



## Artist Application

For the seventh year in a row Airlie Gardens, in Wilmington, N.C., is excited to host their yearly art exhibit, **Heart of the Gardens**, July-October 2019! Airlie Gardens invites artists or teams of artists to decorate, paint, and otherwise adorn one of the 10 oversized **fiberglass Giant Heart** models. These Garden Hearts will be placed throughout the grounds for guests to enjoy as part of their garden experience. Our hope for this outdoor exhibit is that it will be a collection that appeals to all. An artist's design will be selected based on creativity, craftsmanship, use of materials, the ability to appeal to all age groups, outdoor sustainability and durability.

### Artist & Sponsor benefits

- A showcase for the artist's talent & sponsor's business. A plaque featuring the artist & sculpture sponsor will be placed at each piece.
- Optimum exposure through increased pedestrian traffic within Airlie Gardens, over 30,000 visitors between the months of July-October!
- Artist Honorarium: \$400-\$800
- Media attention throughout Wilmington & Eastern North Carolina
- A means to give back to the community; Airlie Gardens Foundation is a 501(C)(3) Non-Profit Organization.

Communities as diverse as tiny Brandon, Vermont, to Zurich, Switzerland, have staged similar, hugely successful exhibits. Find more about these and other projects at [www.cowpainters.com](http://www.cowpainters.com).

### Eligibility

This project is open to all artists, from the acclaimed to the amateur.

### Project Rules & Guidelines (*Applications must be received by February 28<sup>th</sup> 2019*)

*Airlie Gardens will supply the fiberglass heart and a **\$400-\$800 honorarium** for realizing your design on the fiberglass form. The finished heart will be displayed in Airlie Gardens from July to October 2019, when they will be offered for sale to benefit The Airlie Gardens Foundation. Artists may choose to submit a design for a small 2.5ft heart, large 5ft heart or both.*

- Artists may alter the basic heart form but cannot compromise its structural integrity. The contact points by which the hearts are attached to their bases cannot be altered or obstructed.
- Artists whose designs have been approved for exhibition, will receive an honorarium: \$400- Small Heart & \$800- Large Heart (½ delivered at sculpture pick up and ½ paid upon delivery).
- The manufacturer primes the surface of each heart. Unless you have altered the form or exterior of your heart, you will not need to reapply a primer. The heart manufacturer, Cowpainters, LLC, has provided a list of recommended materials for decorating the forms which is provided at the end of this document.
- Artists may paint, sculpt, transform, or adorn hearts. Objects attached to the hearts must be affixed so that they cannot be easily removed. Attached objects must be weather-resistant.

- Artists have the option of adding appendages to the fiberglass form. Proposed additions must be made clear at the time of original submission of drawings to the review committee.
- Hearts will be placed in outdoor areas for four months, fully accessible to the public beginning in July. Artists should consider the weather and other elements, including sun, rain, wind, dirt, and people. Artists must develop designs that can withstand the weather and the public, who will be touching the hearts.
- Artists should consider that their designs might be purchased for long-term installation in an outdoor location.
- Painted hearts will receive automotive clear coat for weather protection, this service will be funded by the Airlie Foundation.
- Designs must be appropriate for public display. Designs that are religious, political, or sexual in nature will not be selected. Corporate logos and advertising are not permitted. Libelous, slanderous, or designs showing social disrespect will not be permitted. The review committee evaluates all designs and has sole discretion to accept or reject any design.
- **Artists will produce the heart sculptures in their studios or homes. You will be responsible for transporting your heart to and from your studio or workspace.**

## Timeline

*Selection panel review will begin as soon as artist's proposals are submitted. Airlie Gardens encourages all artists to submit proposals as soon as possible so we may assemble a sizable and diverse portfolio for sponsors to review. Please note, this timeline is subject to change at Airlie Gardens discretion.*

- **Artist application Deadline**
  - February 28<sup>th</sup> 2019
- **Artists Notification/Commission**
  - March 15<sup>th</sup> 2019
- **Fiberglass hearts available for pick up**
  - April- Specific date TBD
- **Deadline for Return of Finished Heart Sculptures**
  - June 15<sup>th</sup> 2019
- **Exhibit Opens to Public**
  - July 1<sup>st</sup> 2019
- **Public Auction**
  - September 17<sup>th</sup> – October 30<sup>th</sup>
- **Exhibit Closes**
  - October 31<sup>st</sup> 2019



*Large Heart  
60" W x 27" D on small round base*



*Small Heart  
32"H x 4" D at Center  
24" poles attached at base of heart*

## Application Checklist

- Written artist statement /description of proposed heart design.
- Color copy of proposed design on heart outline.
- Original copy of signed Application Form.
- Original copy of the signed Copyright Assignment.
- Examples of previous work

## 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 contain any unauthorized infringement on anyone else's intellectual property rights (for example, trademark, copyrights, branding, or 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 The Airlie Gardens Foundation, the organizers of this art exhibit. Please remember to keep a copy of these forms for your record.

Designs approved for exhibition, will receive an honorarium: \$400- Small Heart & \$800- Large Heart (½ delivered at sculpture pick up and ½ paid upon delivery). Airlie Gardens 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 heart. You will be acknowledged as the artist on a plaque affixed at the display location of the heart and appropriate publications. However, the copyrights, including the rights to reproduce your design, create copies or reprint your design in books will be owned by Airlie Gardens. If your design is not approved or selected for exhibition, Airlie Gardens shall assign the entire right, title and interest in your design back to you.

## Garden Heart Specifications

A 2.5-foot-tall or 5-foot-tall fiberglass heart form, wearing nothing but a rough factory priming, awaits your creative vision. Artists may alter the basic heart form but cannot compromise its structural integrity. The contact points by which the hearts are attached to their bases cannot be altered or obstructed. Artists may paint, sculpt, transform, or adorn hearts. Objects attached to the hearts must be affixed so that they cannot be easily removed. Attached objects must be weather-resistant. Artists have the option of adding appendages to the fiberglass form. Proposed additions must be made clear at the time of original submission of drawings to the review committee.

## Deadline for submission- February 28<sup>th</sup> 2019

Applications, design diagrams, resume and samples of your artwork must be postmarked by *Wednesday, February 28, 2019*. Send your submissions to: Airlie Gardens, ATTN: Rebecca Pearce, 300 Airlie Road, Wilmington, NC 28403, or email [rpearce@nhcgov.com](mailto:rpearce@nhcgov.com) (if application is emailed a hard copy must also be sent)

### Contact Information

Name		
Street Address, City, ST, ZIP Code		
Home Phone		
Mobile Phone		
E-Mail Address		
Heart Size (Check all that apply)	<input type="checkbox"/> Large Heart Design (5-Foot-Tall) \$800 Artist Honorarium	<input type="checkbox"/> Small Heart Design (32"H x 4" D) \$400 Artist Honorarium

### Design Statement

Please attach an additional sheet with a brief description of your design, what materials you plan to use, what inspired you and how the design will be executed.

### Artist Biography

Please attach an additional sheet with an artist resume with references and photos of past work.

### Heart Outline

Please complete your proposed design on the outline provided. You may submit a design for only one or both size options. Only one application will be needed if you are submitting more than one design. Please feel free to enlarge, however please do not submit designs larger than 8.5"x11". Note that the more complete your design, the easier it will be for the panel to review your submission. Please note that all application materials become the property of The Airlie Gardens Foundation, 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"x11".

### Agreement and Signature

I (applicant) \_\_\_\_\_ understand that if my submission is selected and I design a heart, all rights, title and interest to the submitted design will become the sole property of the Airlie Gardens Foundation and I relinquish all rights, title and interest in the design and the finished heart sculpture. I acknowledge that Airlie Gardens is not liable for damage or loss of materials submitted. I have read and understand the project rules and guidelines.

<b>Name (printed)</b>	
<b>Signature</b>	
<b>Date</b>	

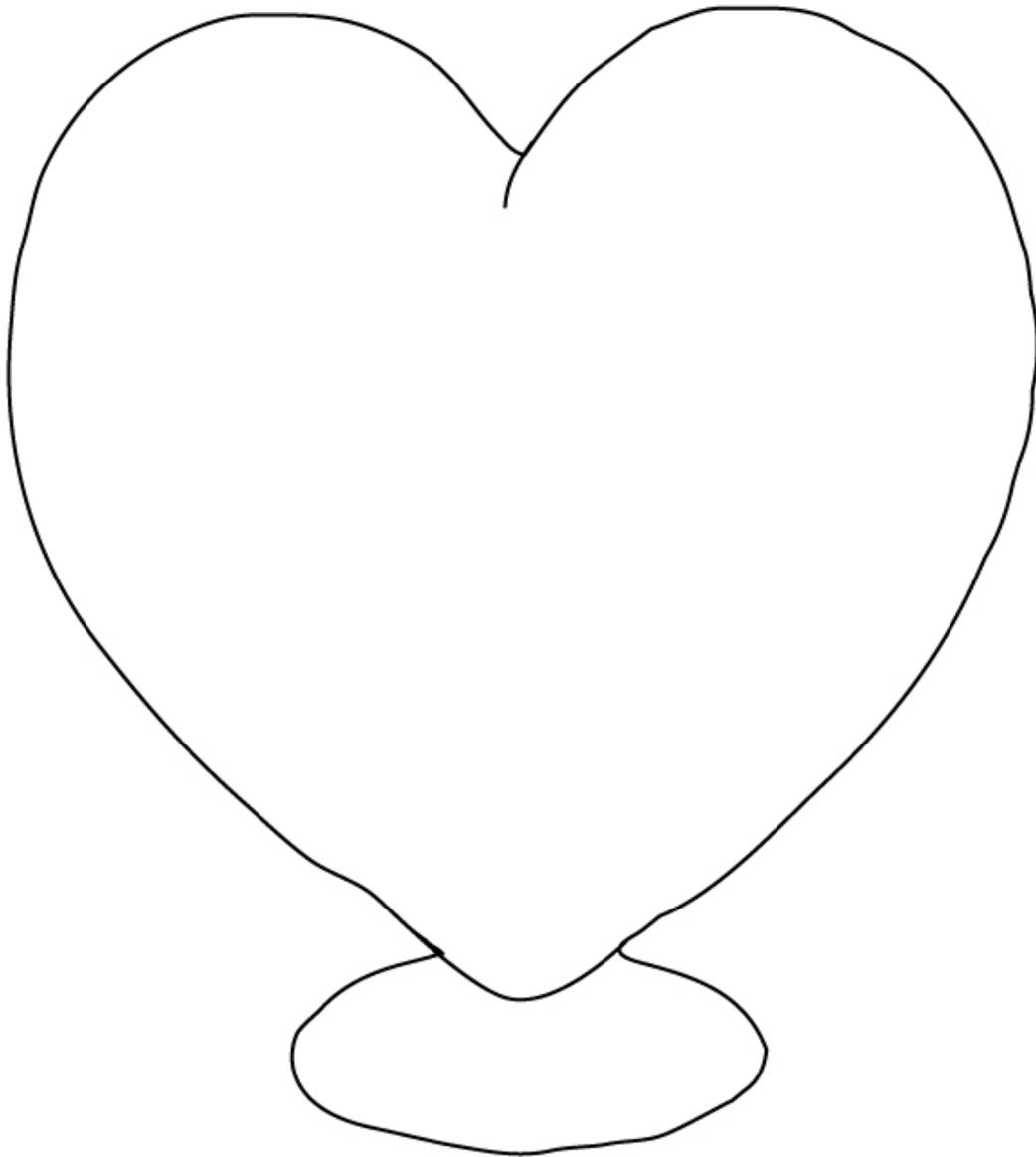
## DESIGN STATEMENT

Please provide a brief description of your design, what materials you plan to use, what inspired you and how the design will be executed. Please complete a design statement for each design submitted.

**Garden Heart Title:** \_\_\_\_\_

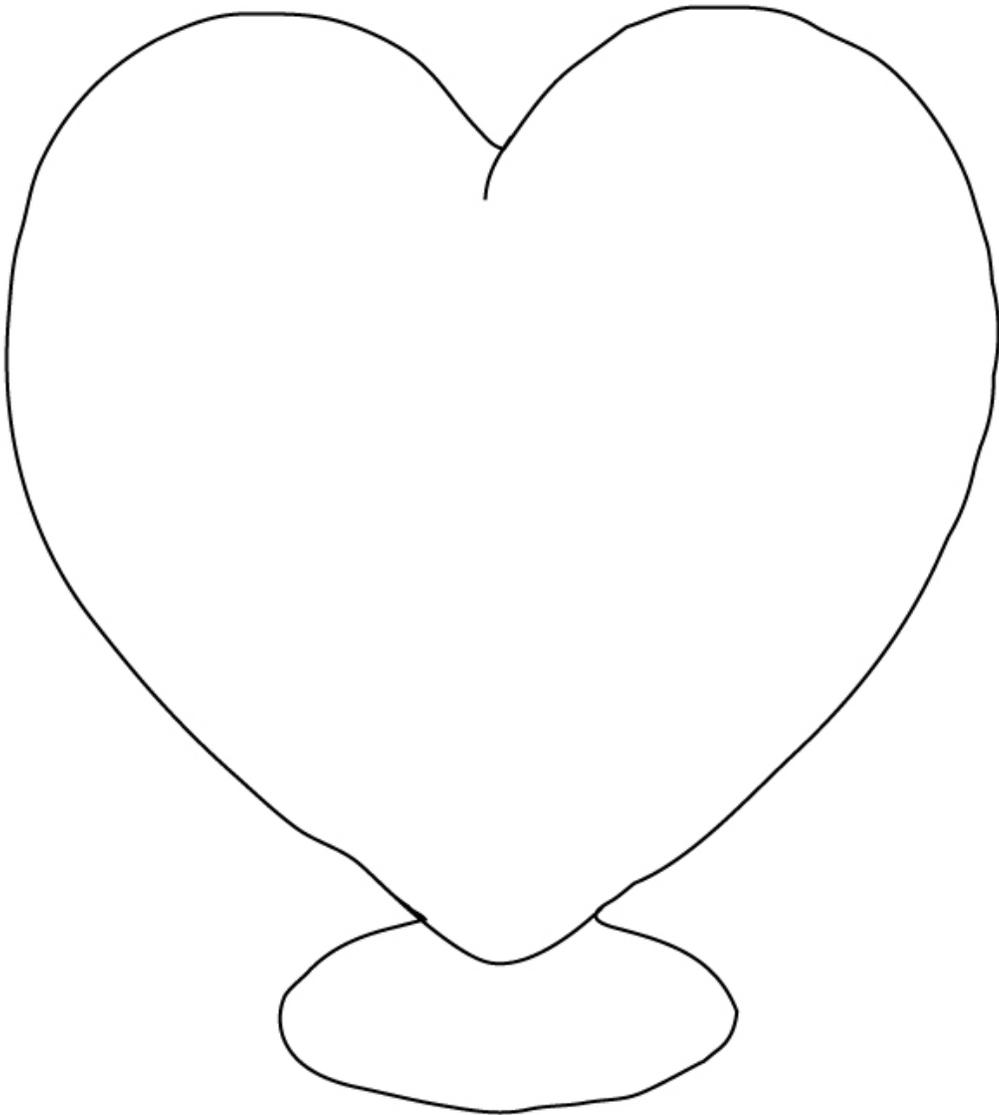
**Design Statement:**

**DESIGN TEMPLATE: LARGE HEART  
FRONT OF GARDEN HEART**  
(Large Heart 5-feet-tall with 1-foot-round attached base)



**DESIGN TEMPLATE: LARGE HEART  
BACK OF GARDEN HEART**

(Large Heart 5-feet-tall with a 1-foot-round attached base)



## **DESIGN STATEMENT**

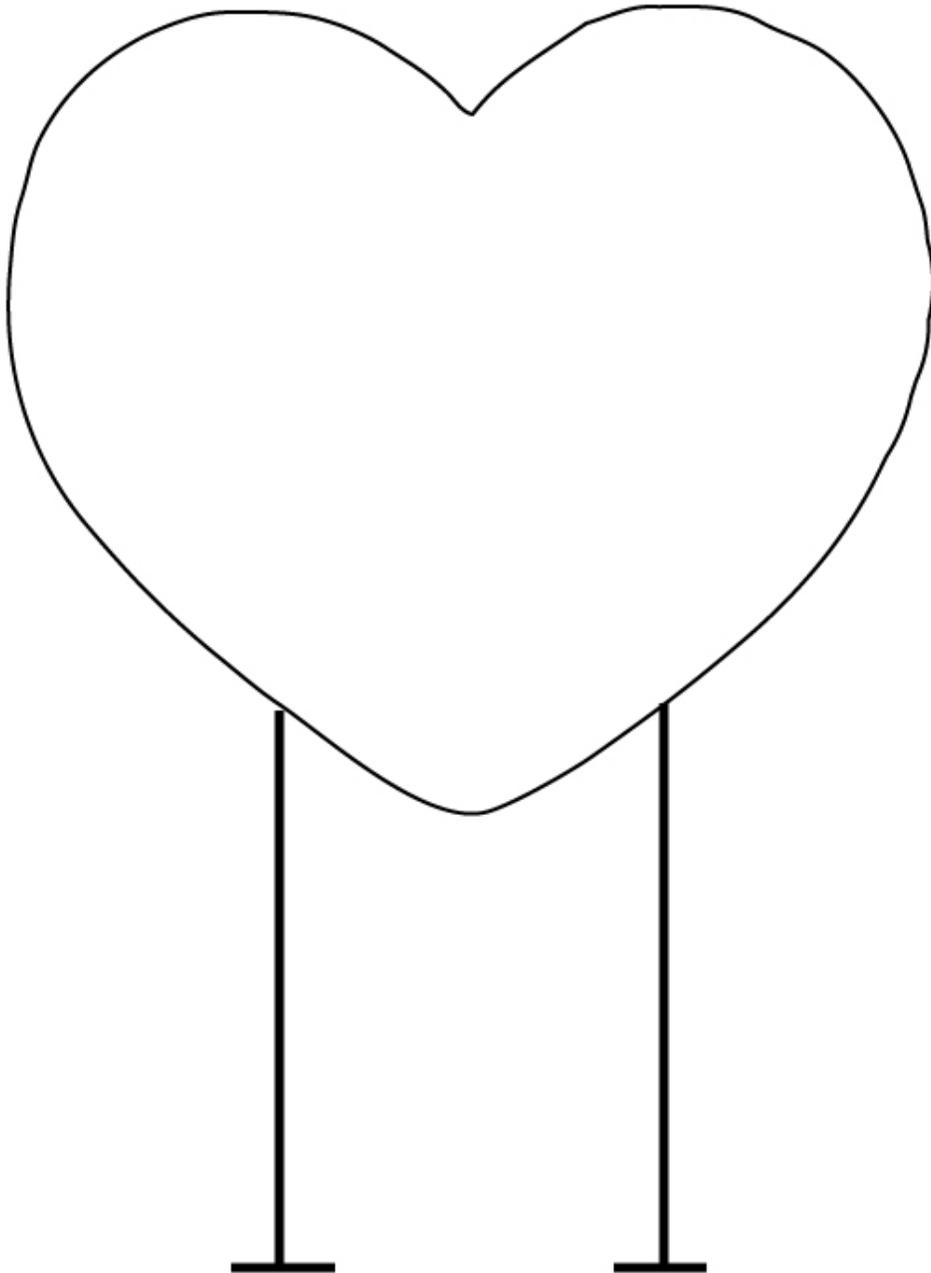
Please provide a brief description of your design, what materials you plan to use, what inspired you and how the design will be executed. Please complete a design statement for each design submitted.

**Garden Heart Title:** \_\_\_\_\_

**Design Statement:**

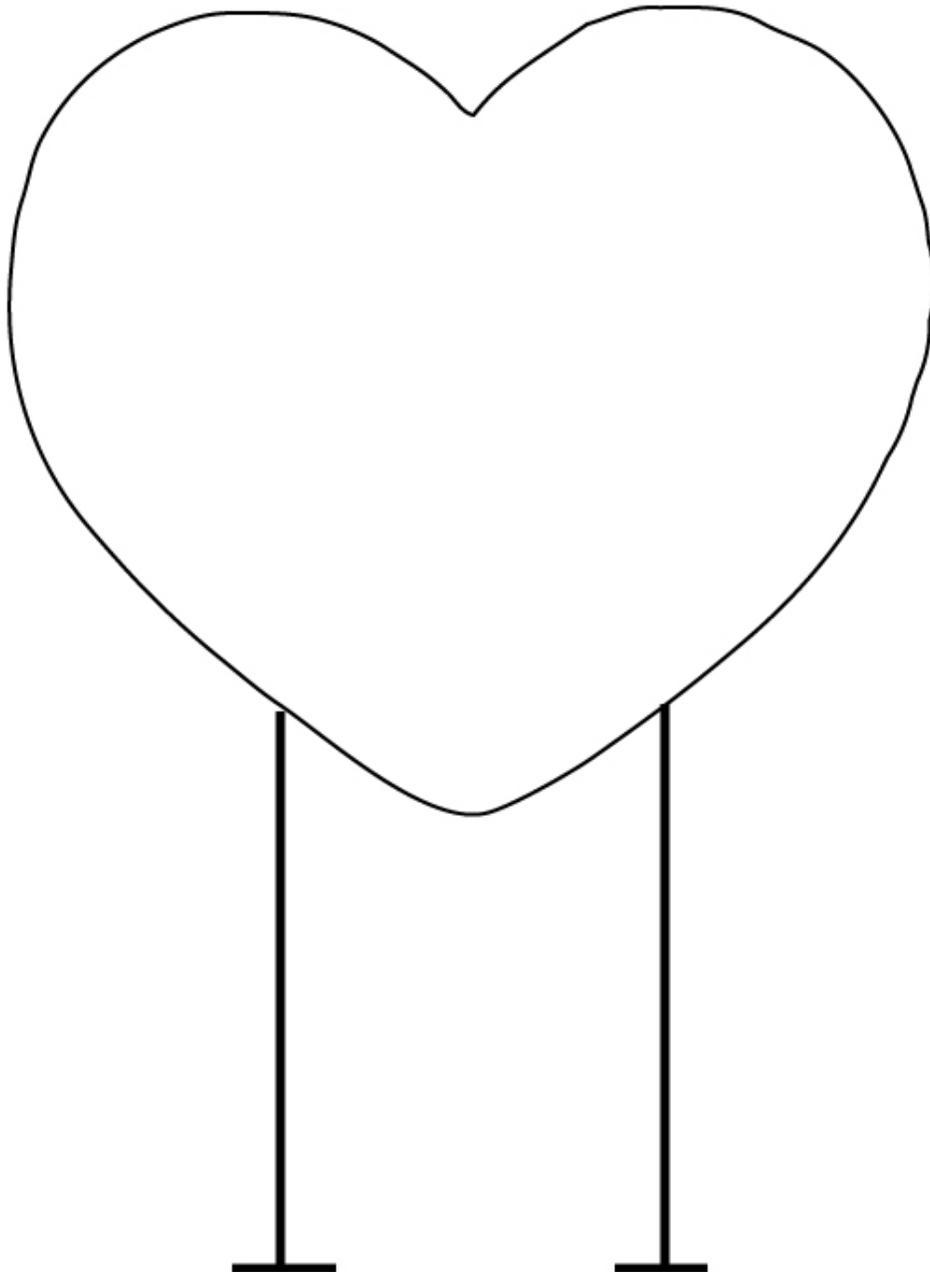
**DESIGN TEMPLATE: SMALL HEART  
FRONT OF GARDEN HEART**

(Small Heart- 2.5-feet-tall with two 24" poles attached to a base)



**DESIGN TEMPLATE: SMALL HEART  
BACK OF GARDEN HEART**

(Small Heart- 2.5-feet-tall with two 24" poles attached to a base)



**COPYRIGHT ASSIGNMENT**

WHEREAS, \_\_\_\_\_ [fill in the name of artist], an individual having and address of \_\_\_\_\_ (“Artist”) is the author of the design and sketches (collectively referred to as the “Design”) attached to the application submitted to The Airlie Gardens Foundation(AGF) on the same date as the date of this Assignment;

WHEREAS, Artist understand and acknowledges that, as part of the application process, it is intended that **THE AIRLIE GARDENS FOUNDATION**, a 501(C)(3) nonprofit organization, with an address of 300 Airlie Road, Wilmington, NC 28403 own the entire right, title and interest in and to the Design;

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 AGF;

WHEREAS, Artist understands and acknowledges that AGF 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 Garden Heart is approved for exhibition, as described in detail in the Request For Proposals and Application to Roam with the Garden Hearts, and that such case **The Airlie Gardens Foundation** shall pay to Artist and honorarium of \$400.00-Small Heart & \$800-Large Heart (½ delivered paid at sculpture pick up and ½ paid upon the delivery of the completed Garden Heart.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound hereby, Artist hereby assigns to AGF 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 Garden Heart, 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 Garden Heart, AGF shall not be liable for any distortion, mutilation, modification or destruction of the Finished Garden Heart 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 AGF in the event of such distortion, mutilation, modification or destruction. Artist further acknowledges and agrees that if the Finished Garden Heart is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, AGF 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 waves his/her rights under VARA in the event and to the extent AGF deems such repair necessary. Artist represents to AGF 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, AGF shall assign [and hereby does assign] back to Artist all its right, titles and interest in and to the Design.

ARTIST Signature (Sign Below)

X

\_\_\_\_\_  
A r t i s t S i g n a t u r e

**Print Name:** \_\_\_\_\_

**Garden Heart Title(s):** \_\_\_\_\_

**Date:** \_\_\_\_\_



## PREP & PAINTING TIPS©

**Preparation:** Your form is primed white. 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. 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. If you find any areas where the primer appears to be flaking off, stop and call the **Hotline** for suggestions. To assure a strong bond when painting the form, we also recommend that you rough up the surface primer a bit or gesso the form before beginning.

**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; please paint in thin layers when using oils, letting each layer dry thoroughly between applications. Latex wall or house paints are not recommended. Craft-quality paints such as Delta Ceramcoat Acrylics are not formulated to withstand outdoor conditions and will peel quickly, do not use them. 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 (over acrylic paint only)**. If it is not available at your local art supply store, it can be ordered from Dick Blick Art Supply ([www.dickblick.com](http://www.dickblick.com)). While there are other products out there, **Lascaux is the best.** Order one 250 ml bottle for a small form, 2 bottles for a medium sized form and 3 bottles for a large form. One coat of Lascaux, diluted 3 parts varnish to 1 part water, will protect your work until it is clear-coated. If you are planning to **decoupage or apply mosaics** to your form, please call or email for additional information.

**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. It is recommended that you 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. You may want to start with your local art supply or hardware store. If they are unable to provide the product you are looking for, however, you may find it on the internet at [www.magicsculp.com](http://www.magicsculp.com) and/or [www.restorersupplies.com](http://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 THAT BUYERS WILL NOT BE HAPPY WITH FAULTY ARTWORK SO THINK PERMANENCE!!!**

**Note:** These tips have been compiled from the experiences reported to Cowpainters by public art project artists across the country and are provided for the information of our clients' artists. Please regard all of these tips as suggestions on how to proceed. The entire process depends upon an artist's knowledge of materials and proper application. If in doubt -- EXPERIMENT. We are happy to share this information with our clients, but Cowpainters cannot assume, and expressly declines, any warranty or liability for the finished artwork.

## RECOMMENDED MATERIALS FOR DECORATING THE FORMS

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.

**“Bondo Body Putty”**: Comes in a tube, for filling small holes and making small repairs; and Bondo fiberglass body repair kit for making larger repairs. (Can be purchased at PepBoys, NAPA or other auto supply stores.)

**“Paints”**: All professional-grade artist acrylic or oil paints will do the job. For ease of application, good color stability, and national availability in art stores, we recommend Liquitex Soft Body (medium-viscosity) Acrylics. The high-viscosity paints are too “gluey” to move around with ease. You will need 59 ml (2 oz) tubes or jars, in the colors of your choice. (Two 7 oz. tubes should cover a medium sized form in one color.) Go to [www.cowpainters.com](http://www.cowpainters.com), click on the Projects & Partners tab, then PARTNER LINKS in red and then **Dick Blick**. Once on **Dick Blick's** website, click on Paints, Acrylics, Liquitex Heavy Body paints, Soft Body paints. Drying time for acrylics is 20 minutes to the touch; oil paints take much longer. You should allow the paint to cure completely before the form is sealed with the clear coat. Typically curing time for acrylics is 7 days, with oils the curing time can be much longer.

**“India Ink”**: We don't recommend the use of pens or markers on the fiberglass forms because they tend to run when sealed. Another problem with markers is that even the inks marked lightfast tend to fade quickly in the direct sunlight.

**“Golden Polymer Medium – Gloss”**: 250 ml or 500 ml bottle for decoupage. Use full strength, immersing paper in medium, applying it to the form, and removing all air bubbles with your hands. Remove excess medium with almost-dry sponge. Let it dry for several days before varnishing. Make color copies on a laser printer or copy machine of any pictures or images from magazines that you wish to decoupage. The inks are more permanent and the paper will hold up better than photographic or magazine paper. Order from **Dick Blick**.

**“Lascaux UV-1 Gloss Varnish”**: For a protective coating on your artwork before clearcoat at auto-body shop. You will need a 250 ml. bottle for small or mid-sized forms and 500 ml bottle for large forms. Order from **Dick Blick** or **Jerry's Artarama** (check under PARTNER LINKS on Cowpainters website, Projects & Partners tab) as soon as you get your assignment, because it can't be found in most stores and most art catalog houses run out and have to back-order it. **THERE IS NO GOOD SUBSTITUTE FOR THIS**

**PRODUCT**. To use, dilute 3 or 4 parts varnish to 1 part water (you want it to be light) and filter through gauze. Use nylon brush, and have a large jar of water handy, to immerse your brush in if you have to pause when varnishing. It sets up quickly, so if you pause, don't begin again until the varnish is dry (15 minutes or so). It goes on slightly cloudy, but dries crystal clear. Immediately remove air-bubbles if they form by touching lightly with brush. Takes about 1 hour to dry.

**“MagicSculp Epoxy Putty”**: Primarily used for altering the surface or adding sculptural elements to the form. This product comes in two tubs and you mix equal parts together to activate the product. An artist who works with MagicSculp often suggested using a little more hardener than resin to ensure that the mixture will harden completely. Complete directions for usage will be found on these websites, along with ordering information: [www.magicsculp.com](http://www.magicsculp.com) and [www.restorersupplies.com](http://www.restorersupplies.com), as well as [sculpt.com](http://sculpt.com). The product will adhere to the fiberglass form if you rough up the surface and drill a few small holes, so you can push the MagicSculp into the holes for a better bond. It is non-toxic, allows a couple of hours of working time before it sets up, and after dry (12

hours) can be sanded, if necessary, and painted with ease. The shelf life of MagicSculp is two years; it is best not to use this product after 2 years. MagicSculp is polymer-based and will fade in UV light. It is necessary to prime, paint, and Lascaux epoxy putty to prevent color fading.

**“Mosaic tile or mirrors”:** You will be applying mosaics over a primed surface, so follow the directions from your tile outlet. Treat the form as though it was a bathroom wall (example: use thin-set adhesive and sanded mortar) using whatever the tile store recommends. These forms should be sealed with mosaic sealer, not auto body clear coat.

We do not recommend using broken pottery because some of the colors will not be colorfast and may fade outdoors. It is also difficult to be certain that the mortar completely covers any broken edges, so that people will not get scratched or cut by them.

**“Glues, Adhesives”:** Of course you will want non-aqueous glues such as jewelers cement, Liquid Nails, Gorilla Glue, Loctite indoor/outdoor adhesive sealant or epoxy cements. Do not use Elmer’s glue or other water-soluble glues. Remember that people will try to peel off anything that you glue onto a form. You can also use MagicSculp epoxy putty as glue if you rough up the form and the item to be glued, and drill into each side so that the epoxy putty can form a true bond.

**“Fabrics”:** If you are going to apply a fabric such as cotton to the form, as a decoupage, you can use the Golden Polymer Medium as described above. There is an alternative product called Paverpol, which is available online. It is very similar to a Polymer Medium, but with more staying power. You may also use MagicSculp’s more viscous cousin, MagicSmooth. MagicSmooth is a two part epoxy resin medium that can be applied to heavier organic fibers/materials. There is also a fabric hardener often available through autobody supply stores. If you are going to harden fabric with this and apply it to the form, you should know it is an extremely toxic material that will need to be worked with outdoors, away from children and pets, and you will need to wear a respirator, rubber gloves and eye protection. We do not recommend this and would not do it ourselves. Please note that fabric fibers and dyes are not meant to withstand weather conditions. Textile dyes will fade! You will need to prime and paint any textile surface!

**Note:** These tips have been compiled from the experience reported to Cowpainters by public art project artists across the country and are provided for the information of our clients' artists. Please regard all of these tips as suggestions on how to proceed. The entire process depends upon an artist’s knowledge of materials and proper application. If in doubt -- EXPERIMENT. We are happy to share this information with our clients, but Cowpainters cannot assume, and expressly declines, any warranty or liability for the finished artwork.