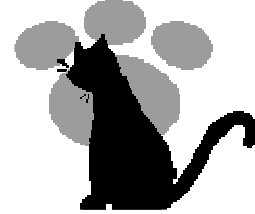


“Cat’n Around Catskill”

A Summer Long Celebration

2012



ARTIST'S PACKET

“Cat’n Around Catskill 2012”, A Summer Long Celebration
Sponsored by the Heart of Catskill Association/Catskill Chamber of Commerce
PO Box 248, 327 Main Street
Catskill, New York 12414
518-943-0989
catskillchamber@mhicable.com
www.cat-n-around.com

Attention All Artists.....

The Public has Spoken. ❀ ❀ ❀

They said Bring The Cats Back for the 6th Year!!!!

Sooooo, yet a sixth litter of purrfect kitties will once again preen themselves on Catskill's Streets for Cat'n Around Catskill 2012. This year we will continue the "no theme" scenario!! Gear up and let your imagination run wild. The possibilities are endless. Once again, all the newest, all the coolest will be taking up residence in Catskill for the summer of 2012. There will be promotions and special events throughout the season. Patrons who sponsor the cats and artists who decorate them will be promoted in print, on the web, at events and on the streets!!

Fiber glass cats, approximately 28 inches, either in a sitting or standing position and mounted on a base, will be purchased by a sponsor and then painted and decorated at the whimsy of the artist. The cats will be on display in Catskill from Memorial Day through Labor Day 2012. Following their summer on the street the cats will be auctioned at the "Cat's Meow Auction and Gala" on Sunday, September 30th. In profound appreciation for the work done by our artists we raised the artist's share to 30% of the gross amount for which the cat is auctioned. This will remain the same for 2021 with a little caveat. ***Artists who return their cat by the due date will receive the 30%. Those coming in later only 25%.*** The remaining net will be divided among local not-for-profit agencies to support the arts, youth programs, senior programs, animal welfare and future Catskill promotions. This year, our 53 cats grossed \$38,500. This was down considerably from previous years but, your artwork continues to be enjoyed by thousands over the summer.

Don't "paws" for a moment!!! Due to the continuing success of this event we are anticipating a much larger response. We must however limit the number of available cats to 60, so complete the artist packet quickly and become eligible to decorate a famous "Catskill Cat" and join in the fun of "Cat'n Around Catskill 2012".

Artists are encouraged to submit their designs (limited to 3 submissions per artist) to the "Cat'n Around Catskill 2012" Committee for the selection process which will be completed in late January 2012. Once your design has been approved you will be invited to the Sponsor/Artist reception where sponsors will select their design. Your cat will be available to you in mid February and over the winter you transform your cat for the May unveiling. But hurry, January will be here before you can say sCAT.

All artists will receive:

- ❀ A \$50.00 stipend when your cat is delivered to help defray the cost of supplies
- ❀ 30% of the gross price that your individual cat brings at the auction.
25% if not in by due date
- ❀ Artist's name recognition on the Brochure Map and Guide
- ❀ Artist's name displayed on the Cat display platform
- ❀ A web page featuring your cat, your bio and the sponsor
- ❀ 1 Ticket to the Gala and Auction in September.

“Cat’n Around Catskill 2012”



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: _____

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

_____ Artist Agreement (signed)

_____ I have read “Cat’n Around Catskill 2012” Artist Packet Info

_____ A color view of your cat design on 8 ½ x 11” paper. Please use this size for display purposes

_____ Copyright Agreement (signed)

_____ Your artist bio or resume for posting on the web site

Proposed Title For Your Cat: _____

Design Statement:

Brief description of design what inspired you and/or how it will be made

Assurances: I acknowledge that all application materials will become the property of “Cat’n Around Catskill 2012” and no materials will be returned to the artist. I agree to all terms of the Call for Artists.

Artists Signature: _____ **Date:** _____

Deadline for submission - January 13th, 2012

“Cat’n Around Catskill 2012” – Artist Information Packet

Artist Timeline: 2011/2012 (dates are approximate. You will be notified of changes)

November 2011	Artists Packets available
January 13, 2012	Deadline for Artist Submission
January 29, 2012	Artist/Sponsor Reception
February 3, 2012	Notification of selection five days after Reception
	(note: this may extend if all sponsors have not made a selection)
February 22, 2012	Artist’s pick up cats at HOCA/CCC Office
May 7, 2012	Cats MUST be completed
May 21, 2012	Cats Installation begins in time for Memorial Day Weekend
September 30, 2012	Cat’s Meow Gala & Auction at the Historic Catskill Point

Artist’s Contact

Heart of Catskill Association/Catskill Chamber of Commerce
Linda Overbaugh, Executive Director
327 Main Street, PO Box 248
Catskill, New York 12414
518-943-0989
catskillchamber@mhicable.com



Selection and Approval Process

- 1) The “Cat’n Around Catskill 2012” committee will review all submission packages for inclusion in the project.
- 2) Designs will be selected for consideration by the sponsors at the Artist/Sponsor Reception. The sponsor will make the final selection of the design.
- 3) All artists will be informed whether or not their design has been selected by a sponsor.
- 4) \$50 will be paid to selected artists for supplies when the cat is delivered.
- 5) Artist will receive 30% commission if the cat is completed by the due date (25% if late) from the gross sale price of the cat at the Cat’s Meow Gala and Auction.

Technical Notes and Design Criteria

- 1) Artists may alter the basic Cat form but cannot compromise its structural integrity. The contact points by which the Cat is attached to its base cannot be altered or obstructed. Structural alterations that result in fundamental change to the basic Cat 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 Cat, using mosaic, mirrors, tiles, or other media. Although objects may be attached to the Cat, vandalism may and unfortunately does occur. Any object that is affixed to a Cat must be attached in a way that it cannot easily be removed. Any object attached to the Cat must also be weather resistant.
- 3) The Cats will be placed in outdoor areas fully accessible to the public for 3 ½ months, May through mid-September. Artists should consider that the Cat 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 Cat 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 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 Cat. 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.
- 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) **“Cat’n Around Catskill 2012”** is a public art event. The Cats 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 “Cat’n Around Catskill 2012” will be acknowledged in the following ways:

- 1) The artist or artists, title and sponsor of each Cat will be listed on a plaque on the display base of each Cat.
- 2) The artist or artists, title and sponsor of each Cat will be listed in the “Cat’n Around Catskill 2012” brochure which will include a map that indicates the location of each Cat in the Catskill area.
- 3) The artist or artists and a short bio, title and sponsor of each Cat will be listed on the “Cat’n Around Catskill 2012” website.
- 4) The Cat, along with its artist and sponsor, will be featured in print media throughout the season.
- 5) Artists, Sponsors and Cats will all be honored at the **Cat’s Meow Auction and Gala** on September 30, 2012. Artists will receive one free ticket to the Gala.

Resources for Artists

Artists are encouraged to view websites that provide information about similar projects that have taken place in other communities. Cowpainters maintains a web site that lists all the programs for which they supply forms. By visiting them at www.cowpainters.com and clicking on the Projects and Partners tab you can view many other projects in many other cities.

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 assures that the artists get the expert technical guidance they need.
www.cowpainters.com/

You might also want to consider that some of our sponsors like designs that represent their businesses. Doctors, dentist, restaurants etc.



PREP & PAINTING TIPS©
ARTIST INFORMATION HOTLINE: (312) 666-6257

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) 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 and/or 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!!!**

Copyright Assignment

WHEREAS, _____ (artist's name), an individual having an address at _____ is the Author of the design and sketches (collectively referred to as the "Design") attached to the application submitted to the Heart of Catskill Association/Catskill Chamber of Commerce, "Cat'n Around Catskill 2012" committee on the same date of this assignment;

WHEREAS, the Artist understands and acknowledges that, as part of the application process, it is intended the Heart of Catskill Association/Catskill Chamber of Commerce with an address of 327 Main Street, Catskill, NY 12414, "Cat'n Around Catskill 2012", 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 "Cat'n Around Catskill 2012" committee whether his/her design has been approved and selected;

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 Cat sculpture provided by the "Cat'n Around Catskill 2012" committee, thereby creating a "Finished Cat" ready for outdoor display during the summer of 2012.

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 Heart of Catskill Association/Catskill Chamber of Commerce;

WHEREAS, the Artist understands and acknowledges that the Heart of Catskill Association/Catskill Chamber of Commerce 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 of the "Finished Cat" is approved for exhibition as described in detail in the Call for Artists to "Cat'n Around Catskill 2012" 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 Cat chosen for exhibition. The Artist will also receive 30% of the gross sale price paid for his/her Cat at the final Auction and Gala if the cat is delivered by the due date. Artists who pass the due date will be paid 25%. Any Cat 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 Heart of Catskill Association/Catskill Chamber of Commerce 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 Cat, 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 Cat, "Cat'n Around Catskill 2012" shall not be liable for any distortion, mutilation, modification or destruction of the Finished Cat 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 "Cat'n Around Catskill 2012" in the event of such distortion, mutilation, modification or destruction.

The Artist further acknowledges and agrees that if the Finished Cat is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, "Cat'n Around Catskill 2012" 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 "Cat'n Around Catskill 2012" deems such repair necessary.

The Artist represents to "Cat'n Around Catskill 2012" 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 an 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, "Cat'n Around Catskill 2012" 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: _____

Cat Title: _____

Date: _____

*Artist Signature: _____

Print Name: _____

Address: _____

Cat Title: _____

Date: _____

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

Witness Signature: _____

Print Name: _____

Address: _____

Date: _____

