



2018

Artist Packet

The Hoot of the Owl Committee
Sponsored by the Village of Coxsackie

whatahoot12051@gmail.com

Hooting to All Artists!

We have been astounded with the excitement, popularity, and response to our 2017 What a Hoot! and so we will do it again!

If you are a returning Owl Artist, thank you again for your wonderful work that contributed to the success of the first year. If you are new to What a Hoot!, thank you for joining us!

ALL Artists – please read this entire packet and please submit all the required forms.

We are relying on the creative juices that we know exist right here, and we can hardly wait to see the incredible artwork that will enthrall bird and art lovers, both locally and from faraway places! Please complete and submit the artist packet quickly so that you can become eligible to decorate one of the “Coxsackie Owls.”

Your participation in “What a Hoot!” can be a great way to gain public recognition. All sponsors and artists will be promoted in print, through social media, at events, and, of course, on the streets where the Owls will be perched!

Artists who wish to participate must create colored sketches of their designs for a fiberglass Owl that is approximately 32 inches tall. This packet includes an outline of the owl form for use as the design template. The decorated Owls will be mounted on a base, and displayed throughout the Hooting Season. You have complete freedom with your design, but you may want to consider that some of our sponsors are looking for designs that complement their businesses. Make sure your sketch/design is nicely detailed so that sponsors have a good idea of what the finished owl will look like.

We ask that you submit no more than three designs to the Hoot of the Owl Committee before December 31, 2017 so the selection process can begin. Any designs submitted after the due date will be at risk of not being chosen by a sponsor. Once the design has been approved by the committee, you will be invited to a Selection Reception where sponsors will select a design. The Reception will be held in January 2018. You do not have to be in attendance at the reception. After the reception, the committee will notify you if your design was selected by a sponsor. Not all designs/artists will be chose, because there are inevitably more sketches than sponsors. The Owls will be ready to be picked up in late January/early February, and over the next several months, artists will transform their Owls for the May unveiling. The owls will be on display in Coxsackie from May through late September or early October 2018.

Following their patient perching, the Owls will be auctioned at the “What a Hoot! Auction” in the latter part of September or early October 2018. The exact date is yet to be determined.

In appreciation for the efforts put forth by our artists, they will receive up to a 25 % share of the gross amount for which the Owl they decorated is auctioned. Artists who return their completed Owls by the due date will receive the aforementioned 25%, however, **artists who do not deliver their completed Owl by the due date will receive a smaller percentage.** We hope all Owls are in on time, and regret making such a rigid deadline, but the lateness of even a single Owl will delay the production of the brochure and map, as well as other promotional materials.

The remaining net realized at the auction will be divided among and donated to community programs, charities, and local not-for-profit organizations.

Selection & Approval Process

- 1) The Hoot of the Owl committee will review all submitted packages for inclusion in the project.
- 2) Designs that are approved by the committee will be presented to the sponsors for consideration at the Selection Reception. The sponsors will make the final selection of the design for their Owl, and will notify the Hoot of the Owl Committee.

It is very important to note that *even if a sponsor has already made arrangements with an artist to decorate their owl, the artist MUST submit the proposed design, by the deadline, to the committee for approval.*

- 3) All designs, including those already chosen by a sponsor, will be displayed at the Selection Reception. The committee wants everyone to see all of the fabulous designs for the upcoming event, and a numbered "Chosen" sticker will be affixed to the designs that are already spoken for.
- 4) All artists will be informed whether or not their design has been selected by a sponsor.
- 5) To help with the cost of decorating materials and supplies, each artist whose design has been chosen will receive \$50 compensation when their Owl is picked up.
- 6) Artists will receive a 25% commission of the gross auction price of the Owl he or she decorated if the Owl is completed and turned in by the due date. **Only a partial or no commission will be paid for Owls submitted after the due date, depending on how late the artwork is submitted.**

What's New for 2018

- The owl sculptures will be somewhat smaller in 2018, making them easier to decorate and to handle.
- The Hoot of the Owl Committee learned that by placing owls in groups, they receive more visits and attention, therefore, the sponsors receive more recognition, too. To achieve the optimal promotion of every sponsor and artist, the Committee is developing a location strategy that will encourage "owl touring."

These Items Must Be Submitted

- Artists Agreement (must be signed) Page 7
- Copyright Assignment – two pages (must be signed) Pages 8 and 9
- A color sketch of your Owl design on 8½” x 11” paper
An outline has been provided - keep a good copy of your design for your reference
- Your artist bio or short resume – this helps us promote you and your owl. Don't know what to say? Tell us a bit about yourself, your art experience (or life experience & desire to try something new) ...include some information on your design! Everyone has something interesting to say about herself or himself, and the evolution of their designs. This extra info helps sponsors make selections, and will also be used when showcasing each chosen artist on our Facebook page.

** Submit your design and ALL completed forms **

Mail to The Hoot of the Owl Committee, P.O. Box 148, Coxsackie, NY 12051
OR Drop off at National Bank of Coxsackie, West Coxsackie Branch at
Intersection of Routes 9W, 385 and 81 in West Coxsackie

Artist's Timeline

(Most Dates are approximate. You will be notified when specific dates are determined)

<u>October 2017</u>	Artist Packets available
<u>Dec. 31, 2017</u>	Deadline for Artist Submission – <u>this date is FIRM</u>
<u>January 2018</u>	Selection Reception
<u>February 2018</u>	Notification of selection 1 week after the Selection Reception (note: this may extend if all sponsors have not made a selection)
<u>February 2018</u>	Artists pick up Owls
<u>April 1, 2018</u>	Owls MUST be completed and returned
<u>May 18, 2018</u>	Owls Installation begins in time for Memorial Day
<u>September 2018</u>	What a Hoot! Gala and Auction

Technical Notes & Design Criteria

Please note that when Artists are notified that their designs have been selected by a sponsor, they will be supplied with much more information about preparation of the Owl sculpture as well as recommendations for paint, adhesives, varnishes, etc.

- 1) Artists may alter the basic Owl form but cannot compromise its structural integrity. The contact points by which the Owl is attached to its base cannot be altered or obstructed. Structural alterations that result in fundamental change to the basic Owl 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 Owl, using mosaic, mirrors, tiles, or other media. Although objects may be attached to the Owl, vandalism may and unfortunately does occur. Any object that is affixed to an Owl must be attached in a way that it cannot easily be removed. Any object or adornment attached to the Owl must also be weather resistant.
- 3) The Owls will be placed in outdoor areas fully accessible to the public for approximately 5 months, starting in May. Artists should consider that the Owl 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, and choose materials, that will not absorb water and that can withstand the weather.
- 4) Icon Poly, the company producing the owl forms, recommends using Acrylic Paint. Artists should be mindful that not all acrylic paints or all colors are lightfast (colorfast) and could possibly fade in strong sunlight. Oil-based enamels, whether from an aerosol can, brushed or applied with professional spray equipment, can be used, but can be more difficult to work with. Primers typically used for drywall are NOT recommended, and latex paints are NOT recommended.
- 5) Regarding adhesives, we have had success with epoxy. 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. Liquid nails and other such construction adhesives may be used as well, although the drying time is longer. Please assure that decouped surfaces are secure and will withstand the elements.
- 6) After the Artists have finished their Owl, they should apply a varnish to protect it until it receives professionally applied automotive clear coat. Artists must determine the compatibility of their varnish with the particular paints they have used. It is extremely important to follow the recommendations of the respective manufacturers. We cannot overemphasize the risk of paint failure that can result if instructions are not followed. 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. Please read Page 5.
- 7) "What a Hoot!" is a public art exhibit. The Owls 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, however, the theme of the Owl can be related to, or reflective of, the sponsor's business type. A review panel will evaluate all designs. This review panel has the sole discretion to accept or reject any design.

PREP & PAINTING TIPS

Icon Poly (308) 468-9411

Preparation

Lightly sand entire surface with 100-220 grit prior to painting. This sanding is more to clean the surface, not to remove the primer. Do not over sand. Wear plastic gloves when doing this, and when touching the raw sculpture after sanding. This will keep oils from your hands off the surface which could cause an adhesion problem when painting. Do not wear powdered latex gloves because powder residue will remain in the sculpture. If any primer flakes off when sanding, sand back to where the primer is stuck, abrading the raw resins. Then re-prime that area. We suggest using any brand of Gesso and almost all paint manufacturers have a primer that will work.

Paint and Varnish

Using acrylic paints is recommended. Recommend acrylics are by Golden, Windsor-Newton, Daler-Rowney, Pebeo, Lascaux, Liquitex and other professional-grade paint. We recommend staying away from oil paints if you do not have a lot of experience with them. Avoid latex wall paint. 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!

It is vital that you protect your artwork before the form leaves your studio by varnishing with two coats 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) Two coats 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 Hoot of the Owl Committee will 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. Clear-coat will not be applied 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. If an artist plans to cover the entire surface with materials other than paint, such as tile or mosaic work, it may be necessary to remove as much primer as possible. When attaching items with adhesive, be sure to sand or rasp down into the material of the sculpture. Gluing direct to the primed surface may not yield the best results. If attaching items, we recommend using physical attachment (i.e. screws, bolts) in conjunction with adhesives. If you wish to sculpt forms onto your fiberglass form, use epoxy putty. Go to www.magicsculp.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. We also do NOT recommend that you use paper or photocopies due to the reaction between inks and strong light. Fabric items will deteriorate outside, and ink and paper will fade.

REMEMBER, BUYERS WILL NOT BE HAPPY WITH FAULTY ARTWORK. THINK PERMANENCE!!!

Again – we will provide more information and guidance when the Owls land in Cocksackie.

Acknowledgement of Artists

Artists participating in "What a Hoot! 2017" will be acknowledged in the following ways:

- 1) The name of the artist, title of the Owl, and the name of the sponsor of each Owl will be displayed on a plaque which will be mounted on the base of the Owl.
- 2) The artist, title, and sponsor of each Owl will be listed in the "What a Hoot!" brochure which will include a map that indicates the location of each Owl in the Cocksackie area.
- 3) The artist, title, and sponsor of each Owl will be listed on the "What a Hoot!" website.
- 4) The Owl, along with its artist and sponsor, will be featured in both print and social media throughout the season.
- 5) Artists, Sponsors and Owls will all be honored at the What a Hoot! Gala and Auction in October 2018.
- 6) Artists will receive one complimentary ticket to the Gala and Auction.

Resources for Artists

The Owl forms are produced by Icon Poly of Gibbon, Nebraska. The folks at Icon Poly are happy to talk with artists regarding materials, adhesives, or other technical questions that might arise. Icon Poly maintains a website listing programs for which they supply forms www.iconpolystudio.com. Their phone number is (308) 468-9411 and hours are Monday through Friday 9 – 5, Central Time.

Contact Us

Please feel free to contact us, at the email address or phone number below, with questions and concerns.

The Hoot of the Owl Committee
P.O. Box 148
Cocksackie, New York 12051

Email whatahoot12051@gmail.com

Website www.hootoftheowl.com

Facebook facebook.com/hootoftheowl

Instagram [what_a_hoot_cocksackie](https://www.instagram.com/what_a_hoot_cocksackie)

Ellen De Lucia, Chair
518-943-1836

What a Hoot! Artists Agreement

PLEASE PRINT CLEARLY Deadline for submission – December 31, 2017

Artist Name: _____
(**Exactly** as you want it to appear on the plaque and in print)

Mailing Address: _____

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

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

E-mail Address: _____

Title of Your Owl: _____
(**Exactly** as you want it to appear on the plaque and in print)

Design Statement: Describe your design, what materials you plan to use, and what inspired you and/or how the design will be executed.

Biography (or attach short resume): _____

Assurances: I have completely read the What a Hoot! Artist Packet and agree to its contents in full. I acknowledge that all application materials will become the property of the Hoot of the Owl Committee and no materials will be returned to the artist. I agree to all terms of the Artist's Agreement.

Artist's Signature: _____ **Date:** _____

Information on where to submit the design and forms is on Page 3

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 Hoot of the Owl Committee "What a Hoot!" 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 Hoot of the Owl Committee, with an address of P.O. Box 148, Coxsackie, NY 12051, 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 Hoot of the Owl Committee "What a Hoot!" 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 an Owl sculpture provided by the Hoot of the Owl Committee, thereby creating a "Finished Owl" 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 Hoot of the Owl Committee;

WHEREAS, the Artist understands and acknowledges that the Hoot of the Owl Committee 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 Owl" is approved for exhibition as described in detail in the Hooting to all Artists Packet for "What a Hoot!" 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 an Owl chosen for exhibition. The Artist will also receive 25% of the gross sale price paid for his/her Owl at the final Auction if the Owl is delivered by the due date. The Hoot of the Owl Committee will arrange for the sale of any Owl not sold at Auction.

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 Hoot of the Owl Committee 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 Owl, 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 Owl, the Hoot of the Owl Committee shall not be liable for any distortion, mutilation, modification or destruction of the Finished Owl 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 the Hoot of the Owl Committee in the event of such distortion, mutilation, modification or destruction.

The Artist further acknowledges and agrees that if the Finished Owl is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, the Hoot of the Owl Committee 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 the Hoot of the Owl Committee deems such repair necessary. The Artist represents to the Hoot of the Owl Committee 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 on 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 Hooting to All Artists, the Hoot of the Owl Committee 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: _____

Owl Title: _____

Date: _____

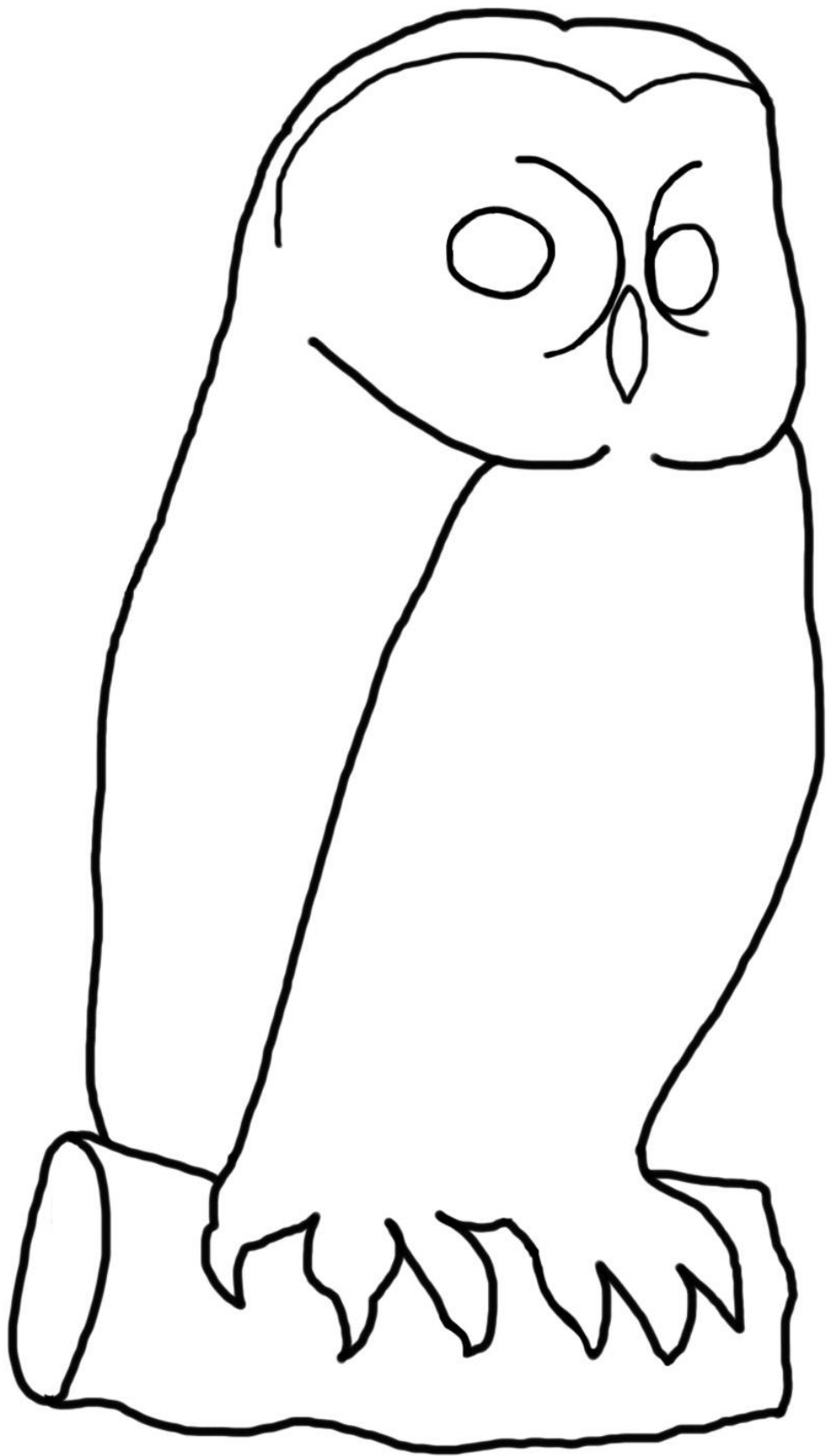
Artist Signature: _____

Print Name: _____

Address: _____

Owl Title: _____

Date: _____



Owl's Name _____ Artist's Name _____