two applications.
3. All terms and conditions in this application form a part of the agreement between you and St Luke's Hospice Plymouth in connection with Elmer's Big Parade Plymouth and by submitting your work you are agreeing to be bound by all terms and conditions in this application form.
4. You must be the sole author and owner of all intellectual property rights of the work entered, or if the work is not your own in full, you must have sole permission in writing from the copyright owner/s to use his/her work. Source material or proof of permission in use of another person's work must be made available on request by the selection panel. St Luke's Hospice Plymouth does not accept liability in the publication of any reproduced art.
5. The design must represent a piece of work that you have the ability to reproduce on a three-dimensional sculpture.
6. Any additions or modifications to the sculpture must be sufficiently strong to maintain structural integrity of the sculpture, and must not cause injury.
7. To enter, the work must be received by Emma Milford, Project Manager, by the closing date of 31 October 2018. All entries must be accompanied by a completed artist submission form. Postal copies must include the original plus two copies of your design.
8. No allowances will be made for work that arrives later than the deadline.
9. All personal data provided by you may be used by St Luke's Hospice Plymouth and Wild in Art for communications or marketing, unless you opt out in writing. We will not, without your express consent, provide your personal information to any third parties for the purpose of direct marketing. The Wild in Art Privacy Policy can be found at www.wildinart.co.uk/privacy-policy
10. Copyright and all other IP Rights in the design belongs to and remains with the Artist. However, subject to St Luke's Hospice Plymouth or Wild in Art paying all amounts due to the Artist under any final commissioning contract, the Artist grants to St Luke's Hospice Plymouth and Wild in Art an irrevocable royalty free licence to use the completed artwork for Wild in Art's and St Luke's Hospice Plymouth purposes in connection with the Event, 'Elmer's Big Parade Plymouth'.
11. You consent to the use of your work, name and photograph in any promotional material carried out by St Luke's Hospice Plymouth or Wild in Art without any further compensation.
12. Your Work will be reviewed by St Luke's Hospice Plymouth's Art Curation Panel and Wild in Art prior to being shown to the Event Sponsors.
13. Work will be commissioned following confirmation by the Event Sponsors. This decision on all matters relating to the Work selected to be used is final. No further correspondence will be entered into.

14. Upon commissioning, St Luke's Hospice Plymouth or Wild in Art will enter into a separate contract with you to include an agreed schedule and the terms and conditions of engagement.

15. St Luke's Hospice Plymouth will provide the Elmer sculpture at no charge to you. Cost of materials is your responsibility with the exception of varnish which will be provided. If you are not able to paint sculpture in the painting space, you will be responsible for the cost of transporting the sculpture to your studio.

16. You will provide a list of artist materials, specifically paint, brand and colours, used in the application on your sculpture.

17. St Luke's Hospice Plymouth reserves the right to withhold any fee payable to you in connection with the event if in its sole opinion the quality of the finished work provided falls below that which can be reasonably be expected for public display and/or is substantially different from the design you submitted.

18. The sculpture remains at all times the property of St Luke's Hospice Plymouth and must be returned in good order.

19. If the sculpture is returned unfinished by you or deemed to be irreparable due to damage while in your possession, you shall be charged the full replacement cost of the sculpture.

20. St Luke's Hospice Plymouth will award commissioned artists with an honorarium of £850+ vat (if applicable). This will be paid on completion of the finished artwork, subject to sign off, and all relevant paperwork. Payment will be paid within 30 working days of receipt of invoice.

21. St Luke's Hospice Plymouth and Wild in Art may from time to time produce facsimiles of the completed sculpture in both 2D and 3D form, excluding figurines. For the avoidance of doubt, any agreement reached in connection with any facsimile of your design should include any consideration to be paid to you by St Luke's Hospice Plymouth and/ or Wild in Art and require transfer of rights to St Luke's Hospice Plymouth and Wild in Art.

22. Subject at all times to your agreement Wild in Art and St Luke's Hospice Plymouth may produce a figurine of the completed structure as part of the Event Merchandise. If your sculpture design is selected to be a figurine, this will be subject to a separate figurine contract and include a royalty fee.

23. Following the event, the sculpture will be auctioned to raise money for St Luke's Hospice Plymouth. Artists will be invited to renovate the sculpture subject to, if necessary, an agreed additional fee.

24. By entering your work for consideration to be selected to be used in the Event and for eligibility for payment of the honorarium you warrant that you have all required rights and consents to submit the work and to allow St Luke's Hospice Plymouth and Wild in Art to use the work in connection with 'Elmer's Big Parade Plymouth'. You also agree to grant an irrevocable royalty-free licence to St Luke's Hospice Plymouth and Wild in Art to use the completed work for the purposes described elsewhere connected with the Event.