



**OWL
ARTIST
PACK**

Calling talented artists to decorate the unique Minerva's Owls of Bath sculptures



Minerva's Owls of Bath 2018 is a public art event featuring over 100 individually decorated owl sculptures, displayed in a trail across the World Heritage city of Bath and the surrounding region from 25th June to 10th September 2018.

The high profile event will celebrate the Roman heritage of Bath and mark the 10th anniversary of the popular King Bladud's Pigs sculpture trail, one of the first of its kind in the UK.

100% of event profits will be donated to local charities.

Minerva's Owls of Bath will offer an exciting and inclusive free public art trail for people of all ages to enjoy and be inspired by this summer.

The stunning owl sculptures will showcase the talents of the region's artists and creative industries, raise the profile of local businesses, increase visitor numbers, encourage owl fans to explore parts of the city and surrounding area they may never have visited before and raise funds for owl conservation.

After nearly three months entertaining hundreds of thousands of residents and visitors to the city, the owls will be rounded up and preened to tip top condition for the 'Owls Hoot Farewell' auction preview weekend in early October. The large owls will then be auctioned to raise funds for local charities, including the new RUH Cancer Centre, Bath Young Carers, the Roman Baths Archway Project and the UK Little Owl Project, based in Bath.

IT'LL BE A HOOT

The goddess Minerva
(Amelia Watt, Miss Bath)



Your owl needs you!



ARTIST BENEFITS

The trail of approximately 70 large owls (1.1m) sponsored by regional businesses and organisations, plus some 50 owlets (75cms), decorated by schools and community groups, will be displayed in public spaces across Bath and the surrounding region for a 10-week period from 25th June to 10th September 2018.

We are looking for talented artists, designers and creatives to submit ideas for owl designs. We are primarily looking for local and SW artists, however experienced artists from further afield are also welcome to submit designs. Artists must be able to re-create their designs onto one of the 1.1m high, 3D owl sculptures if they are selected as an official owl artist.

The designs will be shortlisted and put into an Owl Design Portfolio for sponsors to browse and to choose their favourite design or artist. The sponsor and their chosen artist will then work together to create their ideal owl design.

The Owl sculptures can be painted or decorated in a wide range of styles, from street art to fine art, mosaic and metalwork, and can even be adapted to incorporate moving parts, lights or other creative features. All final designs must be approved by the organisers before decoration goes ahead.

The original Owl maquette was created by Bath sculptor Alan Dun who also designed the King Bladud's Pigs and Lions of Bath sculptures. The owl has been designed to act as a 3D blank canvas to enable artists to create their own unique work of art. The sculpture is made of a mixture of resin and fibreglass and finished with a primer, ready to paint. The decorated owls will be sprayed with a protective UV coating by the organisers.

- **Commissioned owl artists will receive an upfront fee of £50 towards the cost of materials and 20% of the sale price of their owl at auction as payment for their work, with a minimum fee of £400.**
- **The artists' name will be featured on the sculpture's plaque, on the event website with a link to their website, on the printed and online trail maps and the event app, as well as in marketing materials, the auction preview weekend and charity auction brochures, on social media and potentially in local, regional and national media.**
- **The owl sculptures and name plaques are expected to be seen by hundreds of thousands of residents and visitors to the city over the course of the three month event. Images of the owls will be shared widely on social media and the mainstream media, offering an excellent showcase for artists' work.**
- **Owl artists will receive regular event news updates as well as social media likes, shares and shout-outs.**
- **Commissioned owl artists will be invited to the Minerva's Owls media launch on 25th June (TBC) as installation begins, and to the VIP preview of the 'Owls Hoot Goodbye' weekend on Friday 5th October.**

Things to know

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- The owls are 1.1m tall and 54cms wide. Some will be on 40 cm high concrete plinths and others will get a lighter-weight wheeled timber plinth, making the sculpture suitable for taking in at night.
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- You are invited to submit a maximum of 3 designs by using the Minerva's Owl template.
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- You must be the sole creator and owner of the work entered, if not, you must have permission in writing from the copyright owners.
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- The design must represent a piece of work that you have the ability to reproduce on a 3D sculpture.
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- If commissioned, you will be responsible for purchasing all of your materials. However, we apply the specialist protective UV varnish and supply the plinth.
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- Artists are asked to collect their sculpture from Owl HQ in Bath and to deliver their finished owl back to HQ before 1st June. (Owls fit in the back of a car with the back seats down).
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- You can take the sculpture away to decorate in your studio or there may be an opportunity to paint your owl in a Minerva's Owl workshop in Bath, should one become available.
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- You need to be available to paint your owl between February and May 2018.
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- The deadline for returning decorated owls is 1st June 2018.
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- We will be documenting the painting process of the owl sculptures and ask artists if they could take photographs and video of themselves at work so that we can publicise their work and follow the progress of their owl's design. Photos and copy should be emailed direct, or via WeTransfer.com, to artists@minervasowls.org for potential use on the website, social media and event PR as a promotion of the project and your work.
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THE CREATIVE PROCESS



Timeline

February

- Media launch
- Call for sponsors and artists
- Owls start arriving in Bath

March

- 1st March artist design deadline
- Artists decorate
- 5th March Early Bird sponsorship ends

April

- Artists decorate
- Roman/Minerva themed World Heritage Day (22nd April)

25th June

- Media launch with decorated Owls as installation begins

1st June

- Sculpture completion deadline
- Finalise map and app

1st May

- Sponsorship deadline
- Artists decorate

July–September

- All owls on public display for the summer. Talks, events, workshops, competitions, merchandising / PR.

September

- From 10th Sept, Owls start heading back to the nest for preening. Artists repair their owls where necessary.

5th October

- Artists/Sponsors preview evening for *Owls Hoot Farewell* auction preview weekend

Interested?

Then please complete the submission form section of this document from pages 7-11

17 October

- Minerva's Owls 2018 charity auction at the Assembly Rooms. All event profits donated to local charities.

6-7 October

'Owls Hoot Farewell' auction preview weekend – all owls gathered together in one giant 'parliament' to wave goodbye before the charity auction

Owl design application

- 1** Download the Artist Pack
- 2** Complete the Owl templates (front & back) with your design/s and your name and contact details.
- 3** Scan your Owl designs and save them with your name and design number, i.e. Jo Bloggs 1 front, Jo Bloggs 1 back, Jo Bloggs 2 front, etc.
- 4** Complete online Artist Submission form on the Artists page of the website, which includes uploading your designs and sample artwork from your computer.
- 5** Click the Submit button. N.B. if you do not receive an automatic thank you for your submission, please check you have completed every section of the form and re-send.
- 6** Designs will be added to the Owl Artists Portfolio for Owl sponsors to select their favourite design/artist. N.B. not all artists may be chosen to decorate an owl.
- 7** If selected by a sponsor, we will give you £50 towards materials and allocate a sculpture to you for collection.
- 8** You and your sponsor will then work together to create the final design.
- 9** Final design emailed to artists@minervasowls.org for approval before decoration takes place.
- 10** Deadline for delivering decorated owls is 1st June.

**WHAT'S
HAPPENING
AND WHEN**

Design guidelines

DESIGN IDEAS



When designing your owl it is important to remember:

Company names or corporate logos are not permitted as these would count as advertising. Owls can, however, indicate the nature of the sponsor in other ways.

No designs with political, sexual or religious connotations will be accepted.

Your owl design/s must be suitable and safe for public display in a public venue.

The artwork must withstand the rigours of the elements and the attentions of the public for at least a six month period. Artwork that is fragile or deemed to present a public safety hazard will not be approved.

Artists may not create any attachments or protrusions to the base of the owl, as this may interfere with fixing the owl to the plinth bases.

We are looking for a wide range of designs, from colourful abstracts to intricate painted scenes, mosaics and even interactive owls. Bear in mind the history, culture and geography of Bath and the surrounding region.

Consider the mythology and relevance of owls in ancient and modern culture, the Roman goddess Minerva and Bath's Roman heritage. Consider incorporating elements of the sponsor's field of business if appropriate, however no logos are allowed.

For design examples from previous local sculpture trails, visit www.kingbladudspigs.org, www.lionsofbath.com and www.swansofwells.com

As well as creating beautiful, eye-catching designs, please also consider the auction of your owl at the end of the event. Would your decoration be popular and would people want to display it in their house, garden or office? Will it be an amazing talking point for years to come?

The more striking or popular your owl design, the larger the price it might achieve at auction and the larger your 20% share.



Owl and Pussycat by Bath artist Jane Callan. Sponsored by SouthGate Bath.

Submission form

We would prefer it if you are able to complete the online version of this submission form on the Artists page at www.minervasowls.org where your owl designs and artwork examples can be uploaded



Personal data (please use capital letters)	Title (Miss Mrs Ms Mr Other)
First Name	Last Name
Address	
	Post Code
Contact Tel	Contact Mobile
Email	
Website (if applicable)	Facebook (if applicable)
Twitter (if applicable)	Instagram (if applicable)

Painting location

Please indicate whether you will work on your Owl in your private studio/home or if you would be prepared to work in a public space in Bath, should it become available.

Workshop in Bath Own Studio

Sponsor designs

Would you be interested in producing a sculpture designed to a commercial sponsor's specification? Your design may inspire a sponsor to choose you as their artist but they may wish their owl to reflect their business in some way or they have a design idea they would like to develop with a professional artist.

Please indicate if you would be happy to work with a sponsor to a specific commission brief. Yes No

Owl collection

We ask that all artists collect their owls from Owl Nest HQ in Bath. All decorated owls must be delivered back to The Nest by 1st June. The owl sculptures are 1.1m tall and 54cm wide and will fit in most cars with the back seats down. If you don't have your own transport, we may be able to deliver your owl to you for free if are in the Bath area or otherwise by special arrangement.

Timescale

Are you able to work on your sculpture between February and May 2018? Yes No

Owl preening

Please indicate whether you will be available to make any necessary touch-ups to the sculpture ahead of the auction preview weekend. Touch-ups will need to be made between 10th September and 1st October 2018

Yes No (If no, a member of the project team will do this for you)

Recording progress

Please indicate if you are able to produce imagery for use on our website, social media, and in marketing materials

Video Stop Motion Video Photography Not able to produce own promotional material
 Other – state what:

School owlets

Please indicate if you would you be interested in working with a school, education or community group to help them create their owlet design and if you are happy for us to provide your contact details to schools or groups looking to engage with a creative practitioner? N.B. The smaller owlets will not be sold at auction and will be returned to the schools after the event, so payment terms would need to be arranged directly with the school or community group.

Yes No

Owl template

FRONT

Artist name *(please use capital letters)*

Telephone

Email



Owl template

BACK

Artist name *(please use capital letters)*

Telephone

Email



Contact



For further information or to discuss how to get involved, please contact the Minerva's Owls 2018 team at artists@minervasowls.org

or call Megan Witty on **01225 340697**

We look forward to hearing from you soon.

www.minervasowls.org [@owlsobath](https://twitter.com/owlsobath) [#owlsobath](https://twitter.com/owlsobath)

Design: www.walkerjansseune.co.uk

Photos: Paolo Ferla / Andy Rouse (owl photos) / Megan Witty

