



Fort Lauderdale, FL

Full Sails in Fort Lauderdale

Full Sails in Fort Lauderdale invites artists currently living in South Florida to submit proposals for the *Full Sails in Fort Lauderdale* art in public places event. 100 fiberglass/resin sailboats will be featured starting in October 2012. This program will enhance the visibility of local artists, beautify the Fort Lauderdale business district and beyond, promote tourism and increase foot traffic to local businesses while building a sense of community in the Greater Fort Lauderdale area.

Background:

The world renowned beaches, thriving business district and quaint Riverwalk and Las Olas shopping districts of Fort Lauderdale are internationally known. Long the boating capital of South Florida, now a public art event has arrived to celebrate its' maritime history. *Full Sails in Fort Lauderdale* is produced by **Prince Media Development**, in cooperation with the **City of Fort Lauderdale Parks and Recreation Department**.

Full Sails in Fort Lauderdale is a temporary public art exhibit for a six-month period in the parks, public right of ways, and private landscapes in the City of Fort Lauderdale. Large masted sculptured sailboats will festoon the City, cutting a vibrant bright colored swath through A1A, Las Olas Boulevard, Riverwalk, Downtown, 17th Street Harbor Shops and Sistrunk Boulevard.

At the end of the exhibit **The Fort Lauderdale Parks and Recreation Department Foundation** will auction the sailboats to raise much needed funding for recreational programs for scholarship, events, sport & leisure activities for the residents of Fort Lauderdale.

An eclectic and impressive array of one of a kind shops and dining cuisines, attractions abound in the City of Fort Lauderdale; government offices and the region's leading professional businesses and financial institutions are located in downtown Fort Lauderdale. As a result, thousands of people of all ages and backgrounds pass through the area on a daily basis, making The City of Fort Lauderdale a prime location for artists' work to be recognized and enjoyed.

Prince Media Development is an advertising/marketing agency that specializes in non-traditional advertising and new media strategic planning. Prince Media has a division that does public art development. Through that division they have produced the successful Coconut Grove Peacock Tour in 2010, South Miami Manatee Fest 2011 as well as SmARTy Dogs for SmART Schools in Pinecrest, Fla in 2011/2012.

Artist Prospective:

Local artists are sought and invited to create unique works of art using the fiberglass ***Full Sails in Fort Lauderdale*** forms as the canvas. The completed Sailboats will be displayed throughout the City of Fort Lauderdale. The sailboats will ultimately be auctioned to raise money to fund programs for the **Fort Lauderdale Parks and Recreation Department**, so that the department can expand efforts in promoting a thriving and healthy community. Whether art is a passion, a hobby or profession, this is a great opportunity to showcase artists' talent and support the community's efforts to promote public art. A high level of involvement is anticipated, so we encourage artists to submit proposals early. The following pages will provide you with information about becoming a participating artist in this wonderful Fort Lauderdale public art project. We hope you will join us for ***Full Sails in Fort Lauderdale***.

Sailboat Dimensions & Stipend:

Sailboat – 5'H x 26"W x 42"D

Base – 2'H x 30"W x 4'D

Artist Stipend \$500.00

Selected Artists Will Receive:

- _ A \$500.00 honorarium to cover materials and supplies.
- _ Public display of their **Sailboat** creation with artist's credit
- _ A picture of the Sailboat, with a short artist's bio on the ***Full Sails in Fort Lauderdale***, Website as well as printed map & guide.
- _ Credit in publicity and promotion of ***Full Sails in Fort Lauderdale***

Time Line:

- _ All designs must be received for review and acceptance into design portfolio.
- _ Accepted artists will be notified by telephone and mail.
- _ Even if your design is not accepted initially, late sponsors may still choose your work!
- _ Artists' Design Submission Deadline ~ February 24, 2012
- _ Sailboat Vernissage and Portfolio Party ~ March 2012 (date TBA)
- _ Artist development period March 2012 ~ September 2012
- _ Public Display of Sailboats ~ late October 2012

Artists will be notified of specific dates as information becomes available. Additional promotional events may be scheduled.

Artist Application Form:

Please attach *one form to each design submission*. You may submit as many designs as you like, but please take into consideration the number of Sailboats that you can complete without compromising design integrity within the limited time (4 – 6 weeks) allowed.

Name _____
Address _____
City _____ State _____ Zip _____
Day Phone _____ Cell Phone _____
Evening Phone _____
Email Address _____
Proposed Title of Work _____
Other artist(s) involved (if a group effort) _____
Do you have your own studio _____yes or no
How long will you need to complete the work _____weeks
Other relevant information we should note _____
I (applicant)

_____ understand that if my submission is selected and I design a sailboat, all rights, title and interest to the submitted design will become the sole property of Prince Media Development and I relinquish all rights, title and interest in the design and the finished sailboat sculpture.

Applicant's Signature _____ Date_____

Please submit the following with your application form:

- _ A drawing of your design for the Sailboat using the templates supplied. Please make sure your name is on the submission. See technical notes and design criteria for details.
- _ A brief narrative description of your proposed design concept.
- _ A list of the proposed materials you plan to use.
- _ A short paragraph describing your artistic background with a digital headshot.
- _ (3) Three digital samples of your previous work

By submitting your application you are stating that:

- _ You are the original creator of your design and you have not copied anyone else's original work.
- _ Your design does not infringe on anyone else's intellectual property rights such as trademark, copyrights, trade dress, or design patents.
- _ To the extent anyone else has contributed to your design, you will obtain a signed written release from that person arranging for all rights in contribution to your work. By submitting your design on paper you are ensuring that you will create a full scale artwork of the highest quality that will meet durability standards.

A review panel will evaluate all designs. This review panel has sole discretion to accept or reject any design. If your design ***for Full Sails in Fort Lauderdale*** is approved and is selected by a Sponsor, you will receive a stipend plus the cost of materials. The artist stipend for completed sailboats will be provided in two parts: 50% upon delivery of the sailboat, and 50% upon delivery of the finished and approved form . If for any reason you cannot complete your project, the materials stipend must be returned to Prince Media Development. Prince Media Development will own the entire right, title and interest of your design proposal, accompanying sketches and all derivative works, including the final work completed on the full size sailboat. You will be acknowledged as the artist on a plaque attached to the stern of the sailboat and in appropriate publications; however, the copyrights, which include the rights to reproduce your design, create copies, or reprint, will be owned by Prince Media Development. A sponsor will select an artist/design from the portfolio of accepted designs following a review by the ***Full Sails in Fort Lauderdale*** Design Committee. After the sponsor/artist match has been made via the design portfolio, that artist's design will be removed. If an artist has more than one design approved for the portfolio, but has indicated that he/she is only planning to complete one (1) sailboat then the remaining designs from that artist will be removed from the portfolio and returned to the artist. The artist(s), title and sponsor of each sailboat may be listed in printed materials such as brochures, maps and other such promotional materials and website material for ***Full Sails in Fort Lauderdale***. If your design is not selected for exhibition, the entire right, title and interest in your design will be returned to you.

Please submit to:

Prince Media Development

P.O. Box 431482

South Miami, FL 33243

For ease and accuracy in creating promotional material for ***Full Sails in Fort Lauderdale***, you must also submit a copy of your written material in electronic Word or Powerpoint format on DVD or flash drive. Photos should be in a JPG format – No PDF's will be accepted. You may send it to **Fullsailsartist@gmail.com**

For more information: **Call Heather Bettner at 305-775-0113**

ENTRY DEADLINE: February 24, 2012

Artist Prospectus:

Design Criteria & Artists Resources

Be a proud participant in ***Full Sails in Fort Lauderdale***.

We invite all artists, designers and community groups to be part of this exciting Fort Lauderdale public art project. You may submit up to three designs.

Design Criteria:

_ Creativity; Whimsy; Artistry.

_ The sailboat may be modified to reflect the unique character of the sponsor and vision of the artist. Artists may paint the sailboat with acrylic paints. Items may be attached to the sailboat, BUT the structural integrity of the sailboat cannot be compromised (i.e. some projects have included gluing items to the fiberglass structures). Additional fees or costs as a result of alteration are the responsibility of the artist. Proposed additions must be made

clear to *the Full Sails in Fort Lauderdale* Design Committee and must follow guidelines provided.

_ *Full Sails in Fort Lauderdale* is a public art event. The sailboats will be placed in highly public, accessible locations where the public can touch the final creations. Public safety is a significant concern. Designs should be created with durability and safety in mind. An artist will work with appropriate media and finishes to ensure longevity of artwork on the fiberglass form and permanent enough to resist removal by eager fingers. Installation calls for finishes that are weatherproof and “kid-proof;” these art-works are designed to be interactive to the public. A clear automotive coating with UV protection will be applied by *Full Sails in Fort Lauderdale* organizers to help insure permanence. We do not guarantee that a sailboat will be placed in a weather protected zone.

_ If a design changes radically from the original proposal, the changes must be resubmitted for review by the *Full Sails in Fort Lauderdale* Design Committee before the project can continue. Failure to submit may result in possible rejection of completed sailboat for display.

_ NO direct label, advertising, websites, e-mail addresses or logos – company or product.

_ NO religious, political, sexually explicit or social disrespect. This is a public display and therefore all proposals must be appropriate for all audiences.

_ If an artist and sponsor cannot agree on the final design, or differentiates from the original design presented the sponsor has the option to select another artist/design. Regardless of how the artist is contracted, whether through submissions to the *Full Sails in Fort Lauderdale* Design Committee or directly with a particular Sponsor, a design proposal must be submitted for the *Full Sails in Fort Lauderdale* Design Committee’s approval.

_ The Full Sails in Fort Lauderdale Design Committee will evaluate all designs. This committee has sole discretion to accept or reject any design. Acceptance into the design portfolio does not guarantee a sponsor.

Recommended Materials for Decorating the Sailboats:

“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 and www.restorersupplies.com, as well as 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

“Bondo Body Putty” : for filling small holes & making small repairs. Use *Bondo Fiberglass Body Repair Kit* for making larger repairs. These can be purchased at a auto supply stores.

“Paints”: All professional-grade artist acrylic will do the job. Refrain from using oil paints or house paint! For ease of application, good color stability, and national availability in art stores, we recommend Liquitex Soft Body (medium-viscosity) Acrylics. Drying time for acrylics is 20 minutes to the touch; oil paints take much longer.

“Glues, Adhesives”: You must use 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.

“:Markers and Ink” Make sure all markers or ink are permanent markers or ink, Sharpies have a tendency to drip so please do a small test for permanency. Use indelible India ink for non-fading line work, signatures, etc.

“Mosaic tile or mirrors”: If you are applying mosaics over a primed surface, 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 will be sealed with an 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.

No decoupage, paper or photographs are to be glued onto the sculpture. They will fade.

GOOD LUCK AND HAVE FUN...Full Sails in Fort Lauderdale!

