



## CALL TO ARTISTS



The Soles of Haverhill presents a genuine opportunity to be involved with a community art celebration event. The community will be involved in an unforgettable creative placemaking experience: participating in a high-profile public art display that captures the imagination of thousands of people, encourages a community sense of well-being, and supports local non-profit organizations, local artists, and civic involvement.

Artists are called to design imagery on a three-dimensional, 4'H x 6' L x 30 inch wide vintage shoe made of fiberglass.

The theme of this next event will be named "Soles of Haverhill 2014 – *Fashion Forward*". Haverhill has a rich history that at one time revolved around worldwide fashion; hats, shoes, boots, buttons, textiles, and jewelry. This public art event is an opportunity to build on this history in a fun visual way with flair! Symbols, contemporary designs, and/or expressions of Haverhill's shoe and fashion influences and the City's history are encouraged. The audience will be broad-based and of all ages. Designs must be appropriate for public display and be able to withstand exposure to sun, rain, and freezing temperatures. Designs that are political, religious, violent, or sexual in nature will NOT be accepted. Additionally, corporate logos or advertising are NOT allowed. Designs should be representative of your work. The more detail you can provide the easier it will be for the potential sponsor to visualize the final product. Artists are encouraged to use any medium to embellish the shoe that is weatherproof, durable, and appropriate for an outdoor setting.



Decoration of each shoe will be completed by artists selected by the Soles of Haverhill Artist Selection Committee. This committee is composed of professionals representing Haverhill's art community. Durability, uniqueness, originality, excellence, and appropriateness of the theme are the committee's selection criteria.

Finalists selected will be placed on the Approved Artist Roster. Selection to the Approved Roster does not guarantee invitation to decorate. The selected artist's efforts will be reimbursed with an honorarium of \$750.

### How to Become Soles of Haverhill Artist

#### ARTISTS' BENEFITS

- \$750 Fee for work
- Publicity in press
- Artist's name on plaque for public display
- Artist's name on Team Haverhill Soles of Haverhill "Shoe-labration" website
- Artist's recognition at Soles of Haverhill "Shoe-labration" events

### **Artist Selection**

Artists interested in participating in the Soles of Haverhill must submit an application with the artist's rendering submitted on the designated pre-cut cardboard shoe maquette to the Artist Selection Committee. Maquettes (small scale models) can be purchased for \$10 each at the Artists Q & A meetings or by contacting

Leota Sarrette or Eric Karlstad Project Coordinators, at 978 697 1648 or [soles@teamhaverhill.org](mailto:soles@teamhaverhill.org). The Artist Selection Committee will choose artists based their rendering description, durability, uniqueness, originality, and excellence.

### **Ownership/Proceeds**

Soles of Haverhill is a public art project. Team Haverhill will retain ownership of the shoes.

### **Display**

The shoes will be on public display during the selected dates between June –October 2014 in and around downtown

### **Artist's Fees**

An honorarium of \$750 will be paid to the artist. (50% upon pick up of shoe and remaining 50% upon the completion and delivery of designed shoe to the Artist Selection Committee by contractual completion date. All art materials and paints are the artist's responsibility.

### **Additionally**

There is no guarantee that every artist who applies will be chosen and the Artist Selection Committee reserves the right to reject an artist's rendering submission.

No shoe will be released to an artist until the design is approved.

Minor changes in the design may be made in the course of work, but any substantial changes to the design must be preapproved by the Artist Selection Committee. If substantial changes are made without approval, the honorarium may be reduced and the shoe not displayed.

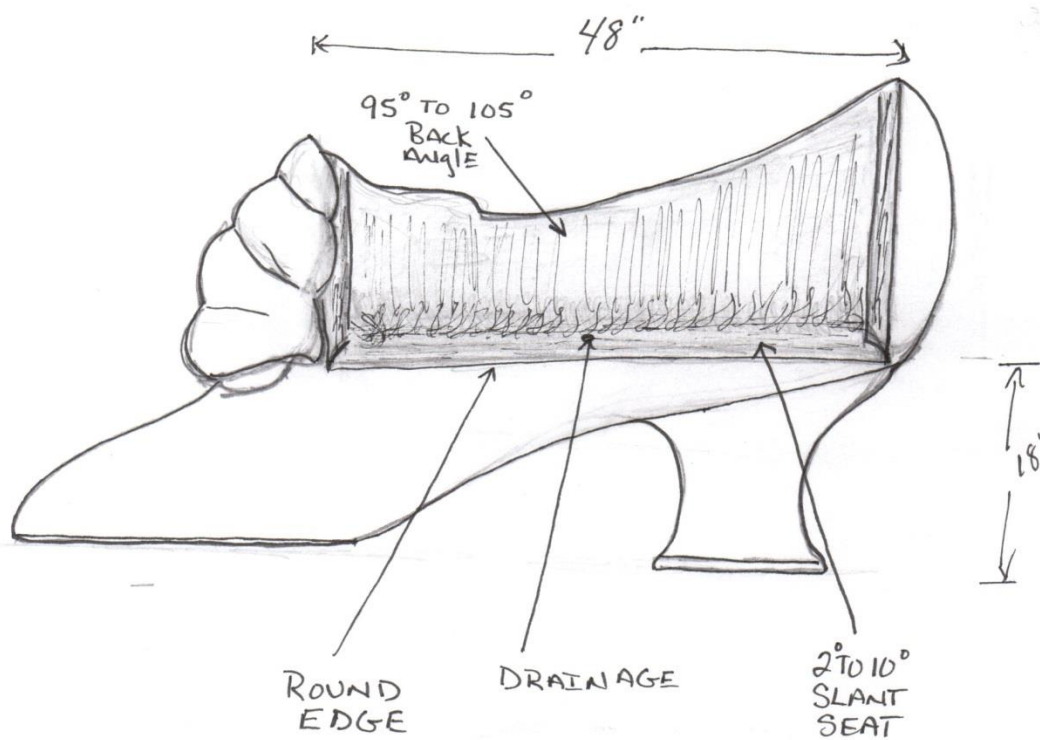
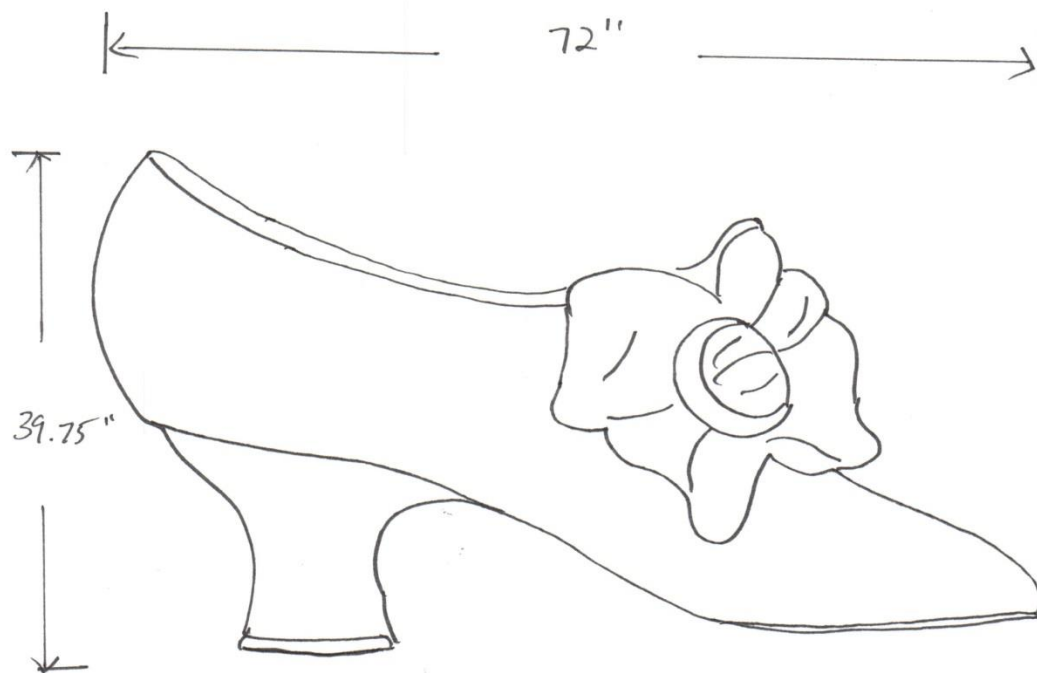
Artists are responsible for securing their own workspace unless it is explicitly provided by the Soles of Haverhill committee or by a sponsor. Artists will work with approved medium and finishes to assure the longevity of the artwork on the fiberglass surface. All materials must withstand climatic conditions, be safe and durable enough for the public to touch, and be permanent enough to resist removal by eager fingers. Artists who live outside the immediate Haverhill area will be responsible to pick up the unpainted shoe and then deliver it back to Haverhill by the designated completion date. The fiberglass shoe shall be owned by the Team Haverhill .

### **Points of Reference**

The Haverhill Public Library Archives Department and the Haverhill Historical Society are resources for artists to view the shoe museum, historical photos, and research Haverhill's history.

### **Artist Packet and Questions**

For an artist packet, further information, and additional questions pertaining to artwork, sponsorship, or about the overall project please email [soles@teamhaverhill.org](mailto:soles@teamhaverhill.org)



## **SOLES OF HAVERHILL ARTIST TIMELINE**

### **Artist Q & A**

Artists Café

22 Washington St Haverhill

Wednesday, July 17 at 6pm and Sunday, August 4 at 3pm

**Application Deadline** September 21, 2013

**Artists Notification** September 28, 2013

**Shoes Distributed to Artists** Week of Oct 13, 2013

**Initial Commission Awarded** Week of Oct 13, 2013

**Completed Shoes Due** Week of April 13 2014

**Soles of Haverhill Unveiling** June 7, 2014

(Shoe artists are required to attend)

**Exhibition of the Shoes** June 7 – October 2014

### **TECHNICAL NOTES & DESIGN CRITERIA**

- Primed fiberglass shoe forms will be provided by Soles of Haverhill (SOH) committee.
- All materials required for decorating the shoe are the responsibility of the artist. An initial payment will be awarded to each participating artist, and will be distributed when the shoe arrives.
- Artists may alter the basic shoe form but cannot compromise its structural integrity. The contact points by which the shoe is attached to its base cannot be altered or obstructed. Structural alterations that result in fundamental change to the basic shoe form must be pre-approved by SOH (displayed on a different surface other than the pre-determined base).
- The artist may paint, sculpt, transform, or adorn the shoe using mosaic, mirrors, tiles, or other media. Although objects may be attached to the shoes, be aware that vandalism may occur. Any object that is affixed to a shoe must be attached in a way that it cannot easily be removed. All objects attached must be weather resistant.
- A team will be assigned during the exhibit to monitor the condition of the shoes. Artists will be asked to provide a Shoe Repair Kit which will contain small quantities of paints, mosaic pieces, or other materials that may be needed to make repairs. If these are not sufficient to repair some damage, artists will be contacted during the exhibit to provide emergency repair care to their shoe.
- Shoes will be placed in outdoor areas fully accessible to the public therefore artists should consider the weather and other elements, including heat, rain, sun, wind, and dirt. Artists must develop designs that can withstand the weather. Artists should also consider that the shoe will be placed for long-term installation in an outdoor location.
- The SOH Jury Committee will be comprised of two invited judges and three members of the SOH coordinating committee. All designs will be judged anonymously.
- The SOH is a public art event. The shoes will be placed in highly public, accessible locations where the public can touch the designs. Public safety is a significant concern. Designs should be created with durability and safety in mind.

• Designs must be appropriate for public display. Corporate logos and advertising are not permitted. The SOH Jury Committee will evaluate all designs and has sole discretion to accept or reject any design.

- Please describe the technical process you will go through, a copy of your resume', and examples of previous works.
- Digital submissions are required. The Soles of Haverhill committee will not be responsible for the return of materials submitted
- Final designs must adhere to the accepted design submission.

**By signing this agreement you agree to all aspects of this Information & Application package.**

**Copyright assignment**

WHEREAS, \_\_\_\_\_, an individual having an address at

\_\_\_\_\_

Is the author of the design and sketches (collectively referred to as the "Design") attached to the application submitted to Team Haverhill for the Soles of Haverhill on the same date as the date of the Assignment;

WHEREAS, Artist understands and acknowledges that, as part of the application process, it is intended that Soles of Haverhill with an address of:

Team Haverhill  
PO BOX 5034  
Haverhill, MA 01835

Own the entire right, title and interest in, and to, the approved and selected Design;

WHEREAS, Artist understand and acknowledges that he/she will be notified in writing by the Soles of Haverhill Committee Review Board, whether his/her Design has been selected and approved;

WHEREAS, Artist understands and acknowledges that, upon the Artist's receipt of written notification that his/her Design has been selected and approved, he/she shall apply that Design to a shoe sculpture provided by Team Haverhill thereby creating a finished Shoe.

WHEREAS, Artist desires to transfer all of his/her right, title and interest in and to the Design, including, but not limited to all derivative works which are based on the Design to Soles of Haverhill.

WHEREAS, Artist understands and acknowledges that Team Haverhill shall continue to be the sole and exclusive owner of the entire right, title and interest in and to the Design, including, but not limited to, all derivative works based on the Design if the finished shoe is approved for exhibition as described in detail in the Call for Artists, to Team Haverhill and that in such case Team Haverhill shall pay to Artist an honorarium of \$750 for the price of his/her shoe. (50% upon pick up of shoe and remaining 50% upon delivery of designed shoe.)

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound hereby, Artist hereby assigns to Team Haverhill all his/her right, title and interest in and to the Design, and to any derivative works based on the Design including but not limited to any rights it may have in the finished shoe, together with any and all copyright applications and registrations therefore. Team Haverhill shall have the right to reproduce and distribute the design or a derivative of the design for purposes of promoting the event by all means and media, including the right to use the design or design derivative on a variety of merchandise that may as yet to be determined in perpetuity. No additional payment will be made to the artists for these rights.

Artist acknowledges and agrees that, due to the nature of the public display of the finished shoe, Team Haverhill shall not be liable for any distortion, mutilation, modification or destruction of the finished shoe by accident, act of nature or person. Artist hereby waives his/her rights under the Visual Artists Rights Act ("VARA"), 17 U.S.C. '106A, as against Team Haverhill in the event of such distortion, mutilation, modification or destruction. Artist further acknowledges and agrees that if the finished shoe is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, Team Haverhill 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 rights under VARA in the event and to the extent Team Haverhill deems such repair necessary.

Artist represents to that he/she is the sole author of the Design and that the Design is an original work of authorship which does not infringe upon the copyright rights or any intellectual property rights of others, and that he/she has the unencumbered right to make this assignment. In the event the Design is not approved or selected for exhibition, as described in the Call to Artists, Team Haverhill shall assign (and hereby does assign) back to the artist all its right, title and interest in and to the Design.

Assignor agrees to execute such further documents as may be necessary to effect this assignment.

ARTIST(s) Signature: \_\_\_\_\_

Print name: \_\_\_\_\_

Address: \_\_\_\_\_

Shoe Title: \_\_\_\_\_

Date: \_\_\_\_\_

\*If a collaborative effort, each artist must sign, print name and date.

ARTIST(s) Signature: \_\_\_\_\_

Print name: \_\_\_\_\_

Address: \_\_\_\_\_

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Date: \_\_\_\_\_

ARTIST(s) Signature: \_\_\_\_\_

Print name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_

Submit completed applications clearly marked Team Haverhill Soles of Haverhill by mail to:

Team Haverhill  
PO BOX 5034  
Haverhill, MA 01835