

"Cat'n Around Catskill" 2018



ARTIST'S PACKET

A Call to All Artists!

The 2018 Cat'n Around Catskill is quickly approaching, and with it is coming a very exciting new season for the Heart of Catskill. We are counting on all of you wonderful artists out there to create incredible, original artwork that will amaze both local cat lovers and those who travel from far and wide to experience "Cat'n Around Catskill"!

Participating in "Cat'n Around Catskill" is a great way for artists to gain public recognition. Both sponsors and artists will be promoted in both print and social media, at events, and on the streets! There will be many promotions and special events throughout the season circulating your name and artwork to the public!

Artists wishing to participate will create colored sketches of their designs for a fiberglass cat, approximately 28 inches tall, available either in a sitting or standing position and mounted on a base. While you have complete freedom with your design, one thing to take into consideration is that some of our sponsors are looking for designs that complement their businesses. Completed designs (limited to three submissions per artist) need to be submitted to the "Cat'n Around Catskill" Committee for the selection process which will be completed in late December 2017. It is essential that all designs be submitted by **December 31, 2017**. Any submitted after the due date are at risk of not being chosen by a sponsor. Once the design has been approved by the committee, you will be invited to the Artist Sponsor Reception where sponsors will select a design. The Reception will be held in January (date/time TBT). Following the reception, our office will notify you whether or not your design was selected by a sponsor. The Cats will be ready to be picked up at the Heart of Catskill office in late January, and over the next several months, artists will transform their Cats for the May unveiling. The Cats will be on display in Catskill from Memorial Day through Labor Day. Following their summer on the street the Cats will be auctioned at the "Cat's Meow Auction & Gala" at the Historic Catskill Point sometime in September 2018.

In profound appreciation for the work done by our artists, you will receive a 30% share of the gross amount for which the Cat is auctioned. Artists who return their work by the due date will receive the 30%. However, **artists who do not deliver their completed Cats by the due date will receive a smaller percentage.** It is unfortunate that this needs to be done, but the tardiness of even one Cat delays the timely production of the brochure. The remaining net will be divided among local not-for-profit agencies to support the arts, the Barry Hopkins Scholarship fund, Dutchman's Landing Park, and future public events for the community.

Selection & Approval Process

- 1) The “Cat’n Around Catskill” committee will review all submission packages for inclusion in the project.
- 2) Designs approved by the committee will be presented to the sponsors for consideration at the Artist Sponsor Reception. The sponsor will make the final selection of the design and notify The Heart of Catskill.
- 3) All artists will be informed whether or not their design has been selected by a sponsor.
- 4) Artists will receive \$50 compensation for supplies when their Cat is picked-up.
- 5) Artist will receive 30% commission from the gross auction price of the Cat if the Cat is completed by the due date, April 1, 2018. **Only partial or no commission will be paid for submissions after the due date, depending on how late the artwork is submitted. Please, this is VERY important if the brochure is to be out by Memorial Day!!!!**

What Needs to Be Submitted?

- Artist Agreement (signed)
- Copyright Agreement (signed)
- A color sketch of your Cat design on 8½” x 11” paper
- Your artist bio or resume for posting on HOCA’s web site

Artist Timeline

September 2017	Artists Packets available
December 31, 2017	Deadline for Artist Submission
January 2018 (TBT)	Artist Sponsor Reception & Artist can pick up CATS
February 2018	Notification of selection one week after the Artist Sponsor Reception (note: this may extend if all sponsors have not made a selection)
April 1, 2018	Cats MUST be completed and returned to HOCA
May 21, 2018	Cats Installation begins in time for Memorial Day Weekend
September 2018	Cat’s Meow Gala & Auction at the Historic Catskill Point

Technical Notes & Design Criteria

- 1) Artists may alter the basic Cat form but cannot compromise its structural integrity. The contact points by which the Cat is attached to its base cannot be altered or obstructed. Structural alterations that result in fundamental change to the basic Cat form must be carried out under the direct supervision of an auto body shop or fiberglass fabricator.
- 2) The artist may paint, sculpt, transform or adorn the Cat, using mosaic, mirrors, tiles, or other media. Although objects may be attached to the Cat, vandalism may and unfortunately does occur. Any object that is affixed to a Cat must be attached in a way that it cannot easily be removed. Any object attached to the Cat must also be weather resistant.
- 3) The Cats will be placed in outdoor areas fully accessible to the public for 3 ½ months, May through mid-September. Artists should consider that the Cat may be purchased for long-term installation in an outdoor location. Artists should consider the weather and other elements, including sun, rain, wind and dirt. Artists must develop designs that can withstand the weather.
- 4) Oil-based enamels, whether from an aerosol can, brushed or applied with professional spray equipment, adhere very well to the surface of the Cat as it comes from the factory. They provide a hard, weather resistant surface that does not peel or flake from the fiberglass. Polyurethane or urethane based paints will perform equally as well. We would still recommend the use of a good quality oil-based primer as a matter of good practice. Automotive or metal primers also work well in conjunction with these paints. Primers typically used for drywall are NOT recommended. We do NOT recommend latex paints.
- 5) Regarding adhesives, we found common 5-minute epoxy very effective, both on the bare gel-coat fiberglass and on a properly primed surface. Common polyester and polystyrene body fillers such as Bondo and Evercoat are excellent for use both as an adhesive and as a material for sculpting shapes and textures on the Cat. Liquid nails and other such construction adhesives may be used as well, although the drying time is longer. For optimum bond, we would recommend that adhesives and fillers be used on the fiberglass itself prior to any priming or painting. Please assure that decouped surfaces are secure and will withstand the elements.
- 6) Artists should choose to use a clear coat finish on their sculptures. They must determine the compatibility of their chosen clear coat with the particular paints they have used. Following the recommendations of the respective manufacturers is extremely important. We cannot overemphasize the risk of paint failure that can come from failure to follow instructions supplied with the clear coat. An exterior grade of 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 is acceptable.
- 7) "Cat'n Around Catskill" is a public art exhibit. The Cats will be placed in highly public, accessible locations where the public can touch the designs. Public safety is a significant concern. Designs should be created with durability and safety in mind.
- 8) Designs must be appropriate for public display. Designs that are religious, political or sexual in nature will not be accepted. Corporate logos and advertising are not permitted. A review panel will evaluate all designs. This review panel has the sole discretion to accept or reject any design.

Acknowledgement for Artists

Artists participating in “Cat’n Around Catskill” 2018 will be acknowledged in the following ways:

- 1) The artist, title, and sponsor of each Cat will be displayed on a plaque which will be mounted on the base of each Cat.
- 2) The artist, title, and sponsor of each Cat will be listed in the “Cat’n Around Catskill” brochure which will include a map that indicates the location of each Cat in the Catskill area.
- 3) The artist, title, and sponsor of each Cat will be listed on the “Cat’n Around Catskill” website.
- 4) The Cat, along with its artist and sponsor, will be featured in both print and social media throughout the season.
- 5) Artists, Sponsors and Cats will all be honored at the Cat’s Meow Auction and Gala in September 2018. Artists will receive one free ticket to the Gala.

Contact Us

The Heart of Catskill Association
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Catskill, New York 12414
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HeartofCatskill@outlook.com

Resources for Artists

Artists are encouraged to view websites that provide information about similar projects that have taken place in other communities. Cowpainters maintains a website that lists all the programs for which they supply forms. By visiting them at www.cowpainters.com and clicking on the "Projects" tab you can view projects that are taking place in many other cities.



Cowpainters from Chicago is where we will be ordering our fiberglass forms. In addition to the forms, they also provide important consultative services, such as the "**Prep & Painting Tips**"© for artists and their unique **Artists' Hotline** info@cowpainters.com assures that the artists get the expert technical guidance they need.

PREP & PAINTING TIPS© ARTIST INFORMATION HOTLINE: (312) 666-6257

FOR YOUR HEALTH AND SAFETY, ALWAYS WEAR VINYL OR RUBBER GLOVES AND DUST MASKS OR RESPIRATORS WHEN PREPPING CRITTERS. WORK IN A WELL-VENTILATED SPACE. CLEAN UP THE DUST WITH DAMP MOPS, DON'T SWEEP. Please regard all of this information as suggestions on how to proceed. The entire process depends upon an artist's knowledge of materials and proper application. If in doubt -- EXPERIMENT.

Preparation

Wash the surface while looking it over carefully to see if there are any holes to fill or defects in the surface that must be fixed before proceeding. **If small holes are found:** fill with a bondo-type product sold in a tube and available at auto supply stores. Smooth with spatula and let set before sanding. If you find any areas where the primer appears to be flaking off, stop and call the **Hotline** for instructions.

Paint and Varnish

We recommend acrylics by Golden, Windsor-Newton, Daler-Rowney, Pebeo, Lascaux, Liquitex and other professional-grade paint. You can also use the oil paints of your choice. Avoid latex wall paint, unless it is a very high grade, as the colors are not as durable as artists' acrylics. Read your paint labels carefully and avoid paints that do not have a high colorfast rating. You don't want your design to disappear in the sunlight! **Protect your artwork** before the form leaves your studio by varnishing with a coat of **Lascaux UV-1 gloss varnish. It is the best.** Order one 250 ml bottle from Jerry's Artarama Catalog (800-827-8478) or Dick Blick Art Supply (www.dickblick.com) One coat of Lascaux, diluted 3 parts varnish to 1 part water, will protect your work until it is clear-coated. An alternative to Lascaux is Ronan's Aquathane (call 800-247-6626 to find your nearest retailer). **DO NOT USE GOLDEN UVLS GLOSS VARNISH. IT IS NOT RECOMMENDED FOR OUTDOOR USE.**

Clear-Coat

The art project should arrange for a final finish with an auto-body clear coat, which will create a hard-shell high-gloss finish with a UV-protection component. Our auto-body shop uses Sherwin Williams' automotive urethane 7000, cured at no more than 140 degrees for no longer than 40 minutes. Do not clear-coat over mosaic or mirrored surfaces.

Additions and Extensions

Remember that anything you add to the creature will be vulnerable. Vandals (and the weather) will try to remove add-ons, so think "permanence" when planning and executing your design. There are professionals in your community who can help you do this, such as auto-body shops and other professionals who work with fiberglass. If you wish to sculpt forms onto your fiberglass form, use epoxy putty. Go to www.magicsculpt.com and/or www.restorersupplies.com for epoxy putty and product tech support. To glue stuff onto your creature, use liquid nails or jewelers cement, epoxy adhesives or Bond 527 multi-purpose cement. We do NOT recommend that you add hats, bags and other items made of fabric. They will deteriorate outside. **REMEMBER, BUYERS WILL NOT BE HAPPY WITH FAULTY ARTWORK. THINK PERMANENCE!!!**

Cat'n Around Catskill 2018

Artists Agreement

Please print clearly

Deadline for submission – December 31th, 2017

Artist Name:

(Exactly as you want it to appear on plaque and in print)

Mailing Address:

City: _____ **State:** _____ **Zip:** _____

Daytime Phone: _____ **Evening Phone:** _____

E-mail Address:

Title of Your Cat:

Design Statement (Brief description of design what inspired you and/or how it will be made.)

Assurances: I have completely read the *Cat'n Around Catskill* Artist Packet and agree to its contents in full. I acknowledge that all application materials will become the property of the Heart of Catskill and no materials will be returned to the artist. I agree to all terms of the Artist's Agreement.

Artists Signature: _____ **Date:** _____

Copyright Assignment

WHEREAS, _____ (artist's name), an individual having an address at _____ is the Author of the design and sketches (collectively referred to as the "Design") attached to the application submitted to the Heart of Catskill Association "Cat'n Around Catskill" committee on the same date of this assignment;

WHEREAS, the Artist understands and acknowledges that, as part of the application process, it is intended that the Heart of Catskill Association with an address of 397 Main Street, Catskill, NY 12414, *Cat'n Around Catskill*, owns the entire right, title and interest in and to the Design;

WHEREAS, the Artist understands and acknowledges that he/she will be notified in writing by the "Cat'n Around Catskill" committee whether his/her design has been approved and selected;

WHEREAS, the Artist understands and acknowledges that, upon the artist's receipt of written notification that his/her design has been selected and approved, he/she shall apply that design to a Cat sculpture provided by the "Cat'n Around Catskill" committee, thereby creating a "Finished Cat" ready for outdoor display during the summer of 2018.

WHEREAS, the 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 the Heart of Catskill Association;

WHEREAS, the Artist understands and acknowledges that the Heart of Catskill Association 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 of the "Finished Cat" is approved for exhibition as described in detail in the Call for Artists to "Cat'n Around Catskill" and that in such case the committee will pay the artist a stipend of \$50. to help defray the cost of materials used in the decoration of a Cat chosen for exhibition. The Artist will also receive 30% of the gross sale price paid for his/her Cat at the final Auction and Gala if the cat is delivered by the due date. Any Cat not sold at Auction may be placed for auction on eBay.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound hereby, the Artist hereby assigns to the Heart of Catskill Association 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 Cat, together with all copyright application and registrations therefore.

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

The Artist further acknowledges and agrees that if the Finished Cat is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, "Cat'n Around Catskill" shall have the right to make, or have made, such repairs, even if the repairs would constitute distortion,

mutilation or modification under VARA. The Artist hereby waives his/her rights under VARA in the event and to the extent "Cat'n Around Catskill" deems such repair necessary.

The Artist represents to "Cat'n Around Catskill" that he/she is the sole author of the Design and that the Design is an original work of authorship which does not infringe upon the copyright rights or an 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 Call for Artists, "Cat'n Around Catskill" shall assign (and hereby does assign) back to the Artist all its right, titles and interest in and to the Design.

Artist Signature: _____

Print Name: _____

Address: _____

Cat Title: _____

Date: _____

Artist Signature: _____

Print Name: _____

Address: _____

Cat Title: _____

Date: _____



