

Wilmington Wonderland Program Details

Program Description: Wilmington Renaissance Corporation is once again putting art on the streets of downtown Wilmington in an effort to rejuvenate and draw excitement to the area. For the past three years, WRC, with the help of exceptional artists, has had downtown dinos roaming the sidewalks and cool cars parked on the city streets. In 2005 WRC will bring a cool, fresh concept to the project. *Wilmington Wonderland* is an exciting program that will transform a family of fiberglass snowmen into spectacularly designed and painted works of art created by local and regional artists.

The *Wilmington Wonderland* program will place approximately 36 snowmen along Market Street, around Rodney Square, and at strategic locations throughout downtown. Local corporations and businesses will sponsor the snowmen sculptures. Each sculpture will be clearly identified with the names of the artist and the sponsor. The sculptures will be on display from May through September 2005, after which they will be auctioned off. And since the dinos and cars did so much to promote the city in the past years, the net proceeds from the auction will fund a comprehensive marketing program to promote Wilmington as a great place to live, work and play.

Guidelines:

1. Installations will be in high pedestrian traffic areas so the artwork must be permanent, extremely durable and low maintenance. Please keep in mind that mosaics, collages or other such applications are most likely to be “picked at” or damaged on the streets. Only materials that are suitable for prolonged outdoor exposure may be used. Paints or surface coatings must be suitable for application to the fiberglass models, which must be prepared appropriately to receive them.
2. **A mandatory workshop for new artists who are chosen will be held on February 26, 2005.** (Dates are subject to change.) Returning artists are encouraged to attend to meet other artists and refresh their knowledge of this program. This is also the day when snowmen can be picked up.
3. Alterations to the sculptures must be as strong as or stronger than the original piece, and must create a stable form that is able to support itself. No sharp, protruding or dangerous attachments may be added to the sculpture.
4. If required, artists should be available to touch up their pieces during the installation period and before the auction in September 2005.
5. **There are three snowman models:** a papa (62”H x 30”D (bottom ball)), a mama (48”H) and a baby (36”H). **You must submit a design for each model or your design must be applicable to all.**
6. The models will be installed on a 30”W x 30”D x 6”H fiberglass base, to be provided by the *Wilmington Wonderland* program. **Bases will be incorporated into artists’ designs.**
7. The treatment of the sculpture is at the discretion of the artist; however, obscene, prejudicial or offensive submissions will not be accepted.
8. Placement of finished snowmen will be at the discretion of the *Wilmington Wonderland* program.

9. Artists may work in collaboration with school or community groups in developing a concept and executing the sculpture; however, a coordinating artist must make the submission, and assume control over and responsibility for the final piece. The coordinating artist will receive all reimbursement and compensation.
10. Artists must be responsible for picking-up the fiberglass model from and delivering the completed piece to a location in Downtown Wilmington. Due to the size and scale of the snowmen, WRC recommends having a pick-up truck or like vehicle for picking-up and delivering the sculpture. If you do not have means for pick-up and delivery of the sculpture, delivery can be arranged for a fee.
11. Artists agree to be available during the creation of their work for photo, audio and/or video documentation.
12. *Wilmington Wonderland* reserves the right to not install pieces that are significantly different from the accepted submission, poorly or improperly executed, offend the community sensibility, or present a hazard to passersby. **If your design changes from the accepted submission and that change is not approved by WRC, you will not receive your artist payment, reimbursement or 10% commission from the auction.**
13. It is extremely important that Artists adhere to timelines. A sponsor pays and commissions each artist to complete the project within the designated deadlines. **No extensions will be granted. If an artist's work is late he/she will not receive the 10% commission from the auction.**
14. Artists may want to refer to Wilmington's *Downtown Dino Days* and *Cool City Cars*, New York and Chicago's *Cow Parade*, Belfast, Maine's *Bearfest*, and other similar projects across the country for examples of how sculptures have been treated.

Eligibility: Open to Delaware and Mid-Atlantic region (PA, VA, NJ, MD & DC) artists. Artists outside of Delaware must be willing and able to travel to pick-up and deliver their projects, and to attend mandatory workshops. Additional travel may be necessary, at the artist's expense.

Criteria: Selection criteria shall include:

1. Appropriateness of submission to project intent.
2. The artist's professional qualifications.
3. The artist's proven ability to undertake similar projects.
4. Artistic merit of past work.

Artist Submission: The following items must be received by the deadline:

1. Submission Form (attached): provides information about the artist, a statement describing the concept for the piece, and a description of how the project will be realized, i.e., materials, techniques, etc. (Use a separate form for each submission; the form may be photocopied.)
2. Submission Presentation: clearly depicts the idea for the sculpture in a medium of the artist's choice, in a format no larger than 11" x 17" in size; refer to the attached drawing of the model available as a basis for the artist's piece. Please

include a sketch of all sides of the piece, as these sketches may be used to create miniature snowman models. **Sketches must be in color, we will not accept any pencil drawings.**

3. Resume: current, two-page maximum.
4. Slides (**optional**): three to five 35mm slides representative of completed work in a clear plastic slide sheet. Each slide must be labeled with the artist's name, the word "top" indicating the top of the image and a number that corresponds to an attached slide identification sheet. Slides may be included to give a better idea of how the piece will be treated, or to provide evidence of experience with similar projects.
5. Slide identification sheet (**must be included if slides are submitted**): Clearly provide the following information: artist's name, corresponding slide number, title of work, medium, dimensions and date of work.
6. Self-addressed stamped envelope (**must be included if slides are submitted**): Must be large enough for the return of slides, and have adequate postage. Slides without a self-addressed and stamped envelope will not be returned.

The Selection Process: The selection committee is composed of professionals from the local art and design community, in addition to general community representatives. It will choose a group of semi-finalists from the field of submissions based on the listed criteria. The committee reserves the right to narrow or expand the criteria by which the submissions will be judged. After the committee narrows the field, sponsors will choose their individual artist. All applicants will be notified of decision by letter.

Artist Compensation: Artists will receive \$500.00 each for a completed project, as well as a reimbursement of up to \$250.00 for materials and supplies that are used directly in the production of the finished piece. If artists are working as a group, one person must be named as the person to receive payment and reimbursements. Multiple checks will not be issued for multiple artists. **Detailed receipts (with date and description of purchase) must be presented for reimbursement. Artists will be compensated within 60 days of receipt of completed work. Furthermore, artists will receive 10% of the auction price for pieces sold at the auction.** All snowmen are the property of the Wilmington Renaissance Corporation and will remain as such until they are sold at the auction.

Artists will receive one complementary ticket to the gala auction of the snowmen, which will be held in September 2005. Additional tickets must be purchased separately.

Payment:

Artists must complete all required paperwork before payment will be remitted.

Calendar:

November 5, 2004
January 14, 2005
January 25-27, 2005
February 4, 2005
February 22, 2005

Project Announced
Submission Deadline
Sponsor Selection
Notification sent out to Finalists
Artists reception

February 26, 2005

May 16, 2005

May 25, 2005

September 2005

Artist Workshop and Snowman Pick-up

Completed snowmen due

Unveiling at noon in Rodney Square

Gala Auction

This calendar is subject to change.

Send submissions to: Wilmington Renaissance Corporation

Attn. Rachel Fatow

214 North Market Street

Wilmington, DE 19801

Direct questions to: rfatow@bigplanet.com or call 302.425.2493