

YEAR OF THE ROOSTER PUBLIC ART PROJECT

Necessary forms for project submissions:

- Application form
- Design Template
- Brief Description

To submit this application please include the following:

1. Completed application form including original signatures
2. Proposed designs using the line drawing provided within this application
3. Brief statement (not to exceed one page) about your design(s).

DEADLINE: All of the above items must be postmarked by Tuesday, January 17, 2017

Please mail, hand delivered or email the submission requirements in total to:

St. Clair Superior Development Corp.

Attn: Year of the Rooster

4205 St. Clair Avenue Cleveland, Ohio 44103

Email: awilson@stclairsuperior.org & cbrookins@stclairsuperior.org

If you have any additional questions, please contact:

Ashley Wilson: 216.881.0644 x 105 or Cynthia ext. 101

PROJECT DETAILS

What is the Year of the Rooster Project?

St. Clair Superior Development Corporation welcomes the 2017 Year of the Rooster celebration! January 28, 2017 begins the Year of the Rooster on the Chinese calendar, and to celebrate we will fill our community with a collection of public art pieces in honor of the Year of the Rooster!

Local artists will apply their talent & creativity to the fiberglass Rooster sculptures to create an assortment of unique pieces of public art. The Roosters will be placed outside local business establishments in Cleveland, and will be auctioned in the fall 2017.

To make each Rooster a unique work of art, each artist is challenged and inspired by cultural influences, their personal history, and their own interpretation of the Rooster as an object of art. Artists will be paid an honorarium of \$400 upon completion. In addition, each artist will receive 1 ticket and \$20 for an additional ticket to the Year of the Rooster Gala Auction Event (a value of \$230).

In addition to the public art, the Year of the Rooster Project will also include a variety of Asian inspired youth art & culture programming throughout the year.

Specifications & Selection Process

The Rooster sculptures are made of fiberglass.

Submitted proposals will be reviewed. Designs chosen will be presented to potential sponsors who will commission one or more artist proposals for production.

Once an approved design has been selected for production, the artist will be notified immediately and arrangements will be made to pick up the blank Rooster sculpture.

Artistic Designs

The artist may paint, sculpt, transform and adorn the Rooster form as he or she wishes, but the structural integrity of the Rooster must not be compromised. Asian themes are appropriate, but are not required. The design should not include any direct advertising of a product or company.

Design Guidelines

The Rooster art pieces will be located outside highly visible St. Clair Superior & other Cleveland area business & educational establishments. The Rooster may be removed for periodic special events at select locations around Cleveland. When creating a design, please consider normal wear and tear and portability. This is an interactive project, which allows the public to touch and feel the designs. As such, designs should be created with durability and public safety in mind. Artists have the option to add appendages to the fiberglass form. Proposed additions must be made clear at the time of original submission. Although objects may be attached to the Rooster, artists should be aware that vandalism can occur. Any object added to the Rooster should be attached in such a way that it cannot be easily removed. Any additional costs incurred as a result of alteration to the original form are the artist's responsibility. Artists should bear in mind that the audience will be broad based and of all ages; designs should be appropriate for public display. Designs that are religious, political or sexual in nature will not be accepted. Up to two design proposals may be submitted.

Production of the Rooster

Artists will decorate their Rooster in their studio or home. The artist will be responsible for transporting their Rooster to and from his or her studio. Artists will also be responsible for the cost of all materials used in the production of their Rooster sculpture unless special arrangements are made with the sponsor. The surface of each Rooster is primed by the manufacturer. Acrylic paint, artificial resin paint or two-component paint can be used to paint or spray a design on the Rooster. Items may also be attached to the Rooster; further guidelines will be

provided to artists upon selection. Final designs must be that of the original proposal, unless specified by the sponsor before work begins on the sculpture.

Upon completion of the artwork, a clear exterior grade sealer that is non-reactive UV- resistant and waterproof will be applied. SCSDC will arrange this final step of the production. This step is critical to the ultimate durability of the sculpture.

Rooster on Display

Artists will not be responsible for the installation or removal of the Rooster. Artists must be available for any possible touch up work that may be required once the exhibit is underway. If the artist is not available for necessary touch ups, SCSDC may ask another artist to perform the work. All Rooster sculptures will require touch-up and cleaning prior to the auction. Artists are expected to be available to make these touch ups during the weeks preceding the auction or upon return to the sponsor.

Artist Honorarium

Before the finished Rooster are placed on exhibit, the sculpture must be inspected by SCSDC. If it is determined that an artist's finished Rooster sculpture has been completed in substantial conformity to the artist's approved design, the finished Rooster will be approved, and the artists will receive a \$400 honorarium. In addition, each artist will receive 1 ticket and \$20 for an additional ticket to the Year of the Rooster Auction ticket in September 2017 (a value of \$230).

Rights/Entitlements

By submitting your application you confirm that: You are the original creator of your design. You have not copied anyone else's original work. Your design does not infringe on anyone else's intellectual property rights (for example trademark, copyrights, design patent). 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 the contribution to you.

Copyright Assignment

As a part of the application process, the artist is required to sign a "Copyright Assignment." By signing, dating and returning the original Copyright Assignment you are indicating your understanding that you are assigning the entire right, title and interest to your design to SCSDC forever and in perpetuity. Neither the artist nor sponsor can use the design for commercial purposes until the entire project is completed according to SCSDC's project timeline. SCSDC will have the right to reproduce and distribute the design or a derivative of the design for purposes of promoting the overall project by all means and media. If selected, the artist of each sculpture will be acknowledged as the artist on a plaque attached to the base of the Rooster sculpture and in all appropriate publications.

PROJECT TIMELINE

November 30, 2016	Call to Artists Released
January 17, 2017	Artist Proposal Submissions Due
February 2017	SCSDC Announces Selected Designs by Sponsors
February 2017	Rooster sculpture molds given to Artists
April 2017	Completed Rooster DUE to SCSDC *firm date TBA
May 2017	Unveiling of the Rooster (invitation only)
May 2017	Rooster Installed in the Neighborhood
September 2017	Rooster Returned to Artists for Touch Ups
September 2017	Auction Event

Answers to Frequently Asked Questions:

- * Artists may only submit up to TWO designs.
- * Artists may design both views of the Rooster template, or just one. Both views are recommended, but not necessary.
- * Line renderings of the sculpture photo templates are accepted. Renderings must be same design, new designs won't be accepted.
- * Size increases of template ARE accepted.
- * Designs MUST be in full color. Digital, colored pencil, marker, paint, or mixed media are acceptable.