

ARTIST INFORMATION

“Feed the Fish” - A Fishtown Neighbors Association Public Art Project



This public art project is designed to foster community collaboration to unlitter the neighborhood. The goal is to bring together the local art and civic communities, as well as the business community in a venture that will benefit all.

Fiber glass fish heads, approximately 22 inches, to be mounted on a trash can, will be supplied by the FNA, sponsored by local businesses and then painted and decorated at the whimsy of the artist. That's where you come in!

The Fish Head cans will be unveiled at a meet-the-artist event and then placed throughout Fishtown . Each local business sponsor will routinely empty the trash for scheduled pick up. The goal is to give the neighborhood strategically placed cans to help combat littering.

Working off the 'Fun Theory' - the thought that something as simple as fun is the easiest way to change people's behaviour for the better. - www.thefuntheory.com

GUIDELINES

1. Read and understand the details, technical notes and goal of this project.
2. Complete a Design Submission Form for each design (you may submit up to 3 proposed designs, but only 1 will be selected)
3. Each Design Submission Form must have a full color sample of your design using the templates attached. At least the 3 quarter view and the side view must be completed.
4. If selected you will be required to sign the Artist Agreement. Please read this ahead of time to ensure you can meet the requirements if selected.

Design Submissions can be mailed, emailed or brought to an FNA General Memeber-ship meeting.

**FNA Beautification Committee
P.O. Box 29292
Philadelphia, PA 19125**

beautification@fishtown.org

Deadline for submissions is: April 30, 2014

Once your design has been approved you will be contacted by the committee to arrange for delivery of the Fish Head. You will also be invited to the Meet-the-Artist event to showcase the Fish Heads before they are released into the community.

ARTIST AGREEMENT

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By signing and dating this form you agree to the Terms listed below for the Scope of Work on this project.

Name:

Date:

ARTIST RESPONSIBILITY

ARTIST will provide paint materials suitable for outdoor use.

A \$50 stipend will be paid by the FNA when the Fish Head is picked up to help defray material cost.

ARTIST will have from July-August to paint the Fish Head at a their own location.

ARTIST will not use the design for profit, but can use it in a portfolio.

ARTIST will not be allowed to duplicate the design for other uses.

ARTIST will hold harmless the FNA for any liability when designing the Fish Head.

ARTIST releases the copyright and photo rights of the design for the FNA to use in promoting the program.

FNA RESPONSIBILITY

FNA will select designs for the project

FNA will provide the fish head for painting and arrange delivery & pick up.

FNA will provide the \$50 stipend to cover artist supplies.

FNA will transport to the location chosen by the sponsor and install can.

FNA will handle major repairs.

ARTIST will be recognized on the Brochure Map and Guide

ARTIST name along with the Can Sponsor will be displayed on the Fish Head Can

How would you like to be listed in the above materials?

TECHNICAL NOTES

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1. Artists may not alter the basic FISH HEAD form or compromise its structural integrity. The contact points by which the FISH HEAD is attached to its can cannot be altered or obstructed.
2. The artist may paint, sculpt, transform or adorn the FISH HEAD, using mosaic, mirrors, tiles, or other media. Although objects may be attached to the FISH HEAD, vandalism may and unfortunately does occur. Any object that is affixed to a FISH HEAD must be attached in a way that it cannot easily be removed. Any object attached to the FISH HEAD must also be weather resistant.
3. The FISH HEAD will be placed in outdoor areas fully accessible to the public year round. Artists should consider the weather and other elements, including sun, rain, wind and dirt. Artists must develop designs that can withstand the weather.
4. Oil-based enamels, whether from an aerosol can, brushed or applied with professional spray equipment, adhere very well to the surface of the FISH HEAD as it comes from the factory. They provide a hard, weather resistant surface that does not peel or flake from the fiberglass. Polyurethane or urethane based paints will perform equally as well. We would still recommend the use of a good quality oil-based primer as a matter of good practice. Automotive or metal primers also work well in conjunction with these paints. Primers typically used for drywall are NOT recommended. We do NOT recommend latex paints.
5. Regarding adhesives, we found common 5-minute epoxy very effective, both on the bare gelcoat fiberglass and on a properly primed surface. Common polyester and 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 on the FISH HEAD. Liquid nails and other such construction adhesives may be used as well, although the drying time is longer. For optimum bond, we would recommend that adhesives and fillers be used on the fiberglass itself prior to any priming or painting. Please assure that decouped surfaces are secure and will withstand the elements.
6. Artists should choose to use a clear coat finish on their sculptures. They must determine the compatibility of their chosen clear coat with the particular paints they have used. Following the recommendations of the respective manufacturers is extremely important. We cannot overemphasize the risk of paint failure that can come from failure to follow instructions supplied with the clear coat. 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.
7. Feed The Fish is a public art event. The FISH HEADs 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.

DESIGN SUBMISSION FORM

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Name:

Phone:

Email Address:

Address:

Please include statue name, description of design, materials and experience with materials:

GUIDELINES

- You can submit up to three designs.
- Submission of design does not guarantee that it will be selected.
- Each design submitted must include a Design Submission Form and both the front and back views of the official design template.
- Designs not using templates will not be considered.
- Design submissions should be true to color.
- Artists may paint and add sculptural elements to the polyurethane statues.
- All paint and materials used for the final Fish Head must be suitable for outdoor use.
- Personal use of designs selected must be approved by the Beautification Committee.
- Artists selected are required to sign an Artist Agreement assigning the rights for all designs to the FNA.

The FEED THE FISH project is intended to encourage anti-litter thru the use of the fun theory. For this reason, political, derogatory, corporate logos, slogans or commercial identities cannot be included as part of the statue's artwork.

If you have any questions please email the FNA Beautification Committee - beautification@fishtown.org.









