

**FORSYTH
HUMANE
SOCIETY**

presents:



ART

Unleashed

**Original Art
Artist Packet 2010**

Overview

Art Unleashed! is a special public art event designed to raise awareness of, and funds for, the Forsyth Humane Society and to promote tourism in Winston-Salem, particularly in the downtown arts district.

Art Unleashed! 2010 is combining the best of the past with what we just *know* will be the amazing art of the future. Like our first two *Art Unleashed!* events, we'll still have the fabulous fiberglass animals—this time, no more than 10 of the dog forms and 10 of the cat forms—but that's not all! In 2010, we're expanding this exciting public art project to include all types of animal art including, but not limited to, paintings, photography, prints, sculpture, jewelry, metal work, ceramics, housewares, and, in fact, any type original animal art that an artist can create. All entries will be juried to ensure the highest quality.

Entry forms for artists' submissions of original animal art are in this packet. We have received all entries for the dog and cat fiberglass statues and are only looking for other animal art at this time. Original art submissions must be made using the official Original Art Entry Form(s).

Important Dates:

- All original artwork entries are being accepted ongoing through August 31, 2010.
- The Design Review Committee will inform artists within 4 weeks of receiving submission if their artwork has been accepted for *Art Unleashed! 2010*.
- Completed artwork received by May 1, 2010 will be placed on public display in Winston-Salem.
- The *Art Unleashed* kickoff will be part of Woofstock 2010, May 15 at Tanglewood Park and all artwork will go on display in Winston-Salem after Woofstock. Any artwork received after May 1, 2010 will be placed on display as space allows and everything received by the final deadline of August 31, 2010 will be included in the Art Unleashed! auction.
- The Art Unleashed! Auction party will be in September, 2010.

Sponsorship: *Art Unleashed! 2010* will have overall *event* sponsors, rather than individual artwork sponsors. After the exhibition, the dogs, cats and original art will be auctioned at the Adoption Party with proceeds from the sale of all art going to the Forsyth Humane Society, a non-profit organization. Rather than receiving a stipend for materials as in the past, artists will receive 10% of the final auction price.

Artists and sponsors are the VIPs in this community art event. Without them, nothing happens. The sponsors will pay a fee to have their name associated with the Forsyth Humane Society *Art Unleashed!* project. Artists should encourage their patrons, friends, and supporters to become sponsors of this important event.

The dog and cat sculptures will be installed in their "foster homes" in the areas around Winston-Salem for the summer. All other art will be displayed in groups in appropriate venues around Winston-Salem.

Want to participate? To receive an artist application packet, please contact Stephanie Belcher, 336-201-7475 or sbelcher@triad.rr.com.

And Now . . .the Fine Print

We ask you, an artist, to use your creative vision to create an original piece of art relating to animals in any medium you can imagine. We ask you to submit an idea for an original piece of animal art of your design.

To participate

- Print out and complete the application and design entry form(s).

For original animal art of any type, you may submit as many design ideas as you wish. Original art submissions must be made using the official Original Art Entry Form.

Be sure to include your name on each piece submitted.

- Send the completed application and Original Art Entry form design by August 31, 2010 to:

Forsyth Humane Society

P.O. Box 15605

Winston-Salem, NC 27113-0605

ATTN: Art Unleashed!

The Next Step

- The Design Review Committee will review all submitted design ideas for appropriateness for our venue.
- Artists whose designs have been chosen by the Design Review committee will be notified within 4 weeks of submission.

Rules for Artists

- Designs must be appropriate for public display. Designs that have religious, political and/or sexual overtones will not be accepted. Corporate logos and advertising are not permitted, but material with a corporate logo can be used in the design as long as it has been included in your original design. The Design Review Committee will evaluate all designs and has sole discretion to accept or reject any design.
- All art must be submitted as your design proposal specified. No changes can be made without prior agreement from the Design Review Committee.
- Art must not have any direct advertising of a product or company name, libel, slander or social disrespect. **Remember all artwork will be put on public display and must be appropriate for all audiences.
- Failure to submit design changes to the Design Review Committee during the process could result in elimination from the Art Unleashed! Adoption Party and the artist will incur the estimated auction cost of that form.

Timeline

- **July 15, 2009** – Artist Packets available
- **May 1, 2010** – Original art due if art is to be displayed in Winston-Salem
- **May 15, 2010** – Art Unleashed! 2010 kickoff at Woofstock
- **May 15 – Mid-August, 2010** - Art Unleashed! art on display in Winston-Salem
- **August 31, 2010** – All original art due
- **Mid-September** – Art Unleashed! Adoption Party

Acknowledgment

Artists included in Art Unleashed! will be acknowledged in the following ways:

- The artist's name, title of artwork, of each piece of art will be listed on a plaque near the artwork on display.
- The artist's name, title of artwork, description of art if applicable will be listed in the Art Unleashed! catalog.
- The artist's name, title of artwork, and description of art if applicable will be listed in the Art Unleashed! section of the FHS website. www.forsythhumane.org. Links to each artist's personal website will also be included if available.
- Additional media opportunities are being developed and will feature artists' names, titles of artwork, and description of art if applicable of any featured form throughout the summer.
- Artists will receive 10% of the final auction sale price.

Art Unleashed! Original Art Entry Form

Please submit your design packet by mail to Forsyth Humane Society, P.O. 15605, Winston-Salem, NC 27113-0605 by May 1, 2010 for display in Winston-Salem or no later than August 31, 2010 for inclusion in the auction. Please contact Stephanie Belcher at 336-201-7475 or sbelcher@triad.rr.com if you have any questions or concerns.

Please provide a description of your submitted original animal themed or animal related artwork as well as a rendition of it. A detailed sketch, photographs, or other explicit explanation will help. Provide as much information as needed for the Art Unleashed! Design Review Committee to get a good understanding of what your finished artwork will look like including samples/photos of your work if you feel that would help the committee.

Name: _____

Phone (daytime): _____ Phone (evening): _____

E-mail Address: _____ Fax: _____

Mailing Address: _____

City, State, ZIP: _____

I (applicant) understand that if my submission is selected, all rights, title and interest to the submitted design will become the sole property of the Forsyth Humane Society and Art Unleashed! and I relinquish all rights, title and interest in the design and the finished artwork. I agree that my completed artwork will conform in all respects to my submitted design.

Applicant's Signature: _____ Date: _____

Artwork theme and/or Name(s): _____

Materials/medium I plan to use in the production of my artwork if I am selected: (attach a separate page, if necessary)

How I plan to take my artwork from concept to completed work: (attach a separate page, if necessary)

In the space below, provide a brief written description of what your artwork looks like:

Is your artwork in any way representative of Winston-Salem, The Forsyth Humane Society or North Carolina? If so, how?

Why should we choose your artwork?

If your artwork is chosen for Art Unleashed 2010!, do you have any clients to whom you would like us to send a Sponsor Packet so that they may have a chance to sponsor Art Unleashed! 2010?

Do you have any patrons you would like to have attend the Adoption Party (auction) in August, 2010 so that they may bid on your artwork? Please provide names and addresses so that we can contact them.

Any additional information?

Would you be willing to accept a design on commission?