



ARTIST BRIEF

**Worcester's Big Parade – a mass participation
public art event Summer 2021**



**St. Richard's
Hospice**

CARING FOR LIFE

Reg. Charity No. 515668



A Wild in Art event brought to Worcester by St Richard's Hospice

Welcome and thank you for your interest.

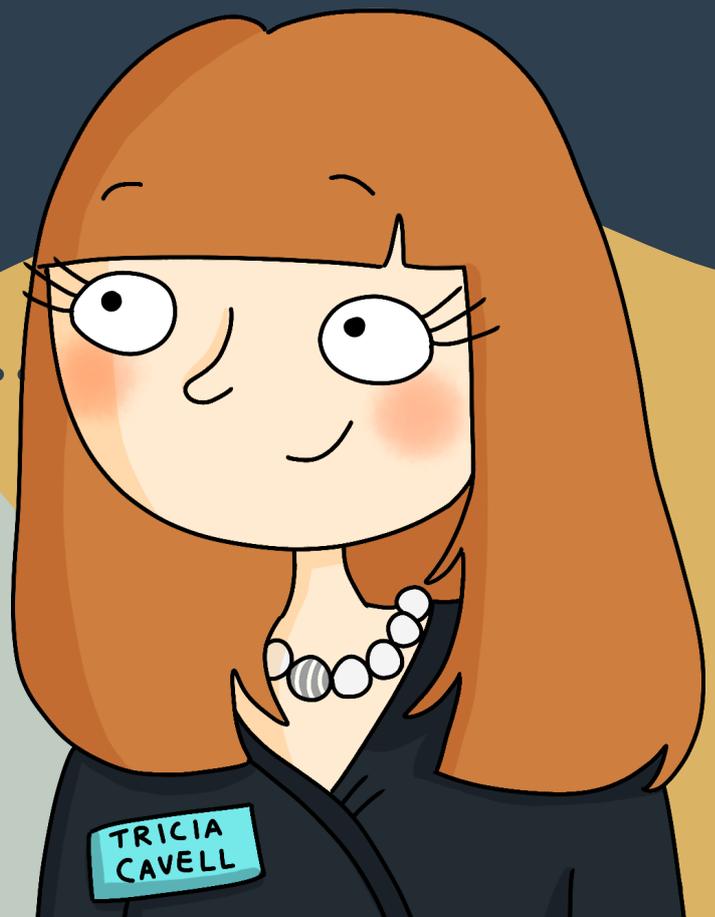
“I am so excited at the thought of a parade of elephants against Worcester’s iconic attractions standing alongside us to bring colour and fun to the city. Worcester’s Big Parade will offer everyone a fabulous day out. People will explore parts of the city they may not have visited before, or re-engage with areas they haven’t been to in a long-time - with the added bonus of being active!

As well as a parade, another collective name for elephants is a ‘memory of elephants’ and we hope this wonderful sculpture collection will bring together many in our community as they remember their loved ones and create new memories.

Once again, we are committed to delivering an exciting, innovative, inclusive, mass participation event while doing all we can to work with our partners and sponsors to make this a fantastic success for Worcestershire. We thank everyone who has shown such enthusiasm for the second art trail, we would have not come this far without them.”

TRICIA CAVELL

*Fundraising Director,
St Richard’s Hospice.*



A parade is coming to our city...

A trail of at least 30 elephants will be on display through the streets and public spaces of Worcester City, for everyone to enjoy, during an 8 week period from Mon 12th July to Sun 5th September 2021. We would love for you to submit a design and get involved!

Our policy is to work closely with the local arts and culture sectors so the event truly reflects Worcester's cultural identity. A core principle is to make Worcester's Big Parade inclusive and participatory and we are really excited to invite all artists, amateur or professional, whatever their level of experience, to help us herd together for the county of Worcestershire in 2021.

The elephant sculpture is a 3d canvas and therefore versatile – it will hold every conceivable medium of art from fine art to graffiti, new media, mosaic to metalwork.

STILL INTERESTED?

Then please visit our website to complete the application process online.

If you do not have internet access, please contact us to request a form to be sent in the post. See page 8 for our contact details.

BEFORE YOU SUBMIT YOUR DESIGN, THERE ARE SOME KEY THINGS YOU WILL NEED TO KNOW;

-  You may submit a maximum of 3 designs.
-  You must be the sole creator and owner of the work entered, if not, you must have permission in writing from the copyright owners.
-  The design must represent a piece of work that you have the ability to reproduce on a 3d sculpture.
-  Work will be commissioned after consultation with the event sponsors.
-  If commissioned, you will be paid! There is an award of £850. Some artists may choose to waive this fee in support of St Richard's Hospice, the beneficiary charity of Worcester's Big Parade, but this isn't an expectation.
-  If commissioned, the elephant sculpture will be provided to you at no charge. However, cost of all materials, is your responsibility, with the exception of the varnish, which will be provided.
-  Painting will take place in a public painting space located in Worcester City. Should you choose to paint your sculpture elsewhere, you will be responsible for associated collection and delivery costs, along with insurance.
-  You will need to be available to paint a elephant between Mon 12th April – Sun 9th May 2021.
-  Following the trail event, the elephant sculptures will be auctioned in October 2021 to raise money for St Richard's Hospice.
-  We will be documenting the painting process of the elephant sculptures through a range of media including video, photography and blog posts.

Your design guidelines...

When designing your elephant it is important to remember:

- 🐾 Use of corporate logos in designs and designs with political, sexual and religious connotations are not accepted.
- 🐾 Each design must be suitable and safe for public display in a public venue.
- 🐾 The artwork must withstand the rigours of outdoor and city living. Artwork that is fragile or deemed to present a public safety hazard will not be approved.
- 🐾 Altering or adding to the shape of the sculpture requires previous experience and skill in reconstructing fibreglass to ensure the structural integrity of the sculpture. It is important that the sculpture has no breakable protrusions and is sufficiently robust to survive being climbed and rained on for 8 weeks.
- 🐾 Artists are particularly discouraged from creating any attachments to the elephant's feet as this may interfere with the basing process.

WHEN THINKING OF DESIGNS, YOU MAY WISH TO:

- 🐾 Think about Worcestershire and Worcester City, their culture, sporting prowess, architecture, geography and history.
- 🐾 Consider the sponsors – they will be selecting designs – take a look at the Worcester's Big Parade website to find out who they are, what they do and what's important to them www.worcestersbigparade.co.uk
- 🐾 Reflect on placement and backdrop against the iconic landmarks in Worcester City
- 🐾 Consider the beneficiary – St Richard's Hospice www.strichards.org.uk
- 🐾 Review the Worcestershire landscape, its flora and fauna.



Terms and conditions

Small print = big importance!

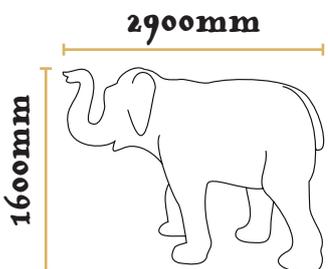
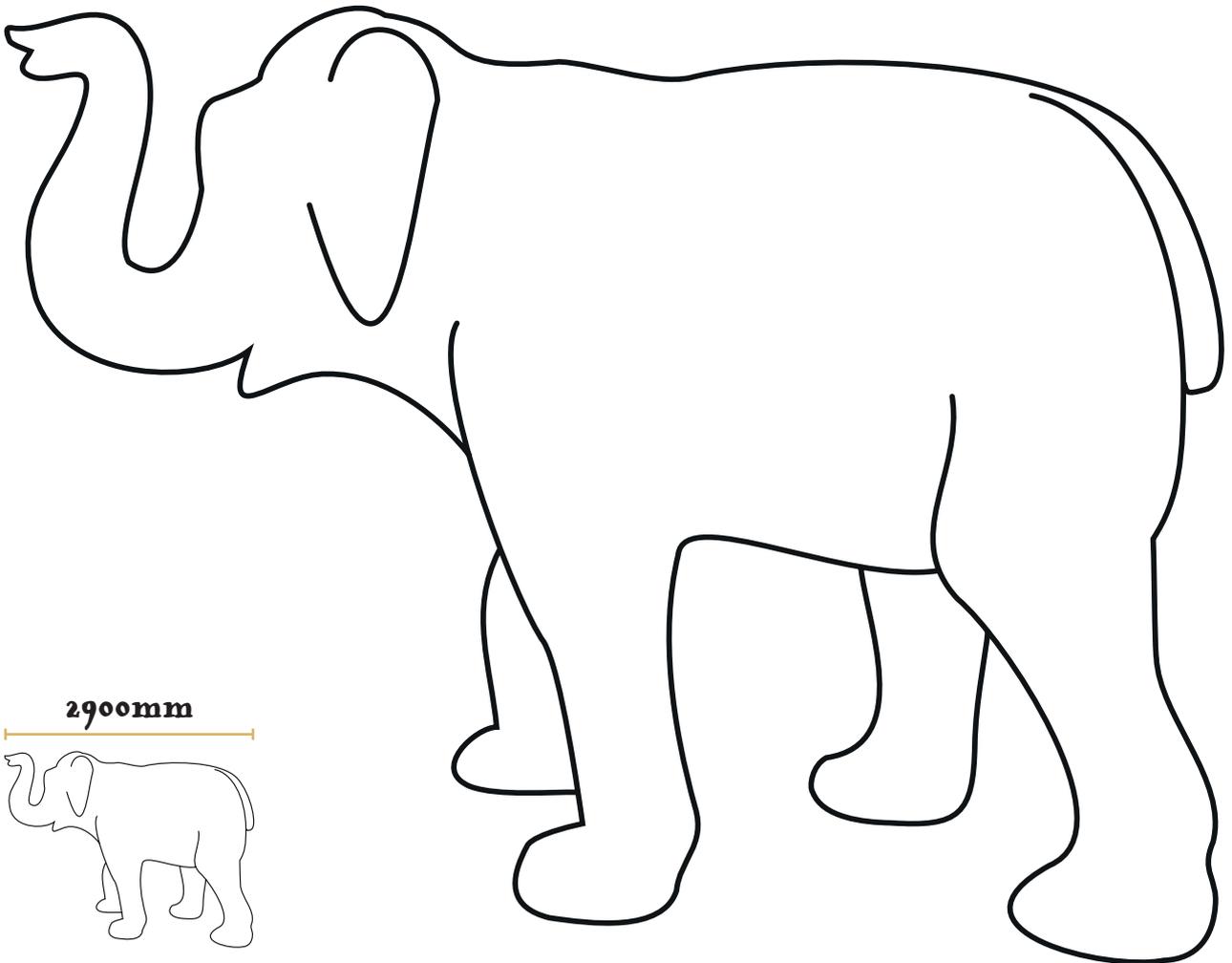
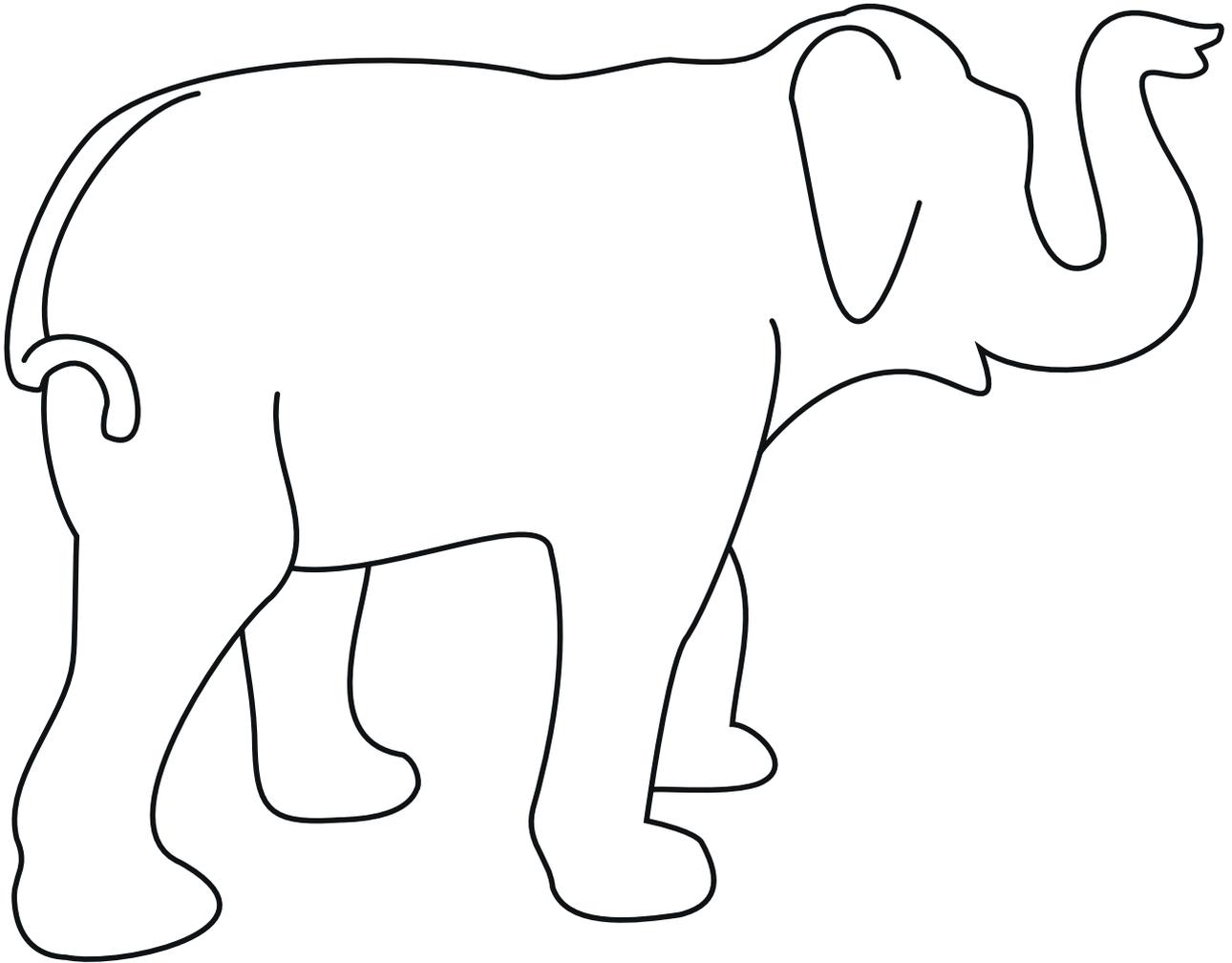
1. The project is open to all artists amateur and professional
2. You may submit up to 3 designs in total and a maximum of 2 designs per artist may be chosen.
3. All terms and conditions in this application form a part of the agreement between you and St Richard's Hospice in connection with Worcester's Big Parade 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 creator and owner of all intellectual property rights of the work entered, or if the work(s) is/are not your own in full, you must have sole permission in writing from the copyright owners to use his/her work. Source materials or proof of permission in use of another person's work must be made available on request by the selection panel. St Richard's does not accept any 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 3D sculpture.
6. Any additions or modifications to the elephant must be sufficiently strong and appropriate to maintain structural integrity of the sculpture (seek advice if unsure).
7. As this event has a long lead in time, the submission process will vary and updates can be found on the website worcestersbigparade.co.uk. ALL entries must be accompanied by a completed Artist Submission Form. Postal copies must include the original, plus 2 copies of your design.
8. No allowances will be made for any work that arrives later than the designated deadline.
9. All personal data provided by you may be used by Worcester's Big Parade and St Richard's Hospice for communications or marketing unless you specifically opt out in writing. Your data will not be shared with any third party.
10. The entry of any work to the selection process for the event constitutes a grant to St Richard's Hospice and Wild in Art of the non-exclusive rights to re produce your work in connection with the promotion of the event and the work of St Richard's Hospice or Wild in Art at any time in any media perpetuity.
11. You consent to the use of your work, name and photograph in any promotional material carried out by St Richards Hospice, Worcester's Big Parade or Wild in Art without any further compensation.
12. Your work will be reviewed by Worcester's Big Parade and shortlisted by a panel of local experts before the sponsor event. Only shortlisted designs will be shown to the sponsors at the Worcester's Big Parade art programme project managers' discretion.
13. Work will be commissioned after consultation with the event sponsors. This decision on all matters related to the work selected is final. No further correspondence will be entered into. Some work may also be used outside of the sponsors event commissioning process.
14. Upon commissioning, St Richard's Hospice will provide the elephant at no cost 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 elephant in the public painting space you will be responsible for cost of transporting the elephant to your studio or place of painting and returning to the Worcester's Big Parade designated painting space in Worcester City, unless otherwise agreed in writing with St Richard's Hospice.
15. You will provide a list of materials and recommend paint brand and colours you plan on using on your elephant.
16. St Richard's Hospice 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.
17. The elephant remains at all times the property of St Richard's Hospice and must be returned in good order.
18. If the elephant is returned unfinished by you or deemed to be irreparable due to damage whilst in your possession, you shall be charged the full replacement cost of the elephant.
19. St Richard's Hospice will award a commissioned artist with an honorarium of £850. This will be paid on completion of the artwork, subject to sign off, and all relevant paperwork. Payment will be made within 28 working days of an invoice being received.
20. Subject at all times to your prior agreement, St Richard's Hospice and Wild in Art, may from time to time, produce copies of the completed elephant in both 2d and 3d form (e.g. posters/figurines). Any agreement reached in connection with any facsimile of your design should include consideration to be paid to you by St Richard's Hospice and/or Wild in Art and require transfer of rights to St Richard's Hospice/Wild in Art
21. Following the trail event, the sculptures will be auctioned to raise money for St Richard's Hospice. Artists will be invited to renovate the elephants, subject to, if required, an agreed additional fee.
22. 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 the required rights and consents to submit the work and allow St Richard's Hospice and Wild in Art to use the work in connection with Worcester's Big Parade. You also agree to the assignment of all the intellectual property rights you hold in connection with the work and elephant sculpture to St Richard's Hospice and Wild in Art and acknowledge that St Richards Hospice and Wild in Art have full right and title to the work and elephant sculpture you produce in connection with the event.

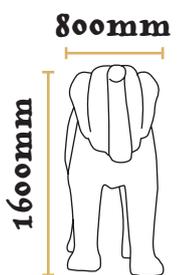
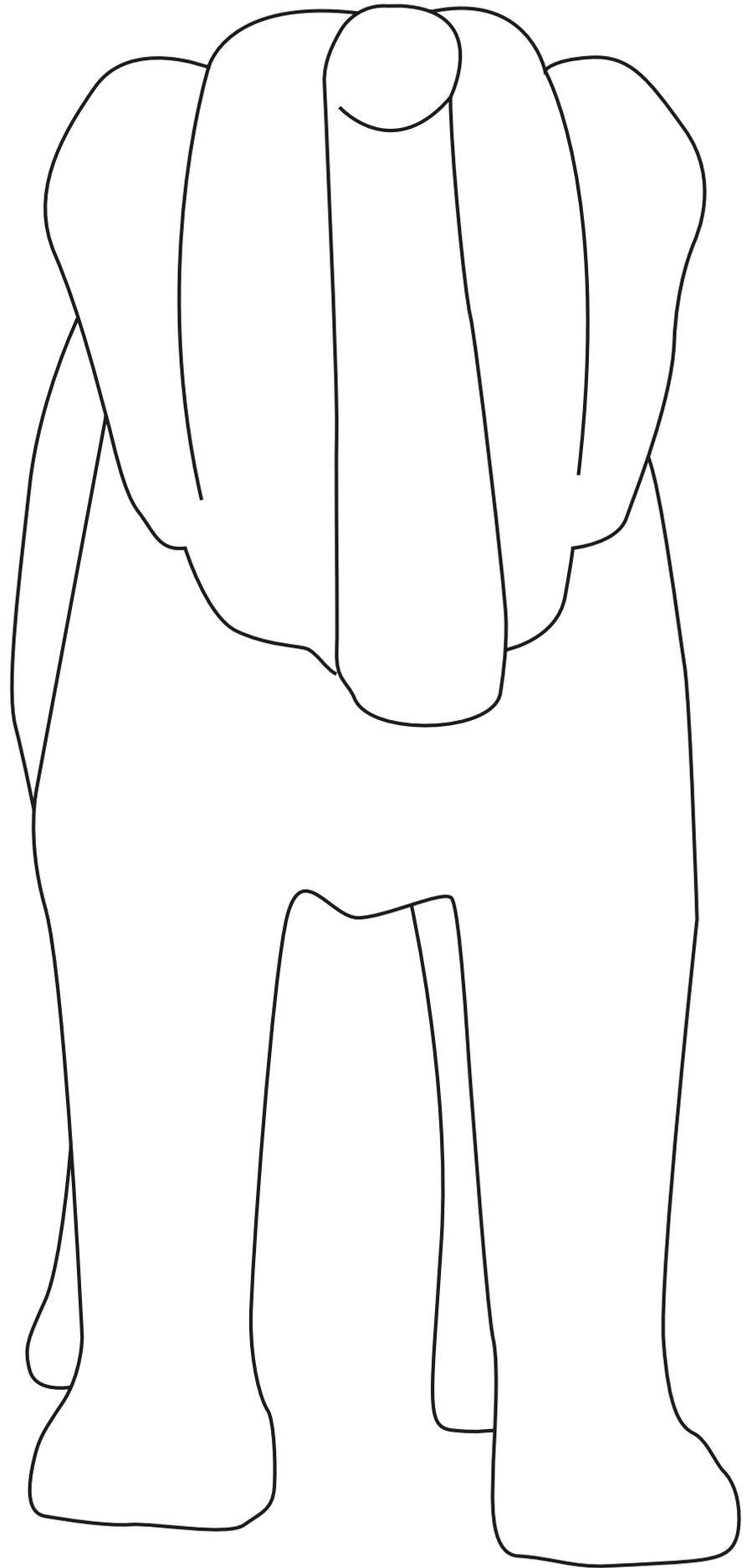
We are accepting Design Submissions electronically. Please go to www.worcestersbigparade.co.uk/artists and select 'SUBMIT YOUR DESIGN'. Once you've completed your contact details and design inspiration, you will receive details of how to submit your Elephant Design.

When completing your Artist Submission online, you will confirm that you have read and understood these Terms and Conditions.

If you have any questions about these terms and conditions please contact :

Sara Matthews, Business Development
Manager at smatthews@strichards.org.uk







To submit a design entry, please visit
www.worcestersbigparade.co.uk/artists
to enter your details via our website.

Our Partners



For further information on how
to get involved please contact

Sara Matthews
Business Development Manager
01905 763963

Or visit

www.worcestersbigparade.co.uk

   Worcester's Big Parade

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