



EAST
BRUNSWICK
ARTS
COALITION

Spread Your Wings

Spread Your Wings public art display will flutter into the town of East Brunswick this summer! The 15 fiberglass butterflies will celebrate the creativity of our local arts community, promote area merchants and businesses and raise funds for the programs and activities of the East Brunswick Arts Coalition organizations.

Artists' contributions to the Spread Your Wings exhibit will increase public awareness of the event and serve as a unique opportunity for artists and individuals to use their talents for the benefit of the community. We will supply the butterfly and provide the final coat that withstands weather conditions for the duration of the exhibit. The finished butterflies will grace the town starting August 2021 as a permanent art display around prominent locations in East Brunswick.

Project Rules and Guidelines

Artist must submit:

1. Spread Your Wings Artist Agreement, signed by Artist or Artists, if a collaborative submission, including: current address and contact information (phone number and e-mail address, if applicable), proposed butterfly title, and description.
2. Proposed design(s) in color
3. A brief statement about yourself

The Details:

Specifications

The specific dimensions for each of the butterfly is approximately 36"H x 36"W x 2"D.





When placed in public, the butterflies will be attached to concrete bases or otherwise secured to add stability and deter theft.

Artistic Designs

The artist may paint the butterfly as he or she wishes, but the structural integrity of the butterfly must not be compromised.

Design Guidelines

Butterflies will be placed 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. 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. The review panel may reject any design that, in its sole discretion, does not adhere to these guidelines.

Selection Process

- Artists must be East Brunswick Residents
- No limit on number of entries per artist.

Once the application has been submitted it will be reviewed to ensure that the designs conform to the standards outlined above. Once a Spread Your Wings sponsor has selected an approved design for production, the artist will be notified immediately to arrange for delivery of their butterfly.

Production of Butterfly

Artists will produce their butterfly in their studios or homes. The artists are responsible for transporting their butterfly to and from their studio or workspace.

Rights and Entitlements

1. You are the original creator of your design
2. You have not copied anyone else's original work
3. Your design does not contain any unauthorized infringement on anyone else's intellectual property rights (for example, trademark, copyrights, branding, or design patent).

For all chosen butterflies, the artists will be acknowledged on a plaque affixed at the display location of the butterfly and in appropriate publications.



What You Need To Do

Send in:

1. Completed application form,
2. Your proposed design(s) (all copies must be color),
3. A brief statement about yourself and design (statements may be used on the East Brunswick Arts Coalition Web site or for auction descriptions), the signed Copyright Assignment and your resume by the deadline of May 31, 2021, to:

Spread Your Wings
c/o East Brunswick Arts Coalition
1 Jean Walling Civic Center Drive
East Brunswick, NJ 08816

Or via email to info@EBArts.org

Please restrict all material submitted to no larger than 8.5" x 11" in size.

All material submitted as part of the application will become the property of East Brunswick Arts Coalition and will not be returned to the artist.

If you are submitting multiple designs, they may be mailed together;

Timeline

Sponsor and art panel review will begin as soon as artist's proposals are submitted.

East Brunswick Arts Coalition encourages all artists to submit proposals as soon as possible so that we can assemble a sizable and diverse portfolio for sponsors to review.

Application Submission due date

- May 31, 2021

Art Panel Review/Sponsor's Artist Selection

- June 1, 2021 – June 20, 2021

Artist Notification

- June 30, 2021

Fiberglass butterflies available

- July 1, 2021- July 20, 2021

Deadline for Return of Finished Butterfly

- July 20, 2021



EAST
BRUNSWICK
ARTS
COALITION

Eligibility

Spread Your Wings is open to all East Brunswick resident artists, from the acclaimed to the amateur.

Children as well as adults are invited to submit designs.

Contact

For more information, please email at info@EBArts.org or visit the East Brunswick Arts Coalition website at EBArts.org.

Please mail the artist application & designs to:

Spread Your Wings
C/o East Brunswick Arts Coalition
1 Jean Walling Civic Center Drive
East Brunswick, NJ 08816

Or email to Info@EBArts.org



EAST
BRUNSWICK
ARTS
COALITION

Artist Application

Application Deadline: May 31, 2021

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 is 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.

Legal Name: _____

Your name for display plaque: _____

Mailing Address: _____ City: _____

State: _____ Zip Code: _____

Home/Cell Phone No: _____

E-mail Address: _____ Website URL: _____

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

- **Artist Statement**

Please attach an additional sheet with a brief description of yourself and your butterfly design.

- **Butterfly Outline**

Please complete your proposed design on one of the outlines provided. Please feel free to enlarge these shapes if desired; however, please do not submit designs larger than 8.5" x 11". Note that the more complete your design, the easier it will be for the panel and our patrons to review your submission.

Please note that all application materials become the property of East Brunswick Arts Coalition, 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, I agree to all of the terms of the attached Request For Proposals, and all such terms are hereby incorporated into this Application. I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that East Brunswick Arts Coalition is not liable for damage or loss of materials submitted.

Artist Signature: _____ Date: _____

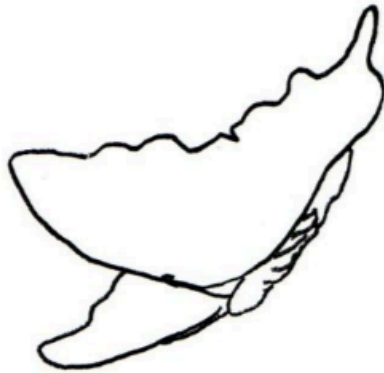


EAST
BRUNSWICK
ARTS
COALITION

BUTTERFLY TEMPLATE



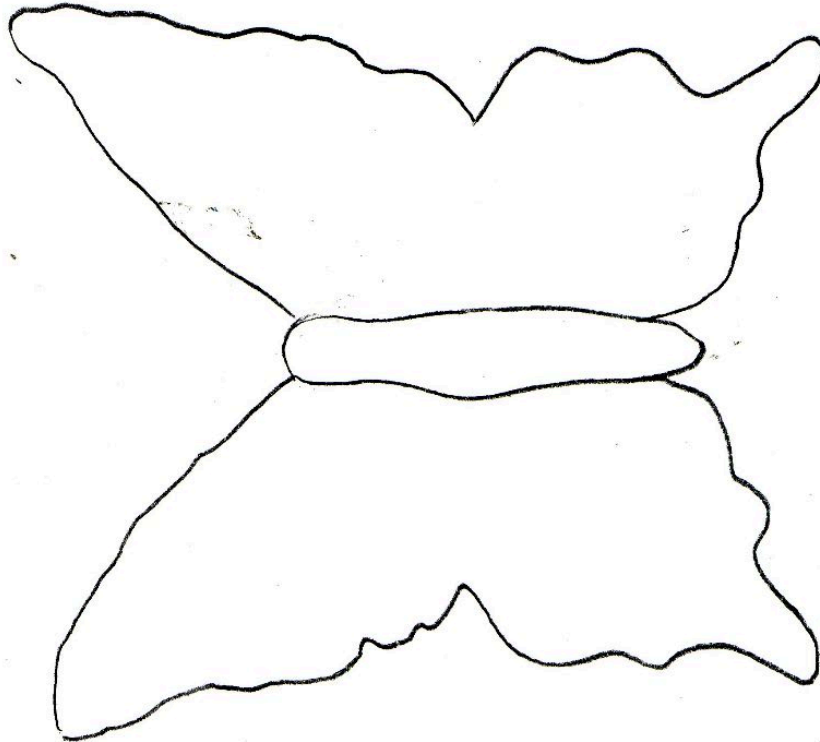
EAST
BRUNSWICK
ARTS
COALITION



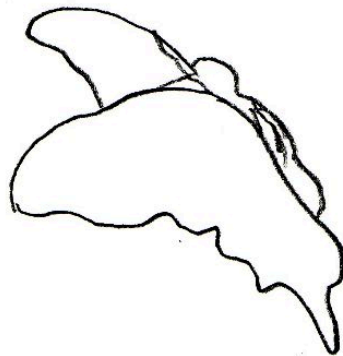
TOP SIDE



EAST
BRUNSWICK
ARTS
COALITION



BELL-SIDE





EAST
BRUNSWICK
ARTS
COALITION

RECOMMENDED MATERIALS FOR DECORATING THE FORMS

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: Your form is primed white. 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. For your health and safety, always wear vinyl or rubber gloves and dust masks or respirators when prepping a form. Work in a well-ventilated space. Clean up the dust with damp mops, don't sweep. If you find any areas where the primer appears to be flaking off, stop and call the hotline for suggestions. To assure a strong bond when painting the form, we recommend that you rough up the surface primer a bit or gesso the form before beginning.

Paint and Varnish: we recommend acrylics by Golden, Windsor-Newton, Daler-Rowney, Pebeo, Lascoux, Liquitex and other professional-grade paint. You can also use the oil points of your choice; please paint in thin layers when using oils, letting each layer dry thoroughly between applications. Latex wall or house paints are not recommended, as we use an acrylic urethane primer and they will not adhere. Craft quality paints such as Delta Ceramcoat Acrylics are not formulated to withstand outdoor conditions and will peel quickly, do not use them. 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 Lascoux UV-1 gloss varnish (over acrylic paint only). If it is not available at your local art supply store, it can be ordered from Dick Blick Art Supply (www.dickblick.com). While there are other products out there, Lascoux is the best. Order one 250 ml bottle for a small form, 2 bottles for a medium sized form and 3 bottles for a large form. One coat of Lascoux, diluted 3 parts varnish to 1 part water will protect your work until it is clear-coated.

Clear-Coat: Clear-Coat will be added at the completion of the project prior to installation by the East Brunswick Arts Coalition.

Note: These tips have been compiled from the experiences reported by public art project artists. Please regard all of these tips as suggestions on how to proceed. The entire process depends upon an artist's knowledge of materials and proper application.