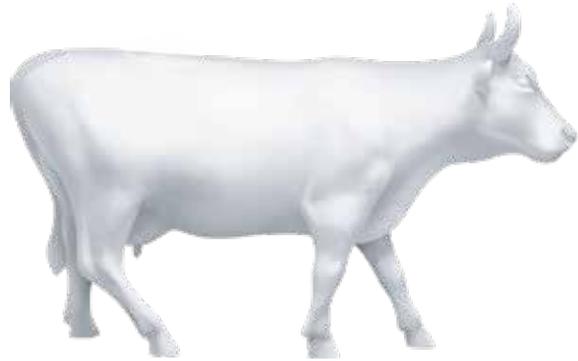


# Artist Specifications



## About God's Love We Deliver CowParade 2021

God's Love We Deliver is excited to be working with CowParade as its exclusive charity partner, to bring the cows back to New York City after 20 years. Fifty life-size fiberglass cows will be painted, adorned and magically transformed by an eclectic group of artists and designers.

Each cow will be sponsored by businesses and individuals all to benefit the work of God's Love We Deliver. The cows will be on display throughout the city's boroughs this summer.

## Production of Cow

Artists will have the opportunity to produce their cows in our special New York Design Studio located in Industry City, Brooklyn. You may do the work yourself or submit your design to be executed by the team from David Stark Inc. The God's Love We Deliver Cow Parade 2021 Design Studio will be located on the fifth floor, at 148 39th Street, Brooklyn, NY 11232.

*God's Love We Deliver will be responsible for transporting your cow to and from the studio.*

## When?

The cows will go 'on parade' in August 2021 and will remain on display through September 2021. Then we will round them up for the gala auction, which will take place in late September, 2021.

## Where Will The Cows Graze?

The cows will graze in various "pastures" across the boroughs of New York City. From Manhattan to Brooklyn, the Bronx, and Queens — the cows will show up at iconic New York locations.

## Honorarium

Each cow designer ("artist") who joins the God's Love We Deliver CowParade 2021 will be provided with a life-size, blank fiberglass cow form and will receive a \$2,000 honorarium which covers the artist fee, and materials. If you decline the honorarium, it will be made as a donation to God's Love We Deliver in your name.

*Deadline for the return of finished cows  
Ongoing but no later than August 3, 2021.*

For more information about the CowParade New York City 2021 and the submission process, please contact Steven Marion:  
smarion@glwd.org  
212-294-8181

# The Details

## Cow Specifications

The Cows come in two poses:  
Standing and Grazing.  
Specific dimensions for each  
of the cow poses are as follows:



Standing Cow – Head Up  
95” long x 29” wide x 57” high  
Girth – 83” around stomach



Grazing Cow – Head Down  
84” long x 29” wide x 48” high  
Girth – 83” around stomach

- The cows are manufactured using a mixture of Class II Fire Retardant Laminating Resin and chopped roving fiberglass over an initial brushed-on layer of polyester gel coat. Then several layers of chopped strand matting fiberglass are hand-laid and wetted with the laminating resin to the point of full saturation.
- Steel is placed at specific stress points such as where the legs join the torso of standing models and where ears and horns attach to the body.
- The basic cow poses may be altered by the artist, so long as they remain structurally intact.
- Each cow arrives with a coat of primer applied by the manufacturer.
- We will make every effort to accommodate your choice of cow pose. If your design is specific to a particular cow pose and cannot be altered for another pose, please indicate directly to Steven Marion at God's Love smarion@glwd.org or 212-294-8181.

## Paints, Topcoats and Weatherproofing

Cows will be placed in areas fully accessible to the public. Although a few cows may be in indoor locations, most will be outdoors. In creating a design, please consider carefully the weather and other elements of nature, including sun, rain, wind and dirt. We cannot guarantee whether a given cow can be placed indoors or in a weather-protected location.

Additionally, God's Love We Deliver CowParade 2021 is an interactive event that allows the public to touch and feel the designs. As such, designs should be created with durability and public safety concerns in mind.

Although objects may be attached to the cows, artists should be aware that vandalism can occur. Any object added to a cow should be attached in such a way that it cannot be easily removed.

The surface of each cow is primed by the manufacturer. Unless you have altered the pose or exterior of your cow, you will not need to reapply a primer. Acrylic paint, artificial resin paint or two-component paint can be used to paint the cows.

A minimum of three coats of varnish is required using a two-part, hard gloss varnish. This step is critical to the ultimate durability of your cow, and cows which are returned unvarnished or which are incorrectly varnished may not be exhibited.

When placed in public, the cows will be affixed to concrete bases weighing approximately 300 pounds.

## Installation and Repair of Cows

Artists will not be responsible for the installation or removal of the cows, as God's Love We Deliver will manage this process. Artists should, however, be available for any possible touch-up work that may be required once the exhibit is underway.

All cows will require touch-up and cleaning prior to the auction. Artists are expected to be available to make these touch-ups during the weeks preceding the auction.

## Design Guidelines

Artists should bear in mind that the audience will be broad-based and of all ages, and designs should be appropriate for public display. God's Love would like to see a sketch of your concept or discuss it with you prior to execution. If God's Love has concerns about your design, we can discuss those concerns at that time.



# COPYRIGHT ASSIGNMENT

The CowParade Store LLC ("CowParade") has entered into an agreement ("Agreement") with God's Love We Deliver ("GLWD") to produce a CowParade public art event in New York City in 2021 ("Exhibit") utilizing CowParade's signature, life size, three dimensional Fiberglass cow canvases (the "Cows").

GLWD, pursuant to the Agreement, is to commission artists ("Artists") to paint and decorate the Cows with original art. Each Artist is to be paid an honorarium by GLWD. Subsequent to the exhibiting of the painted Cows, these Cows will be sold at auction or otherwise, principally for the benefit of GLWD.

\_\_\_\_\_ (Artist ), with an address at \_\_\_\_\_ acknowledges and agrees with CowParade and GLWD that he/she will create a design for his/her Cow ("Design"), which shall be approved by GLWD and CowParade, and that he/she faithfully will replicate the Design on his/her Cow, thereby creating a "Finished Cow" for the Exhibit.

In consideration of being selected for the Exhibit and being paid an honorarium, Artist desires and agrees to irrevocably transfer all of his/her interest in and to the Design and Finished Cow, including, but not limited to, all derivative works based on the Design or Finished Cow, together with all copyrights, copyright applications and copyright registrations of the Design or Finished Cow, to CowParade, for any subsequent use or purpose by CowParade of any kind or nature.

Artist acknowledges and agrees that, due to the nature of the public display of the Finished Cow, GLWD and CowParade shall not be liable for any distortion, mutilation, modification or destruction of the Finished Cow 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 GLWD and CowParade in the event of such distortion, mutilation, modification or destruction. Artist further agrees that, if the Finished Cow is vandalized, damaged or otherwise modified, and, if the Artist is unable or unwilling to promptly make the necessary repairs to the Finished Cow, GLWD 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 right under VARA in the event and to the extent GLWD deems such repair or repairs necessary.

Artist represents to GLWD and CowParade that he/she is the sole author of the Design and Finished Cow and that the Design and Finished Cow, upon completion, are and will be original works of authorship which do not infringe upon the copyright rights of any intellectual property rights of other parties, and, further, that he/she has the unencumbered right to make this assignment of the copyright of the Design and Finished Cow.

**ARTIST:** \_\_\_\_\_ **DATE:** \_\_\_\_\_

**NAME OF COW:** \_\_\_\_\_

**GOD'S LOVE WE DELIVER SIGNATURE:** \_\_\_\_\_

**COWPARADE SIGNATURE :** \_\_\_\_\_

