



**BIG
FUN
ART**
Adventure

Owl-tastic
Artist Information Pack



www.bigfunartadventure.org

Welcome

Thank you for your interest in being one of our Big Fun Art Adventure's artists.

Thank you for your interest in being one of our Big Fun Art Adventure's artists. This pack is designed to give you all the information you need to submit a design for one of our owls, however if you have any other questions please get in touch.

This is your opportunity to be part of North London's first public art trail and to join a wonderful group of artists to bring something unique to the area. We encourage you to let your creative juices flow and come up with a design to transform our blank owls into works of art for all to enjoy.

We are really looking forward to seeing your designs!

Big Fun Art Adventure Team

What is Big Fun Art Adventure?

Big Fun Art Adventure is North London's debut public art trail that will take over Haringey in August 2024 for eight weeks. At least 30 giant, uniquely decorated owl sculptures and 30 smaller 'owlets', designed by local schools and community groups, will hide in plain sight on the streets, in buildings and in the parks of North London. Together, the parliament of owls will celebrate the vibrancy, culture and creativity that North London has to offer and will give trail goers the opportunity to explore the area in a fun, family-friendly way. and in the parks of North London. Together, the parliament of owls will celebrate the vibrancy, culture and creativity that North London has to offer and will give trail goers the opportunity to explore the area in a fun, family-friendly way.

Great to be part of something where everyone wins – the sponsor gets recognition, the artist gets paid, the public get free art and the auction raises money for a good cause.

Anne Guest, Artist

About North London Hospice

North London Hospice exists to enable the best of life, at the end of life, for everyone. We work together with our community to provide vital palliative and end-of-life care and support, when and where it's needed most. We provide high quality tailored, personalised care for more than 3,500 people a year who are living with a life-limiting illness in Barnet, Enfield, and Haringey.

We also support their families, friends, and carers through our various services. We are the sole provider of free of charge, palliative and end-of-life care for adults with life-limiting conditions in our vast catchment area, filling a critical gap in palliative and end-of-life care across North and Central London.

Our services include:

- ↳ Inpatient Unit
- ↳ Community Care
- ↳ Out of Hours Service
- ↳ Outpatient and Wellbeing Service
- ↳ Social Work
- ↳ Bereavement Service

For more information about us scan the QR code below.



Why an owl?

We've chosen to have a trail of owl sculptures because owls are keen, knowledgeable creatures.

The owl is often characterised as a calm and gentle source of wisdom - and they work at night, like many of our doctors and nurses.

Owls have a peaceful sense of storytelling, passing on knowledge and stories through families and across different cultures. We hope they will bring us all together with a shared sense of history, heritage, empathy and understanding.

Owls are wise seekers, tirelessly strong, considered, and accurate. In fact, owls are like the staff at North London Hospice as we learn and grow wiser from each interaction with our patients, their loved ones, and our wider community.

Owl manner of benefits

Our aim is to achieve so much more than raising funds. This spectacular art trail will deliver significant economic, social and cultural benefits to our community. Big Fun Art Adventure will be one of, if not, the largest mass-participation public art events of 2024 in North London.

Similar trails have garnered some impressive statistics with visits and economic impact. We aim to achieve the same in North London. Here's what we anticipate:

- ✦ **Showcase** over **30 owls** designed by local and regional artists, forming a trail throughout the borough.
- ✦ **Engage** more than **12k** school children, artists, and young people through the Learning Programme and art opportunities.
- ✦ **Raise** over **£300k** for North London Hospice delivering vital support to those that need it most. £300k could cover the cost of a stay in our specialist-care Inpatient Unit for up to 40 people at the end of their life.
- ✦ **Attract** more than **500K residents** and visitors across eight weeks.
- ✦ **Generate** an equivalent value of **£450K** in media coverage.
- ✦ **Create** **2.5m** social media impressions.
- ✦ **Promote health and wellbeing** by encouraging people to get active.

About Wild in Art



Wild in Art is the leading producer of spectacular public art events that entertain, enrich, inform and leave a lasting legacy.

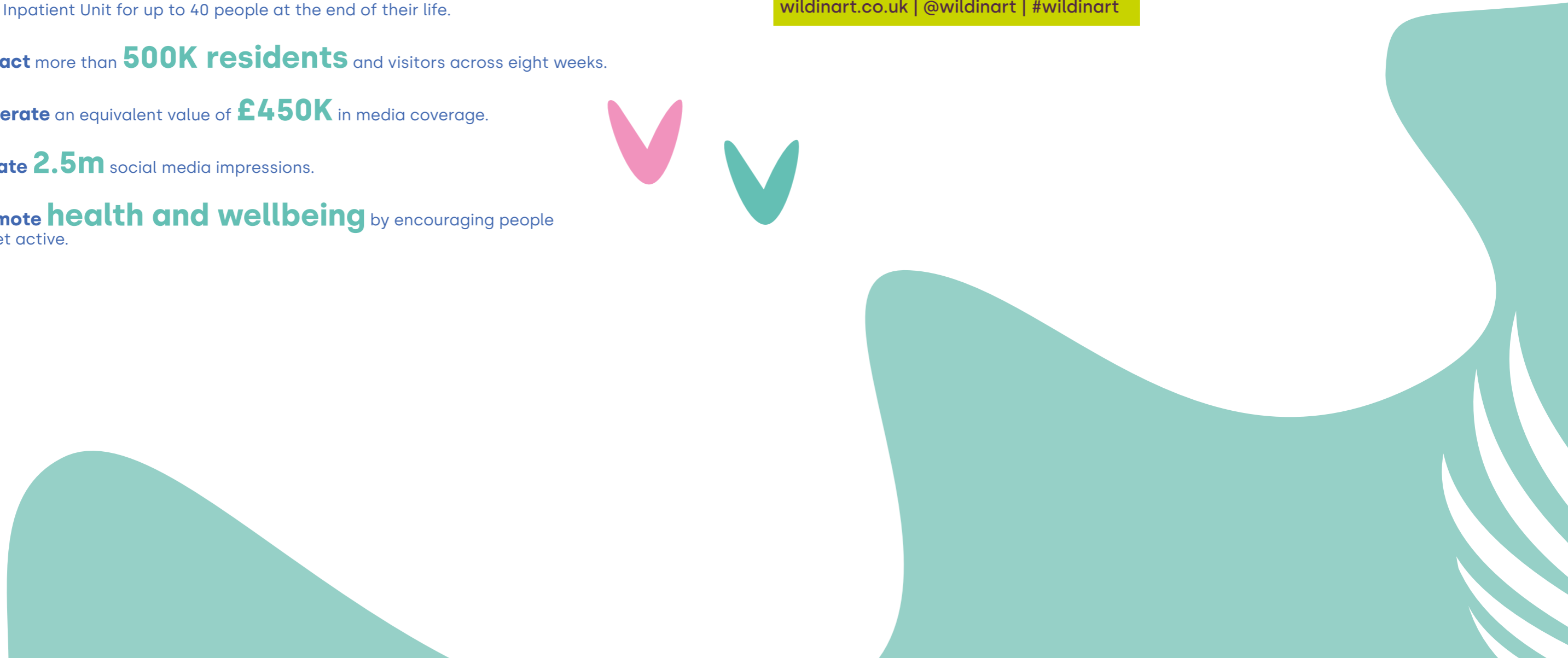
It brings together businesses and creative sectors with schools and local communities through the creation of uniquely painted sculptures.

Since 2008 Wild in Art has animated cities across the world including Manchester, Sydney, Auckland, Cape Town and São Paulo, and created trails for the London 2012 Olympics, the 2014 Commonwealth Games in Glasgow, Historic Royal Palaces and Penguin Random House.

Wild in Art events have:

- Enabled over £23.6m to be raised for charitable causes
- Injected £3.8m into local creative communities
- Engaged over 1 million young people in learning programmes
- Helped millions of people of all ages to experience art in non-traditional settings

wildinart.co.uk | [@wildinart](https://www.instagram.com/wildinart) | [#wildinart](https://www.facebook.com/wildinart)



Timeline

Owl systems are go



October 2023 - January 2024

Artists are invited to submit a max. of two designs.

Sponsors are invited to sponsor a large blank owl and schools and community groups are invited to adopt an owl to decorate.



February 2024

Designs are shortlisted by the Big Fun Art Adventure art panel and these go on to the art selection event.



March 2024

Art selection event.

Design ideas by artists are presented to sponsors for selection. If your design is chosen we'll be in touch to finalise your design and fill in any required paperwork.



April 2024

Blank sculptures delivered to the Big Fun Art Adventure artists' painting space (details to follow), or sculptures are taken to artists' studios. The painting period will be approx. 6 weeks.



June 2024

All of the owls are photographed ready for the trail's launch.



August 2024 - October 2024

Big Fun Art Adventure is live!



October 2024

Owls are auctioned to raise money for North London Hospice.

The project was a joy from start to finish; working on my designs, bringing them to life in the shared painting space, seeing them out on the trail, working on the maintenance in preparation for the farewell event and attending the fantastic auction. My sculptures raised £13,000 for Keech Hospice. I loved every second!

Artist Amy Bourbon for the Big Truck Trail, 2021



It has helped me recognise how broad my creative abilities can be and given me the confidence to take on a wide variety of projects in the future.

GoGoDiscover 2022 artist



Artists' FAQ

There is more detailed information in our terms and conditions document at the end of this pack, but these are the questions that other trail organisers are often asked by artists. If you have any other questions, please contact the Big Fun Art Adventure team.

Who can submit a design?

We welcome designs from all artistic disciplines – from fine art and illustration to graffiti, and we will accept designs from artists of all abilities - including amateurs and those who are just starting out, to those who have years of experience. We do ask that you are a London-based artist so that we can showcase local talent.

Can I submit more than one design?

Yes, you can submit up to two sculpture designs. Please complete one Artist Submission Form per design. Your design should not have been commissioned for any other Wild in Art trails.

Do you have any designs in mind?

When planning your designs, please make sure that they are appropriate for public display and for a wide audience. Designs that are overtly religious, political or sexual in nature will not be accepted. Each design must be suitable and safe for display in a public venue.

When can I tell people about my design?

Please keep your design confidential at this stage in order to build excitement about the trail. If your design is commissioned, we will share guidance about sharing your exciting news.

Can I use logos on my design?

Corporate logos and advertising are not allowed and we can't accept designs that infringe on third party intellectual property (e.g. recognisable brands, personalities or characters). Artists may sign and date their sculpture in a discreet place, but QR codes, social/web links should be painted or pasted on to a sculpture.

Can I add anything to the sculpture?

Artists can only alter the shape of the sculpture if they are skilled at working with and reconstructing fibreglass while maintaining its structural integrity. Big Fun Art Adventure is an interactive and mostly outdoor public art event and people will be touching the sculptures so it is not advisable for artists to attach items to the sculpture unless secured robustly as it is likely that they will be removed in a very short space of time. If your design includes an attachment, you will be required to supply information detailing any proposed materials and processes and explain how the attachment will be secured. You will be responsible for repairing any attachment which becomes broken during the event.

What materials are recommended?

We recommend using artist-quality acrylic paint and good quality emulsion although artificial resin paint or two-component paint can also be used to paint or spray your design. Wild in Art advise that collage and/or sticking paper or paper-based products to the sculpture do not prove as effective as painting or mosaic due to the exposure the sculptures have to the weather during the eight-week trail (and beyond when they are auctioned).

What is the artist's fee?

If your design is commissioned, you will receive an honorarium of £1,000 upon completion and sign-off of the work. Your design will be recognised in printed material and event collateral including a sculpture plaque, trail map, website and app and across Big Fun Art Adventure's social media channels.

Do you cover expenses?

Artist materials are not provided with the exception of the specialist varnish to protect the sculpture from the elements. You are responsible for varnishing your owl and instructions will be provided.

What is the sculpture made of?

The owls are made of a mixture of Class 2 fire retardant laminating resin and chopped roving fibreglass over an initial brushed-on layer of polyester gel coat. Each sculpture is finished with a white primer and is ready to paint.

What are the owl's dimensions and weight?

The owl stands at 1.6m tall. It is 92cm wide and 70cm deep. It weighs 45kg

Where will I paint the sculpture?

We will provide a dedicated space to paint your sculpture in Haringey and details will be provided nearer the time. The painting period will run from mid-April to the end of May and a schedule will be created to manage the space's capacity. If you would rather paint your sculpture in your own studio, please note that you will be responsible for the transportation costs.

How will the sculptures be secured?

The owls will be bolted on to a weighted storm board box through the built-in fixings. Artists are discouraged from creating any attachments around the sculpture's feet that will interfere with its fixings.

Do I need to be available during the trail?

Artists will not be responsible for installing their sculptures on the trail, however we do ask that, if possible, artists are available during and after the event for any touch-up work that may be needed. If the sculpture

is damaged on the trail and the original artist is unavailable, another artist will carry out any necessary repairs. We ask that a list of materials used is provided, including brands and colours. Where possible, if mixing bespoke colours, please provide leftovers or sample pots for repair purposes.

How to submit your design

Please use the templates provided in this pack to create your design or download them from www.bigfunartadventure.org/artists. You can submit a maximum of two designs.

Once you have completed your design, please fill in the Artist Submission Form via the link on the Artist page of our website and email your designs to bigfunart@northlondonhospice.co.uk.

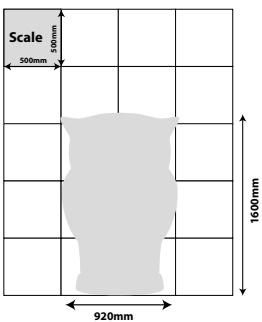
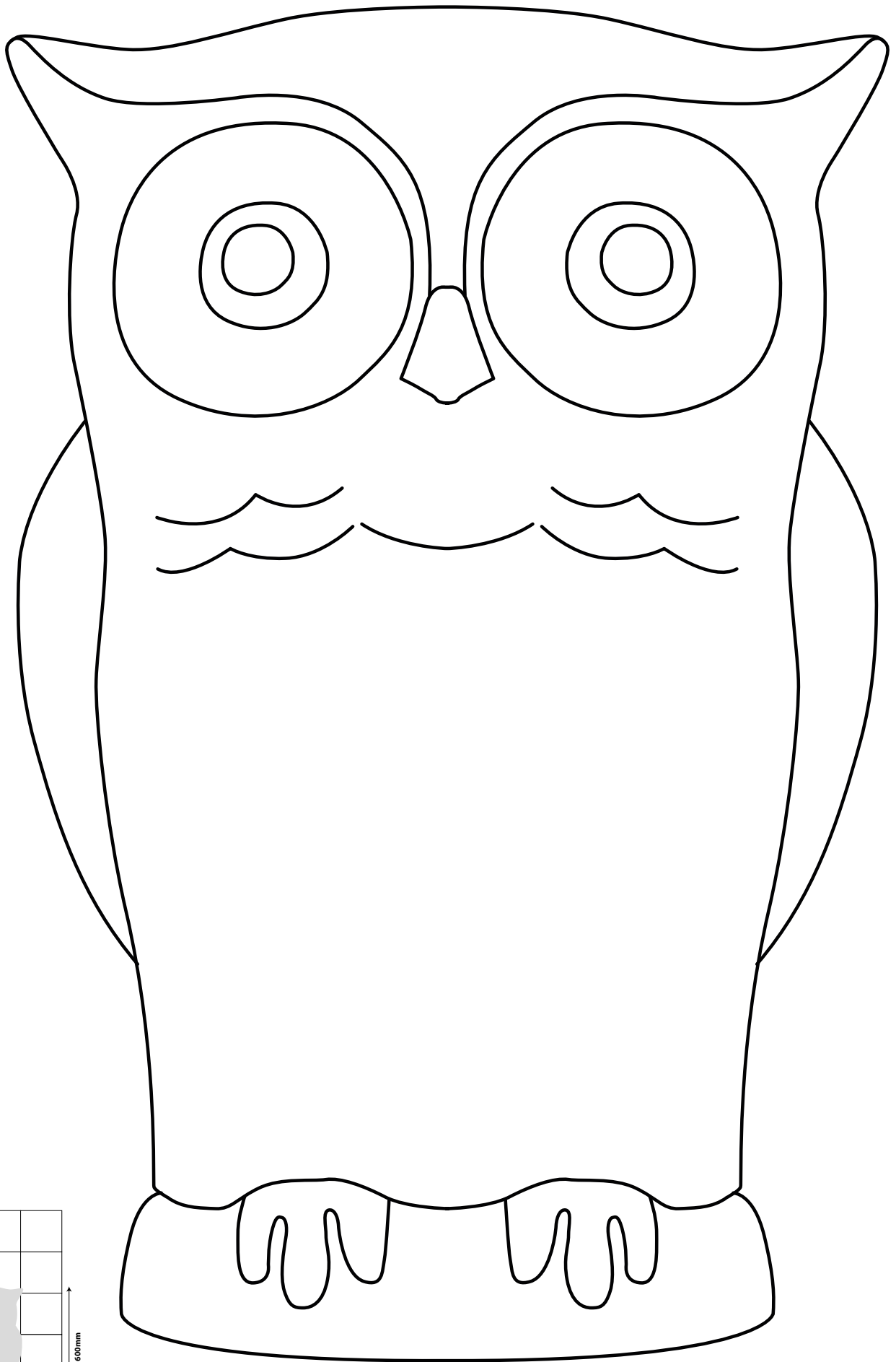
Please note that there are questions in the form about you and your design so please allow time to complete this part of the process.

Your submission must be completed online by **midnight on Sunday 28 January 2024**.

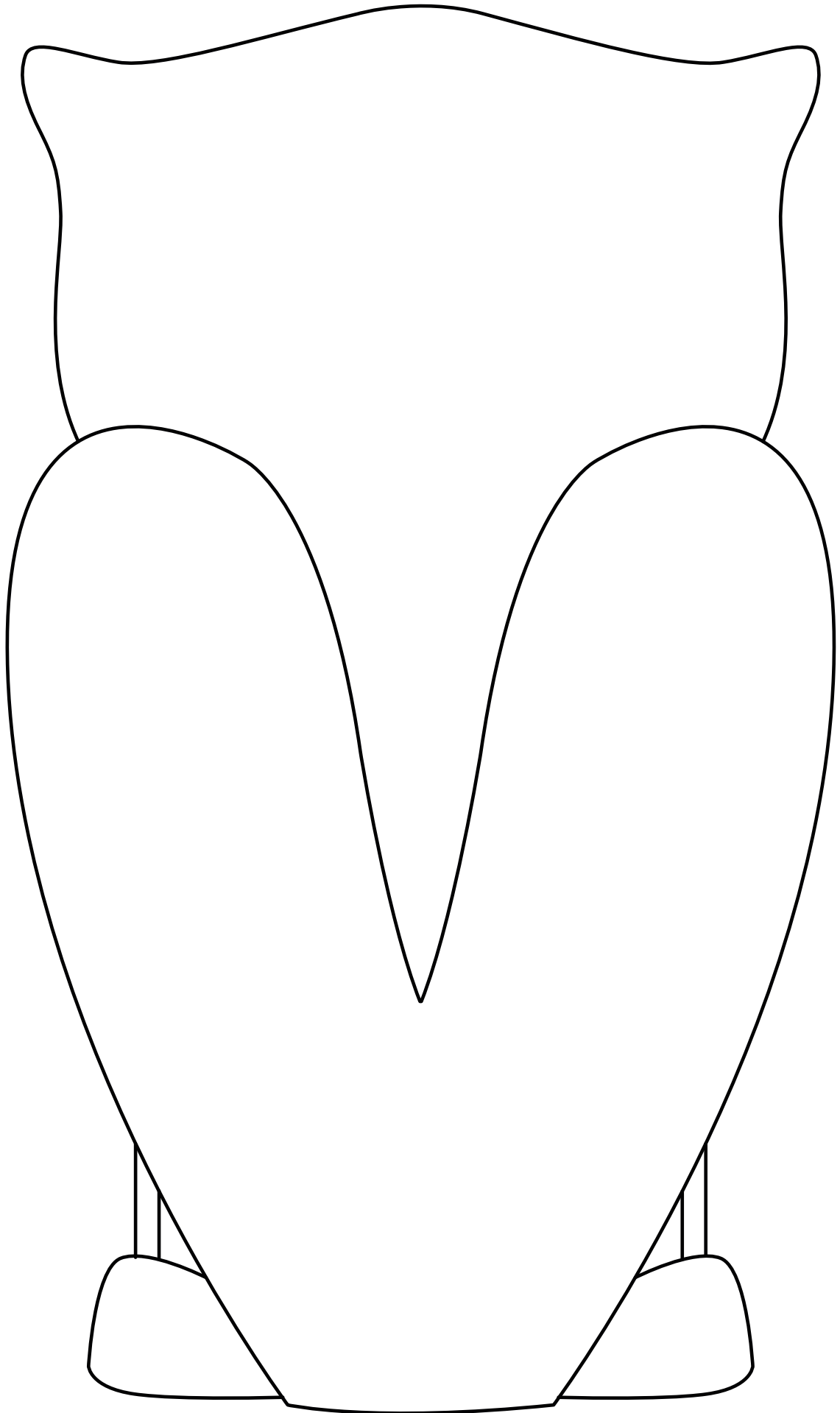
Designs must be high-resolution and in PDF, PNG or JPG format

Attachments must not exceed 5MB





Front



Back

Terms and Conditions

1. The project is open to all artists, amateur or professional.
2. You may submit up to two applications.
3. All terms and conditions in this application form a part of the agreement between you, North London Hospice and Wild In Art in connection with Big Fun Art Adventure and by submitting your work you are agreeing to be bound by all terms and conditions in this application form.
4. You must be the sole author and owner of all intellectual property rights of the work entered, or if the work is not your own in full, you must have sole permission in writing from the copyright owner/s to use their work. Source material or proof of permission in use of another person's work must be made available on request by the selection panel. North London Hospice and Wild In Art do not accept liability in the publication of any reproduced art.
5. The design must represent a piece of work that you have the ability to reproduce on a 3D sculpture.
6. Any additions or modifications to the owl must be sufficiently strong to maintain structural integrity of the sculpture and must not cause injury.
7. To enter, the work must be received by the closing date of midnight on Sunday 28 January 2024. All entries must be accompanied by a completed artist submission form.
8. No allowances will be made for work that arrives later than the deadline.
9. By completing the artist submission form and submitting your owl designs, you consent that all data provided by you may be used by Big Fun Art Adventure, North London Hospice and Wild In Art for marketing, communications and evaluation purposes unless you opt out in writing. We don't and never will sell or pass on any of your details to another organisation for them to use for their own purposes. We may, however, use third party organisations to help deliver services on our behalf, for example, distributing our email newsletters or feedback questionnaires, or managing participant lists for our events. At all times we will ensure that we look after your details responsibly and that any organisations using your information on our behalf do the same. For more information, please see North London Hospice's Privacy Policy at <https://northlondonhospice.org/privacy-policy>
10. Copyright and all other IP Rights in the design belong to and remain with the artist. However, subject to North London Hospice and Wild In Art paying all amounts due to the artist under any final commissioning contract, the artist grants to North London Hospice and Wild In Art an irrevocable royalty free licence to use the completed artwork for purposes in connection with the event, Big Fun Art Adventure.
11. You consent to the use of your work, name and photograph in any promotional material carried out by North London Hospice and Wild In Art without any further compensation.
12. Your work will be reviewed by North London Hospice and Wild In Art prior to being shown to the event sponsors.
13. Work will be commissioned following confirmation by the event sponsors. This decision on all matters relating to the work selected to be used is final. No further correspondence will be entered in to
14. Upon commissioning, North London Hospice will enter a separate contract with you to include an agreed schedule and the terms and conditions of engagement.
15. North London Hospice will provide the owl at no charge to you. Cost of materials is your responsibility except for varnish, which will be provided. y. If you are not able to paint the sculpture in the painting space, you will be responsible for the cost of transporting the sculpture to your studio.
16. You will provide a list of artist materials – specifically paint, brand and colours used in the application on the owl.
17. North London Hospice reserves the right to withhold any fee payable to you in connection with the event if in its sole opinion the quality of the finished work provided falls below that which can be reasonably expected for public display and/or is substantially different from the design submitted.
18. The owl remains at all times the property of North London Hospice and Wild In Art and must be returned in good order.
19. If the owl is returned unfinished by you or deemed irreparable due to damage while in your possession, you shall be charged the full replacement cost of the owl.
20. North London Hospice will award commissioned artists with an honorarium of £1,000 +VAT (if applicable). This will be paid on completion of the finished artwork, subject to sign off, and all relevant paperwork. Payment will be made within 28 working days of receipt of invoice. North London Hospice will consider, at our discretion, staged payments on a case-by-case basis.
21. North London Hospice and Wild In Art may from time to time produce facsimiles of the completed owl in both 2D and 3D form, excluding figurines. For the avoidance of doubt, any agreement reached in connection with any facsimile of your design should include any consideration to be paid to you by North London Hospice and Wild In Art and require transfer of rights to North London Hospice and Wild In Art.
22. Subject at all times to your agreement, North London Hospice and Wild In Art may produce a figurine of the completed sculpture as part of the event merchandise. If your owl is selected to be a figurine, this will be subject to a separate figurine contract and include a royalty fee.
23. Following the event, the owl will be auctioned to raise money for North London Hospice. North London Hospice will offer artists first refusal to undertake repair and maintenance work should the applicable sculpture require it. Artists will be commissioned separately by North London Hospice to complete any agreed maintenance and repairs.
24. By entering your work for consideration to be selected to be used in the event and for eligibility for payment of the honorarium you warrant that you have all required rights and consents to submit the work and allow North London Hospice and Wild In Art to use the work in connection with Big Fun Art Adventure. You also agree to grant an irrevocable royalty-free licence to North London Hospice and Wild In Art and to use the completed work for the purposes described elsewhere connected with the event.

Thank you for your interest in bringing your creativity to the Big Fun Art Adventure, for trail-goers to enjoy while raising awareness of and funds for North London Hospice's services.

We can't wait to see your designs!

If you have any questions, please contact the Big Fun Art Adventure team at bigfunart@northlondonhospice.co.uk