

Smithfield Public Art Project Guidelines A Porcine Parade of Historic Proportions

A Porcine Parade of fiberglass models will celebrate the agricultural and cultural history of the Town of Smithfield. Its purpose is to:

- Increase community participation and spirit;
- Promote art and culture through a vibrant, visual theme that links the streetscape with business and residential interests;
- Provide a showcase for our local arts community;
- Increase pedestrian and retail traffic in the Historic District;
- Garner media attention throughout Hampton Roads and beyond;
- Give back to our community.

Most importantly, artists will earn the goodwill of residents and visitors to our Town and the warm feeling of contributing to the cultural vitality of the community. The Porcine Parade will increase public awareness of Smithfield's heritage and serve as a unique opportunity for artists and individuals to use their talents for the benefit of the community.

The project welcomes designs of an original, vibrant, humorous and uplifting nature. We strongly encourage creative representations of the unique attributes of our community. We will supply the fiberglass form of a hog for realizing your design. The finished hog will grace the town in selected locations beginning in the spring of 2012.

Eligibility

The Porcine Parade is open to all artists, from the acclaimed to the amateur. For more information, please call:

Sheila Gwaltney, Director, Arts Center @ 319, 357-7707, sheila@smithfieldarts.org
Judy Winslow, Tourism Director, 357-5182, jwinslow@isleofwightus.net

Locations

There will be six fiberglass hogs, approximately 36" high x 56" long x 24" deep on concrete bases installed throughout the Town of Smithfield. You are encouraged to design your creation for a specific site. The locations are:

- Top of Main Street, former Little's Supermarket area
- 319 Main Street, the Visitor and Arts Centers
- Hayden's Lane
- Mason Street entrance to Windsor Castle Park
- 100 Main Street, near the Chamber of Commerce
- Near Smithfield Station, on the Windsor Castle Park side

Artistic Designs

Each fiberglass hog arrives with a coat of primer applied by the manufacturer. The artist may paint the hog as he or she wishes, but the structural integrity of the hog must not be compromised and the feet should not be altered or obstructed. Hogs will be placed outdoors in areas fully accessible to the public. In creating a design, please consider carefully the weather and other elements of nature, including sun, rain, wind and dirt. Designs should be created with durability and public safety concerns in mind. Although objects may be attached to the hogs, artists should be aware that vandalism can and unfortunately does occur. Any object added to a hog should be attached in such a way that it cannot be easily removed. Artists should bear in mind that the audience will be broad-based and of all ages and designs should be appropriate for public display. Designs that are religious, political or sexual in nature will not be accepted. Additionally, corporate logos, corporate branding or advertising isn't allowed. As outlined below, designs will be evaluated by a Review Panel to ensure they conform to these guidelines prior to judging. The Review Panel may reject for consideration any design that, in its sole discretion, does not adhere to these guidelines.

Selection Process

Once the application has been submitted, it will be reviewed to ensure that the designs conform to the standards outlined above. The applications will then be judged by the Porcine Panel consisting of (4) professionals chosen for their knowledge and commitment to the arts and to the Town of Smithfield. Once the judges have selected designs for production, the artist will be notified immediately to prepare for delivery of their hog.

Production of the art work

Artists will paint their hogs in a designated production site provided by Smithfield 2020 for use by artists. Smithfield 2020 will provide guidelines for access to and use of the facilities.

Specific dimensions for each of the hog forms are 36" high x 56" long x 24" deep. The manufacturer primes the surface of each hog. Acrylic paint, artificial resin paint or two-component paint can be used to paint or spray a design on the hogs. Items may also be attached to the hog; further guidelines will be provided to artists upon selection. To complete the artwork, each hog will be finished with automobile grade clear coat. An exterior grade sealer that is non-reactive, non-toxic, UV-resistant and waterproof is strongly recommended. This step is critical to the ultimate durability of your hog, and hogs which are completed unsealed or which are incorrectly sealed may not be exhibited. Artists will not be responsible for the installation or removal of the hogs, as the Town of Smithfield will manage this process. Artists should, however, be available for any possible touch-up work that may be required once the installation is underway. If the artist is not available for necessary touch-ups, the Smithfield Public Art Project may ask another artist to perform the work (refer to the copyright assignment agreement). All hogs will require touch-up and cleaning after installation. Artists are expected to be available to make these touchups during the week preceding the unveiling. Before a finished hog is placed on exhibit, the hog must be inspected by a representative of the review panel. If it is determined that an artist's finished hog has been completed in substantial conformity with the artist's approved design, the finished hog will be installed.

Rights and 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 contain any unauthorized infringement on anyone else's intellectual property rights (for example, trademark, copyrights, branding, or 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 their contribution to you.

As part of the application process, you must sign the Copyright Assignment that accompanies this application. By signing, dating and returning the original Copyright Assignment with your application, you are indicating your understanding that you are assigning the entire right, title and interest to your design to Historic Smithfield, Inc. for the benefit of its community development project team and organizers of this public art project, Smithfield 2020. Please remember to keep a copy of these forms for your records. If your finished hog is approved for exhibition, Historic Smithfield will continue to own the entire right, title and interest in your design proposal, accompanying sketches and all derivative works, including the final work completed on the fiberglass hog. You will be acknowledged as the artist on a plaque affixed at the display location of the hog and in appropriate publications. However, the copyrights, including the rights to reproduce your design, create copies or reprint your design in books, will be owned by Historic Smithfield. If your design is not approved or selected for exhibition, Historic Smithfield shall assign the entire right, title and interest in your design back to you.

Submission requirements for each design submission

1. Original and three copies of the Artist Application, signed by the artist (or artists, if a collaborative submission).
2. Original and three copies of the Assignment of Copyright form, signed by the artist (or artists, if a collaborative submission). A form assigning copyright of each design to Historic Smithfield, Inc. is a required component of the submission package. No submission will be considered without a completed assignment of copyright form.
3. Four copies of an artist's statement and/or resume. The statements may be used in promotional material for the public art project such as brochures, Web sites and press releases.
4. Four copies of a description of the proposed design, including a title for the work, and your choice of location (which is not guaranteed).
5. Four copies of your proposed design. The copies must be in color.

The application package may be mailed or delivered by the deadline of November 15, 2011, to:

Smithfield Public Art Project
c/o Arts Center @ 319
319-A Main Street
Smithfield VA 23430

The package is subject to a submission review for completeness and suitability. Once accepted and forwarded to the Review Panel, all application materials become the property of the Smithfield Public Art Project and no materials can be returned to the artist. Please keep a copy of your application for your records. Do not submit materials larger than 8.5" x 11".

You must submit an original signed Copyright Assignment as part of your application. The additional three copies may be photocopies. You may also submit photographs, slides or other examples of your past work if desired; however, we are unable to return any materials submitted.

Artists may submit two designs. If you are submitting two designs, they may be mailed together; however, please provide the required number of copies of each application element; including an original signed Copyright Assignment, for each design proposal.

Timeline

The Smithfield Public Art Project Porcine Parade Panel review will begin as soon as artists' proposals are submitted. Artists are encouraged to submit proposals as soon as possible.

Application submission due date

November 15, 2011

Art Panel review

November 16 - 20, 2011

Artist notification/commission

December 1, 2011

Fiberglass hogs available

January 15, 2012

Deadline for completion of hogs

April 1, 2012

Application Checklist

- Original and 3 copies of the signed Application Form (next page)
- Original and 3 copies of the signed Copyright Assignment (last two pages)
- 4 copies of one page artist resume
- 4 copies of written artist statement/description of proposed hog
- 4 color copies of proposed design on hog outline
- 1 paper maché pig (provided by the Arts Center @ 319) as a 3-D representation of the completed design
- Examples of previous work (optional)

Smithfield Public Art Project

Artist Application: Porcine Parade

Application Deadline: November 15, 2011

Artists should bear in mind that the audience will be broad-based and of all ages, and designs should be appropriate for public display. Designs that are religious, political or sexual in nature will not be accepted. Additionally, no corporate logos, corporate branding or advertising are allowed. As outlined below, designs will be evaluated by a review panel to ensure they conform to these guidelines. The review panel may reject any design that, in its sole discretion, does not adhere to these guidelines.

Artist's legal name: _____

Your name for plaque, website, etc.: _____

Mailing Address: _____

City / State / ZIP: _____

Primary Phone: _____

E-mail Address: _____ Website: _____

Proposed title for your hog (limited to 40 characters, including spaces and punctuation):

Your choice of location (not guaranteed): _____

Artist Statement

Please attach an additional sheet with a brief description of yourself and your hog design:

Hog Outline

Please complete your proposed design on one of the outlines provided. The more complete your design, the easier it will be for the panel to review your submission. Artists are also required to paint a provided paper maché pig as a 3-D representation of the completed design. Please note that all application materials become the property of the Smithfield Public Art Project and no materials can be returned to the artist. Please keep a copy of your application for your records. Do not submit materials larger than 8.5" x 11".

Assurances and Terms

By signing this Application, you agree to all of the terms of the Smithfield Public Art Project Guidelines and all such terms are hereby incorporated into this Application. You certify that all statements made in this application are true to the best of my knowledge. You acknowledge that Smithfield 2020 and Historic Smithfield, Inc. are not liable for damage or loss of materials submitted.

Artist Signature: _____

Date: _____

**Smithfield Public Art Project
Copyright Assignment**

WHEREAS, _____ [name of artist], an individual having an address of _____,

("Artist") is the author of the design and sketches (collectively referred to as the "Design") attached to the application submitted to the Smithfield Public Art Project on the same date as the date of this Assignment;

WHEREAS, Artist understands and acknowledges that, as part of the application process, it is intended that Historic Smithfield, Inc., a non-profit, 501(c)(3) entity, acting through its community development project team, Smithfield 2020, whose address is PO Box 38, Smithfield VA 23431, own the entire right, title and interest in and to the Design;

WHEREAS, Artist understands and acknowledges that, if the Design is approved, he/she shall apply that design to a hog sculpture provided by Smithfield Public Art Project thereby creating a "Finished Hog";

WHEREAS, 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 Historic Smithfield, Inc. for the benefit of Smithfield 2020;

WHEREAS, Artist understands and acknowledges that Historic Smithfield, Inc., 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 Hog is approved for exhibition, as described in detail in the Smithfield Public Art Project application, and that Historic Smithfield, Inc. reserves the right, at its discretion, to further assign the rights in the future.

NOW, THEREFORE, intending to be legally bound hereby, Artist hereby assigns to Historic Smithfield, Inc., 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 Hog, together with any and all copyright applications and registrations therefore. Artist acknowledges and agrees that, due to the nature of the public display of the Finished Hog, Historic Smithfield, Inc. and Smithfield 2020 shall not be liable for any distortion, mutilation, modification or destruction of the Finished Hog by accident, act of God or person. Artist hereby waives his/her rights under the Visual Artists Rights Act ("VARA"), 17 U.S.C. '106A, as against Historic Smithfield, Inc. and Smithfield 2020 in the event of such distortion, mutilation, modification or destruction. Artist further acknowledges and agrees that if the Finished Hog is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, the Smithfield Public Art Project shall have the right to make, or have made, such repairs, even if the repairs would constitute a distortion, mutilation or modification under VARA. Artist hereby waives his/her rights under VARA in the event and to the extent the Smithfield Public Art Project deems such repair necessary. Artist represents to Historic Smithfield, Inc. and Smithfield 2020 that he/she is the sole author of the Designs and that the Design is an original work of authorship which does not infringe upon the copyright rights or any 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 Application, Historic Smithfield, Inc. shall assign back to Artist all its right, titles and interest in and to the Design.

Artist's Signature _____

Print Name: _____

Title of the Design: _____

Date: _____