Call for artists

cowsaboutcambridge.co.uk
#cowsaboutcambridge
In spring 2020, 50 large Cow sculptures all uniquely decorated by artists will appear in our streets, parks and open spaces. They will graze outside for 10 weeks, forming a fun, free, family-friendly art trail for residents and visitors to follow.

A feel-good campaign we can all be proud of, Cows about Cambridge brings communities together to help them celebrate their city through creativity.

Trail explorers young and old will have fun rediscovering their city, learning about the artwork, and spending time together. They will get outdoors, walk more and share their stories.

And after entertaining and bringing people together, the legacy of Cows about Cambridge continues as many of the sculptures will be auctioned to raise vital funds for local children’s charity, Break.

**But we need you to make it happen…**

Transform a three-dimensional blank canvas – the Cow sculpture – with your artwork. Join the art trail and have your work seen by hundreds of thousands of people.

We are actively encouraging submissions from the local and regional arts community. Designs are welcomed in any medium - traditional to new media, fine art to illustrations, graffiti and mosaic. Whatever the art form, we’re keen to add drama, fun and a creative flourish to Cows about Cambridge!
Join the herd

“What characterises this new public art is engagement and participation. The walls between the elite who produce art and those who observe it are disappearing, and art has broken out. This kind of art is not something you choose to go and visit, it goes to make itself an audience.”

Demos Institute

Cows about Cambridge is brought to you by Wild in Art together with Break, and Principal Partner, Cambridge Business Improvement District (BID).

Wild in Art is a leading producer of creative events that transform places into free, family-friendly, outdoor art galleries. Since 2008 they have animated more than 50 cities across the world with sculptures, helping millions of people experience art outside of traditional settings.

The sculptures provide an exceptional, creative opportunity to engage people in important topics - from environmental issues and the natural world, to citizenship, and health and wellbeing, to name a few.

From Manchester (Bees), Norwich (Hares) and London (Olympic Games Mascots), to Sydney in Australia, Cape Town and São Paulo, their public art events entertain, enrich, inform and leave a lasting legacy. Cows about Cambridge will be no exception.

This spectacular high-profile art trail will deliver significant economic, social and cultural impacts. It will...

- Include 50 large Cows designed by artists, forming a trail throughout the city
- Showcase professional and emerging artists from the local area and region
- Attract more than 350,000 residents and visitors across 10 weeks
- Engage more than 12,000 school children and young people through the Learning Programme
- Boost civic pride and promote health and wellbeing
- Generate over 1m interactions via the Cows about Cambridge mobile app
- Generate an estimated total economic impact of over £8 million
- Raise over £250,000 for Break

“I just love Wild in Art events because I think there’s no other platform where I can get my work seen by so many people. And for me, my work is definitely about taking artwork out of the gallery, it being accessible to everyone and people noticing artwork on the street.”

Jenny Leonard, artist
Cows about Cambridge connects corporate, public and community partners around the city, providing a new and uniquely creative avenue for collaboration. All while supporting a local charity.

Businesses, community groups and education establishments are invited to sponsor a blank Cow sculpture – the 3d canvas!

New and established artists are invited to submit designs that will transform the blank Cow with individual artworks. Design ideas are presented to sponsors who each select their favourite. Successful artists are commissioned to apply their designs to the sculptures.

Schools and colleges also join in the fun, adopting and designing their own smaller Cow sculptures - the mini moos - while taking part in a county-wide Learning Programme. After getting creative in the classroom, they will see their moo-ving masterpiece on the art trail and afterwards it is theirs to keep.

Community groups have the opportunity to work with a regional artist to decorate a Cow with artwork to reflect their stories. It will be displayed as part of the trail, before being returned to its forever pasture in the local neighbourhood.

Once all the Cows are decorated, they will appear in our streets, parks and open spaces in spring next year to form a free 10-week art trail. Residents and visitors, young and old, will explore the trail using a bespoke Cows about Cambridge map and mobile app. These help them navigate around the city, discover new places and unlock exciting rewards and discounts provided by sponsors.

When the trail closes the legacy of Cows about Cambridge continues as many of the sculptures will take centre stage at a glittering auction to raise vital funds for Break (Registered Charity No 286650).
**Timeline**

17 June 2019
Artist submission deadline

**Until August 2019**
Sponsors, artists, schools and community groups invited to get involved

September 2019
Art Selection event. Design ideas by artists presented to sponsors for selection

September – December 2019
Cows decorated by artists

Late January 2020
Sponsor activation workshop

30 March – 7 June 2020
Cows about Cambridge art trail is live

Late June or early July 2020
Last chance to see all the Cows together at a Farewell Weekend

July 2020
Cows auctioned to raise money for Break
Why a cow?

The Cow sculpture has been specially commissioned and created by Wild in Art’s Creative Director Chris Wilkinson just for Cambridge. It is inspired by the rare Red Poll cattle breed, which in the warmer months you can find grazing on Midsummer Common.

Wild in Art sculptures are designed as a canvas for art and are made of lightweight, fire resistant fibreglass.

RED POLL FACTS

The Red Poll was produced by crossing the Suffolk Dun with the Norfolk Red in the early part of the 19th century.

They are symmetrically built, of medium size, and of uniformly red colour. They have a tuft of hair on the poll.

A herd of Red Poll graze on The Queen’s Sandringham estate, which has run as a mixed farm of nearly 6,000 acres for many years.

MORE ON OUR BOVINE FRIENDS

They have roamed the streets of Cambridge for centuries. Cattle grazed similar commons across England, including in London, however urbanisation and industrialisation eventually squeezed them out.

Researchers around the globe are investigating the impact of cattle on our environment. Scientists are currently looking for solutions to balance agriculture’s effect on greenhouse gas emissions with world climate targets.

Bellino is a world record-holding cow. He lives in Italy and stands at 2.02 metres tall.

Cattle are colour blind to red and green shades.

Cows have featured in moo-vies, literature, poems and classic paintings: to some people they are sacred, to others they provide livelihoods, and for many around the world they are an essential source of food.

Their stomachs have four chambers which help break down what they eat.

The beetles that feast on the cow dung are a treat for birds, bats and other animals.

Cattle are herbivores that eat vegetation such as grass. They munch the grass to varying heights — a pattern known to horticulturalists as a diversity of sward — which fosters biodiversity.

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Get involved &
get cow-nect-ed

How you can take part.

Submit a design

Subject to being selected by a panel, your design will be included in the Design Portfolio which is presented to sponsors. Each sponsor selects their favourite and if yours is picked, you then apply the design to a sculpture.

Get commissioned

Be appointed by a business to create a bespoke design or work with a community group to realise their vision for a sculpture.

If you’re selected, you will receive an honorarium of £850 upon completion of your artwork.

Your work will be recognised across all printed material and other related event collateral, including the sculpture’s plaque, official trail map, website and mobile app.
You may submit up to two designs.

We will require you sign our standard copyright agreement for each design.

When planning your designs, they must be appropriate for public display; the audience will be wide ranging and of all ages. Designs that are overtly religious, political or sexual in nature will not be accepted. Additionally, neither corporate logos nor advertising is allowed.

We cannot accept designs which infringe on 3rd party Intellectual Property, i.e. Star Wars, Disney, etc.

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.

Remember that the public will touch and interact with 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 outdoor environment.

Subject to availability a painting space will be provided for you to create your Cow. Should you wish to paint it in your own studio you will be responsible for collection and delivery. Please be aware of the size and weight of the sculptures when considering this option.

While we welcome all art forms, experience has taught us that collage and/or sticking paper or paper-based products onto the sculpture does not prove as effective as painting or mosaics. Please consider this before submitting your design and be aware that most of the sculptures will be positioned outside for 10 weeks exposed to the British weather.

When placed on the streets, each sculpture is bolted to a concrete plinth using fixings. Artists must keep the base area of the sculpture clear of any attachments.

Artist materials are not provided. The use of water-based acrylic paints is recommended, although artificial resin paint or 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 which will be provided.

Artists will not be responsible for placing their sculptures on the streets or collecting them once the trail has closed. 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.
How to submit your design

Please use the Cow templates provided to create your design. Please visit cowsaboutcambridge.co.uk to complete the Artists Submission Form and upload your designs.

Your submissions must be completed online by midnight on 17 June 2019.

Designs must be in PDF or JPG format and be high-resolution.

Attachments must not exceed a file size of 2MB.

Wild in Art is unable to return any materials submitted.

Any questions?

Please email art@cowsaboutcambridge.co.uk

For all non-artist related queries regarding Cows about Cambridge, please drop us a line on hello@cowsaboutcambridge.co.uk
Cow Template

Name:

Design name:
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 Wild in Art in connection with Cows about Cambridge 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/are 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. Wild in Art 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 Cow 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 Wild in Art by the closing date of midnight on 17 June 2019. All entries must be accompanied by a completed artist submission form.
8. No allowances will be made for work that arrives later than the deadline.
9. By completing the Artist Submission Form and submitting your cow designs you consent that all data provided by you may be used by Cows about Cambridge and Wild in Art for marketing, communications and evaluation purposes unless you opt out in writing. We don’t and never will sell or pass on any of your details to another organisation for them to use for their own purposes. We may, however, use third party organisations to help deliver services on our behalf, for example, distributing our email newsletters or feedback questionnaires, or managing participant lists for our events. At all times we will ensure that we look after your details responsibly – and that any organisations using your information on our behalf do the same. For more information please see Wild in Art’s Privacy Policy at wildinart.co.uk/privacy-policy
10. Copyright and all other IP Rights in the design belong to and remain with the Artist. However, subject to Wild in Art paying all amounts due to the Artist under any final commissioning contract, the Artist grants to Wild in Art an irrevocable royalty free licence to use the completed artwork for Wild in Art’s purposes in connection with the Event, Cows about Cambridge.
11. You consent to the use of your work, name and photograph in any promotional material carried out by Wild in Art, Break and Cambridge BID without any further compensation.
12. Your Work will be reviewed by 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, Wild in Art will enter into a separate contract with you to include an agreed schedule and the terms and conditions of engagement.
15. Wild in Art will provide the Cow 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 the Cow in the painting space, you will be responsible for the cost of transporting the Cow to your studio. In the unlikely event that we cannot provide a painting space, the costs of transportation of the sculpture will be discussed on a case by case basis.
16. You will provide a list of artist materials – specifically paint, brand and colours used in the application on the Cow.
17. Wild in Art 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 expected for public display and/or is substantially different from the design you submitted.
18. The Cow remains at all times the property of Wild in Art and must be returned in good order.
19. If the Cow is returned unfinished by you or deemed irreparable due to damage while in your possession, you shall be charged the full replacement cost of the Cow.
20. Wild in Art will award commissioned artists with an honorarium of £850 plus VAT (if applicable). This will be paid on completion of the finished artwork, subject to sign off, and all relevant paperwork. Payment will made within 28 working days of receipt of invoice.
21. Wild in Art may from time to time produce facsimiles of the completed Cow 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 Wild in Art and require transfer of rights to Wild in Art.
22. Subject at all times to your agreement Wild in Art may produce a figurine of the completed sculpture as part of the Event merchandise. If your Cow 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 Cow will be auctioned to raise money for Break (Registered Charity No 286650). Artists will be invited to renovate the Cow 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 allow Wild in Art to use the work in connection with Cows about Cambridge. You also agree to grant an irrevocable royalty-free licence to Wild in Art and to use the completed work for the purposes described elsewhere connected with the Event.