

# *“Hors’n Around Saugerties”*

*A Summer Celebration*

## *2010*



**“Harley Horse” (2009) by Cynthia Mulvaney; Sponsor - Halwick Gutters, Saugerties**  
Photo by Michael Nelson

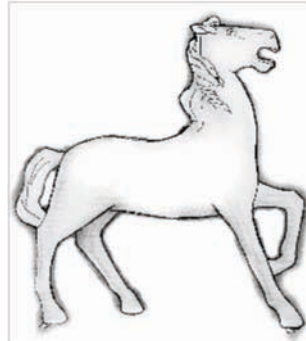
# *ARTIST'S*

# *Packet*

**Sponsored by the Saugerties Area Chamber of Commerce  
P.O. Box 731 Saugerties, NY 1247**

# *The Horses are Returning to Saugerties!*

Make plans to decorate one of fifty fiberglass horses that will be displayed on the streets of the historic Village of Saugerties as part of “*Hors’n Around Saugerties 2010*”. There will be promotions and special events throughout the season. Selected Artists and the individuals and businesses who sponsor their work will be promoted in print, on the web, at events and in the streets!!



Prancing horses, 28 inches high, will be purchased by Artist Sponsors who will in turn select an Artist from a juried pool of submissions. Selected horses will be mounted on a base and put on display in Saugerties from July 4<sup>th</sup> weekend through the first week of September. Following the exhibition the horses will be auctioned at the “*Unbridled Fun*” Gala on September 10<sup>th</sup>. The artist will receive one-third of the gross amount for which the horse is auctioned. The remaining net will be divided among local charities and public schools.

**Artists must submit their designs to “*Hors’n Around Saugerties 2010*” by April 1<sup>st</sup>**

for the juried selection process. No more than two (2) design submissions per artist, please. All artists will be notified by **April 10<sup>th</sup>** as to their status; fifty selected artists will be invited to the Sponsor/Artist reception on **April 17<sup>th</sup>** where sponsors and artists will be matched up. Artists must pickup their horse(s) in Saugerties (location TBD) on **May 1<sup>st</sup>**. Six weeks are allocated to transform and return the horses to us for a **June 12<sup>th</sup>** deadline. We will attempt to make accommodations for any Artists who are unable to transport their horse(s) to and from our pickup and drop-off locations, but we cannot provide this service to everyone.

## **All selected artists will receive:**

- ❖ A \$50.00 stipend (when your horse is picked up) to help defray the cost of supplies
- ❖ 33% of the gross price that your individual horse brings at the auction (33%)
- ❖ Artist’s name recognition on the Brochure Map and Guide
- ❖ Artist’s name displayed on the Horse display platform
- ❖ A web page featuring your horse, your bio and the sponsor
- ❖ 2 Tickets to the Gala and Auction

**Return the attached Artist entry form and become eligible to join in the fun of...**

*“Hors’n Around Saugerties 2010”*

# *"Hors'n Around Saugerties 2010"*

## **Artists Agreement**

Please print clearly

**Artist Name:** \_\_\_\_\_  
Exactly as you want it to appear on plaque and in print

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Daytime Phone:** \_\_\_\_\_ **Evening Phone:** \_\_\_\_\_

**E-mail Address:** \_\_\_\_\_

**Proposed Title For Your Horse:** \_\_\_\_\_

Checklist (please keep a copy of this complete packet for your records)

\_\_\_\_\_ Signed and Completed Artist Agreement (this form)

\_\_\_\_\_ Signed Artist Copyright Assignment (enclosed)

\_\_\_\_\_ Design Statement (brief description of your design, inspirations, and how it will be made)

\_\_\_\_\_ Color view(s) of your horse design on 8 ½ x 11" paper (sketch enclosed)  
(provide two views if your design is not identical on each side)

\_\_\_\_\_ Artist bio or resume

**Assurances:** I acknowledge that all application materials will become the property of "Hors'n Around Saugerties 2010" and no materials will be returned to the artist. I agree to all terms of the Artist's Packet.

**Artists Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Return the above form with all related materials by April 1<sup>st</sup> 2010 to:**

**Hors'n Around Saugerties Committee  
Saugerties Area Chamber of Commerce  
P.O. Box 731 Saugerties, NY 12477**

# *“Hors’n Around Saugerties 2010”*

## **Selection Process**

- The “*Hors’n Around Saugerties 2010*” Committee will consider all submissions for inclusion in the project. Fifty designs will be selected. All artists, whether selected or not, will be notified by April 10<sup>th</sup> regarding their status.
- The selected designs will be presented for consideration by the Artist Benefactors during the Artist/Sponsor Reception on April 17<sup>th</sup>. At that time the Sponsors will choose Artists by lottery.

## **Artist/Sponsor Timeline**

<b>February 15th</b>	<b>Call for artists packets available</b>
<b>April 1<sup>st</sup></b>	<b>Deadline for Sponsor and Artist Submissions</b>
<b>April 10<sup>th</sup></b>	<b>Notification of artist selection</b>
<b>April 17<sup>th</sup></b>	<b>Artist/Sponsor Reception (location TBD)</b>
<b>May 1<sup>st</sup></b>	<b>Delivery of Horses to Artist</b>
<b>June 12<sup>th</sup></b>	<b>Horses MUST be completed</b>
<b>July 3<sup>rd</sup></b>	<b>Horses installed on the street and unveiled</b>
<b>September 10<sup>th</sup></b>	<b>Unbridled Fun Gala &amp; Auction (location TBD)</b>

### **If you have questions, please contact:**

Nancy Campbell – HAS Artist Liason  
845-246-0553  
[nancyo@hvc.rr.com](mailto:nancyo@hvc.rr.com)

Alex Rappoport – HAS Coordinator  
[horsnaraound2010@earthlink.net](mailto:horsnaraound2010@earthlink.net)

## Technical Notes and Design Criteria

- 1) Artists may alter the basic Horse form but cannot compromise its structural integrity. The contact points by which the Horse is attached to its base cannot be altered or obstructed. Structural alterations that result in fundamental change to the basic Horse 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 Horse, using mosaic, mirrors, tiles, or other media. Although objects may be attached to the Horse, vandalism may and unfortunately does occur. Any object that is affixed to a Horse must be attached in a way that it cannot easily be removed. Any object attached to the Horse must also be weather resistant.
- 3) The Horses will be placed in outdoor areas fully accessible to the public for twelve weeks. Artists should consider that the Horse 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 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 Horse 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 and acrylic based paints.
- 5) Regarding adhesives, we found common 5-minute epoxy very effective, both on the bare gel-coat 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 Horse. 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. A product which works very well in creating 3-D effects, or as fill, is Apoxie Sculpt, available at [www.sculptingstudio.com](http://www.sculptingstudio.com). Apoxie Sculpt can be primed, painted, sanded, is durable and easy to use.
- 6) All horses will be professionally clear coated by a local autobody shop after delivery by artists to Chamber designated location. Artists are advised to use a preliminary clear coat with UV protection after their design is complete, and before drop off for extra protection. Cowpainters recommends Lascaux UV Gloss Varnish as the preliminary clear coat. Lascaux products can be ordered through art supply catalogs such as Dick Blick, Jerry's Artarama and Art Supply Warehouse.
- 7) "*Hors'n Around Saugerties 2010*" is a public art event. The Horses 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. A review panel will evaluate all designs. This review panel has the sole discretion to accept or reject any design.

## Acknowledgement for Artists

Artists included in *“Hors’n Around Saugerties 2010”* will be acknowledged in the following ways:

- 1) The artist or artists, title and sponsor of each Horse will be listed on a plaque on the display base of each Horse.
- 2) The artist or artists, title and sponsor of each Horse will be listed in the *“Hors’n Around Saugerties 2010”* brochure, which will include a map that indicates the location of each Horse in the Saugerties area.
- 3) The artist or artists and a short bio, title and sponsor of each Horse will be listed on the *“Hors’n Around Saugerties 2010”* website.
- 4) The Horse along with their artist and sponsors will be featured in print media throughout the season.
- 5) Artists, Sponsors and their Horse will all be honored at the *“Unbridled Fun” Gala and Auction* on September 10<sup>th</sup>, 2010. Artists will receive two free tickets to the Gala.

## Resources for Artists

In addition to our own website, artists are encouraged to view websites that provide information about similar projects that have taken place in other communities: Cat’n Around Catskill in Catskill, New York in 2008, DuckTales in Larchmont, New York in 2006 and the Bennington, Vermont Moosefest 2005.

[www.cat-n-around.com](http://www.cat-n-around.com)  
[www.ducks.larchmonthistory.org](http://www.ducks.larchmonthistory.org)  
[www.benningtonmoosefest.com](http://www.benningtonmoosefest.com)  
[www.horsnaroundsaugerties.com](http://www.horsnaroundsaugerties.com)

Cowpainters from Chicago is where we will be ordering our fiberglass forms. In addition to the forms, they also provide important consultative services, such as the **"Prep & Painting Tips"**© for artists and their unique *Artists' Hotline* [info@cowpainters.com](mailto:info@cowpainters.com) assures that the artists get the expert technical guidance they need.



**PREP & PAINTING TIPS©**  
**ARTIST INFORMATION HOTLINE: (312) 666-6257**  
[www.cowpainters.com](http://www.cowpainters.com)

FOR YOUR HEALTH AND SAFETY, ALWAYS WEAR VINYL OR RUBBER GLOVES AND DUST MASKS OR RESPIRATORS WHEN PREPPING CRITTERS. WORK IN A WELL-VENTILATED SPACE. CLEAN UP THE DUST WITH DAMP MOPS, DON'T SWEEP. Please regard all of this information as suggestions on how to proceed. The entire process depends upon an artist's knowledge of materials and proper application. If in doubt -- EXPERIMENT.

#### Preparation

Wash the surface while looking it over carefully to see if there are any holes to fill or defects in the surface that must be fixed before proceeding. **If small holes are found:** fill with a bondo-type product sold in a tube and available at auto supply stores. Smooth with spatula and let set before sanding. If you find any areas where the primer appears to be flaking off, stop and call the *Hotline* for instructions.

#### Paint and Varnish

We recommend acrylics by Golden, Windsor-Newton, Daler-Rowney, Pebeo, Lascaux, Liquitex and other professional-grade paint. You can also use the oil paints of your choice. Avoid latex wall paint, unless it is a very high grade, as the colors are not as durable as artists' acrylics. 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! **Protect your artwork** before the form leaves your studio by varnishing with a coat 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](http://www.dickblick.com)) One coat 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 art project should 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. Our auto-body shop uses Sherwin Williams' automotive urethane 7000, cured at no more than 140 degrees for no longer than 40 minutes. Do not clear-coat 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. There are professionals in your community who can help you do this, such as auto-body shops and other professionals who work with fiberglass. If you wish to sculpt forms onto your fiberglass form, use epoxy putty. Go to [www.magicsculp.com](http://www.magicsculp.com) and/or [www.restorersupplies.com](http://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. They will deteriorate outside. **REMEMBER, BUYERS WILL NOT BE HAPPY WITH FAULTY ARTWORK. THINK PERMANENCE!!**

## **RECOMMENDED MATERIALS FOR DECORATING THE FORMS**

Please regard all of this information as suggestions on how to proceed. The entire process depends upon an artist's knowledge of materials and proper application. If in doubt -- EXPERIMENT.

**“Bondo Body Putty”**: Comes in a tube, for filling small holes and making small repairs; and Bondo fiberglass body repair kit for making larger repairs. (Can be purchased at PepBoys or NAPA auto supply stores.)

**“Paints”**: All professional-grade artist acrylic or oil paints will do the job. For ease of application, good color stability, and national availability in art stores, we recommend Liquitex Soft Body (medium-viscosity) Acrylics. The high-viscosity paints are too “gluey” to move around with ease. You will need 59 ml (2 oz) tubes or jars, in the colors of your choice. Go to [www.cowpainters.com](http://www.cowpainters.com), click on the Projects & Partners tab, then PARTNER LINKS in red and then *Dick Blick*. Once on *Dick Blick's* website, click on Paints, Acrylics, Liquitex Heavy Body paints, Soft Body paints. Drying time for acrylics is 20 minutes to the touch; oil paints take much longer.

**“India Ink”**: Use indelible India ink for non-fading line work, signatures, etc.

**“Golden Polymer Medium – Gloss”**: 250 ml or 500 ml bottle for decoupage. Use full strength, immersing paper in medium, applying it to the form, and removing all air bubbles with your hands. Remove excess medium with almost-dry sponge. Let it dry for several days before varnishing. Make color copies on a laser printer or copy machine of any pictures or images from magazines that you wish to decoupage. The inks are more permanent and the paper will hold up better than photographic or magazine paper. Order from *Dick Blick*.

**“Lascaux UV-1 Gloss Varnish”**: For a protective coating on your artwork before clear-coat at auto-body shop. You will need a 250 ml. bottle for small or mid-sized forms and 500 ml bottle for large forms. Order from *Dick Blick* or *Jerry's Artarama* (check under PARTNER LINKS on Cowpainters website, Projects & Partners tab) as soon as you get your assignment, because it can't be found in most stores and most art catalog houses run out and have to back-order it. **THERE IS NO GOOD SUBSTITUTE FOR THIS PRODUCT.** To use, dilute 3 or 4 parts varnish to 1 part water (you want it to be light) and filter through gauze. Use nylon brush, and have a large jar of water handy, to immerse your brush in if you have to pause when varnishing. It sets up quickly, so if you pause, don't begin again until the varnish is dry (15 minutes or so.) It goes on slightly cloudy, but dries crystal clear. Immediately remove air-bubbles if they form by touching lightly with brush. Takes about 1 hour to dry.

**“MagicSculp Epoxy Putty”**: Primarily used for altering the surface or adding sculptural elements to the form. This product comes in two tubs and you mix equal parts together to activate the product. An artist who works with MagicSculp often, suggested using a little more

hardener than resin to ensure that the mixture will harden completely. Complete directions for usage will be found on these websites, along with ordering information: [www.magicsculp.com](http://www.magicsculp.com) and [www.restorersupplies.com](http://www.restorersupplies.com), as well as [sculpt.com](http://sculpt.com). The product will adhere to the fiberglass form if you rough up the surface and drill a few small holes, so you can push the MagicSculp into the holes for a better bond. It is non-toxic, allows a couple of hours of working time before it sets up, and after dry (12 hours) can be sanded, if necessary, and painted with ease. The shelf life of MagicSculp is two years; it is best not to use this product after 2 years. MagicSculp is polymer-based and will fade in UV light. It is necessary to prime, paint, and Lascaux epoxy putty to prevent color fading.

**“Mosaic tile or mirrors”:** You will be applying mosaics over a primed surface, so follow the directions from your tile outlet. Treat the form as though it was a bathroom wall (example: use thin-set adhesive and sanded mortar) using whatever the tile store recommends. These forms should be sealed with mosaic sealer, not auto body clear coat.

We do not recommend using broken pottery because some of the colors will not be color-fast and may fade outdoors. It is also difficult to be certain that the mortar completely covers any broken edges, so that people will not get scratched or cut by them.

**“Glues, Adhesives”:** Of course you will want non-aqueous glues such as jewelers cement, Liquid Nails, Gorilla Glue, Loctite indoor/outdoor adhesive sealant or epoxy cements. Do not use Elmer’s glue or other water-soluble glues. Remember that people will try to peel off anything that you glue onto a form. You can also use MagicSculp epoxy putty as glue if you rough up the form and the item to be glued, and drill into each side so that the epoxy putty can form a true bond.

**“Fabrics”:** If you are going to apply a fabric such as cotton to the form, as a decoupage, you can use the Golden Polymer Medium as described above. There is an alternative product called Paverpol, which is available online. It is very similar to a Polymer Medium, but with more staying power. You may also use MagicSculp’s more viscous cousin, MagicSmooth. MagicSmooth is a two part epoxy resin medium that can be applied to heavier organic fibers/materials. If you are going to harden fabric with this and apply it to the form, you should know it is an extremely toxic material that will need to be worked with outdoors, away from children and pets, and you will need to wear a respirator, rubber gloves and eye protection. We do not recommend this and would not do it ourselves. Please note that fabric fibers and dyes are not meant to withstand weather conditions. Textile dyes will fade! You will need to prime and paint any textile surface!

**Note:** These tips have been compiled from the experience reported to Cowpainters by public art project artists across the country and are provided for the information of our clients' artists. Please regard all of these tips as *suggestions* on how to proceed. The entire process depends upon an artist's knowledge of materials and proper application. If in doubt -- EXPERIMENT. We are happy to share this information with our clients, but Cowpainters cannot assume, and expressly declines, any warranty or liability for the finished artwork.

## ARTIST COPYRIGHT ASSIGNMENT

(fill out, sign and return with application)

WHEREAS, \_\_\_\_\_ (artist's name), an individual having an address \_\_\_\_\_ is the Author of the design and sketches (collectively referred to as the "Design") attached to the application submitted to the Saugerties Area Chamber of Commerce/Saugerties Economic Development Committee (EDC), "*Hors'n Around Saugerties 2010*" 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 Saugerties Area Chamber of Commerce/Saugerties EDC with an address of PO Box 731, Saugerties, NY 12477, "*Hors'n Around Saugerties 2010*", 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 "*Hors'n Around Saugerties 2010*" committee whether his/her design has been selected and approved;

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 a Horse sculpture provided by the "*Hors'n Around Saugerties 2010*" committee, thereby creating a "Finished Horse" ready for outdoor display during the summer of 2010.

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 Saugerties Area Chamber of Commerce/Saugerties EDC;

WHEREAS, the Artist understands and acknowledges that the Saugerties Area Chamber of Commerce/Saugerties EDC 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 if the "Finished Horse" is approved for exhibition as described in detail in the Call for Artists to "*Hors'n Around Saugerties 2010*" 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 a Horse chosen for exhibition. The Artist will also receive 25% of the gross sale price paid for his/her Horse at the final Gala and Auction. Any Horse not sold at Auction will be placed for auction on eBay.

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 Saugerties Area Chamber of Commerce/Saugerties EDC 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 Horse, 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 horse, "*Hors'n Around Saugerties 2010*" shall not be liable for any distortion, mutilation, modification or destruction of the finished horse 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 "*Hors'n Around Saugerties 2010*" in the event of such distortion, mutilation, modification or destruction.

The Artist further acknowledges and agrees that if the finished horse is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, "*Hors'n Around Saugerties 2010*" 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 "*Hors'n Around Saugerties 2010*" deems such repair necessary.

The Artist represents to "*Hors'n Around Saugerties 2010*" 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 Call for Artists, "*Hors'n Around Saugerties 2010*" 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: \_\_\_\_\_

Horse Title: \_\_\_\_\_

Date: \_\_\_\_\_

\*Artist Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

Horse Title: \_\_\_\_\_

Date: \_\_\_\_\_

\*If a collaborative effort, each artist must sign, print name and date.

Witness Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

Date: \_\_\_\_\_

