

Call to Artists

Welcome to Hodags On Parade 2012!

What is Hodags on Parade?

It's the largest and friendliest outdoor public art event in the Northwoods. Five, larger-than-life, three dimensional, fiberglass Hodag sculptures – painted, decorated, embellished and festooned by area leading artists – will stand on street corners and in key downtown locations to greet everyone who passes by.

2012 is the fourth year of Hodags on Parade! Back by popular demand, this traffic-building event will be the talk of the town again!

How does it work?

The cost of each Hodag is underwritten by a patron sponsor; that is, a business, individual, civic, or other not-for-profit organization. An artist – whose design concept has been reviewed by the Hodags on Parade Team **and** selected by the Patron Sponsor – is then given a “white Hodag” as his or her canvas. On June 9th the herd of Hodags will debut in downtown Rhinelander. During the summer, the Hodags will be displayed in visible locations in the downtown Rhinelander for all to enjoy. On November 10th the Hodags go to auction. Proceeds go to our downtown Rhinelander revitalization efforts.

A Great Cause

This traffic-building event provides recognition for the artists, and brings public awareness to Downtown Rhinelander's projects. Through our Main Street Program and the work of over 150 volunteers, we hope to ignite the enthusiasm to enliven downtown – to make it a place to shop, play, dine stay, (and to live) – a destination!! The funds raised during this event will help Downtown Rhinelander, Inc. fulfill its mission and continue to strengthen the Rhinelander community through historic preservation and economic development.

Artist submit design concepts **DEADLINE** – **April 2, 2012**

Downtown Rhinelander, Inc. will be accepting design concept applications from amateur and professional artists between now and April 2, 2012. Artists will be notified of the selections by mid-April.

Artist Compensation and Understandings

Artists will be paid a stipend for materials (\$125). Costs incurred over this amount should be considered a donation to the Downtown Rhinelander, Inc. project. In addition, artists will be paid 10% of the auction sale price for their art piece. Artists will be recognized all summer long with a plaque near the art piece, in various printed materials, media events, on our website and at the auction. More than one design concept may be submitted. Artists who are selected will be asked to sign an Artist Agreement.

Community Exhibit

The Hodag art pieces will be placed on display in outdoor locations for public viewing/interaction throughout the summer. The artist's name and title of the art piece, along with Patron Sponsor's name will be part of the Hodag display. A promotional piece with the artists, patron sponsors and other support sponsors will also be available at the exhibit.

The Canvas/Molds

All of the art pieces represent our beloved mascot "The Hodag". Artists are invited to embellish the basic fiberglass mold. They can paint, sculpt, transform, or adorn the art piece to complete their design, but the structural integrity of the art piece must remain intact. See guidelines for further instructions. The art pieces are the property of Downtown Rhinelander, Inc. until the final auction when they will become property of the highest bidder.

Fiberglass Hodags

The Hodags are approximately 7' long and ranges from 5'5" to 6' tall. They are made of fiberglass which is approximately ¼" thick with the inside being hollow. It weighs approximately 100-120 pounds. They are coated with an epoxy primer by the fabricator that allows for immediate work to begin on the fiberglass. The fabricator, David Oswald states any type of paint, ie: acrylic, latex, etc. will adhere, however, he does not recommend water colors as they are not as durable. Do not use permanent marker – as it bleeds with the sealing. Downtown Rhinelander, Inc. will contract with a local auto body shop to have all of the art pieces sealed before they will be displayed. The artist is not responsible for the sealing.

Please refer to the Art Piece Return Deadline, in the timeline, to determine when your piece must be to the auto body dealer. The cost for the sealing will not come out of the artists' stipend. However the pieces MUST be delivered on the date noted, or the artist will be responsible for the cost. In addition, the sealer will need samples/names of all of the paints used on your piece, and the auto sealer will need special instructions for anything other than paint, which will be covered in the Artist's Agreement. Remember, no permanent marker.

Note to Artists

Hodags on Parade is a fundraiser for Downtown Rhinelander, Inc. Successfully selling the art pieces is not only in Downtown Rhinelander's best interest, but also the artist's. Pieces that sell the best are typically those that can be easily placed in an outdoor location with minimal maintenance. Please keep this in mind when creating your piece.

Let your imagination go wild! We're looking for fun and diverse ideas. Several communities have had outdoor art displays like this and you might want to research what others have created. Thank you!

Guidelines

1. The audience for Hodags on Parade is the general public of all ages. Designs should be appropriate for public display. Designs that are religious, political or sexual in nature, which bear controversial messages, insignia, or other material will not be accepted. Corporate logos or advertising will not be accepted.
2. Designs **must** be made for outdoor display.
3. Hodags on Parade is a community celebration of art where individuals are invited to touch and experience the art pieces while they are on display. Keep durability and public safety in mind when designing.
4. Objects may be attached to the art pieces, but these objects must adhere to all above guidelines. Object must be ready for public, outdoor display, durable, and safe for individuals to touch. Objects must be attached in such a way that they cannot be removed. **Designs using photos will not be accepted.** Note that Hodags are intended for safe play with children and attached objects cannot interfere with children's safety.
5. Please make it a fun and entertaining visual presentation. A humorous title for the Hodag is encouraged!
6. Artist is responsible for any transportation that is required of his/her art piece.
7. All art pieces will require cleaning and possible touch-ups prior to the auction. Artists are expected to be available to make these touch-ups during the weeks preceding the auction.
8. Once selected, the artist is bound to the design concept submitted and must return an art piece that closely follows the design concept. Any deviations are subject to return to artist for modifications.
9. Artists may submit more than one design, but each should be on a separate application form. The application form may be reproduced. All submitted designs will become property of Downtown Rhinelander, Inc.
10. Selected artists will be given a set stipend to help cover costs before work begins, and 10% of the sale price after the auction.
11. Free space for artists to create their Hodag may be available; give us a call.

For further information, please contact:

Sue Bessert, Executive Director Downtown Rhinelander, Inc. - (715) 362-7374 or email at msdri@frontiernet.net

Kathy Brich, chair – (715) 493-3663 after 5 p.m. or email at kbrich@newnorth.net

David Oswald DWO, fabricator

Dave is more than willing to answer any of your questions.

Daytime (608) 269-8257 (shop)

Evenings (608) 269-3110 (location of Dave's apartment at Country Inn; leave a message for him at front desk and he will gladly call you back.

Timeline 2012 Hodags on Parade

February & March	Call to Artists
April 2	Deadline for artist design submissions
Mid-April	Artists contacted
April 15 – May 31	Creativity begins! Have fun with your Hodag!
May 31	Hodags completed by artists.
June 1	Hodags taken to local auto body shop for sealant.
June 9	Hodags on Parade held in conjunction with Second Saturday in June Car Show and Art Fair, downtown Rhinelander
June – October	Public art display of Hodags, downtown Rhinelander
Mid October	Hodags collected for touch-ups by artists
November 10	Hodags on Parade auction