



December 14, 2009

Beginning spring 2010, Burlington will host an udder-ly exciting art event: The Cows Come Home to Burlington. On May 10, life-like fiberglass dairy cows will go on display in public spaces in and around downtown Burlington. Although it is modeled after successful events, The Cows Come Home to Burlington will be a unique experience in its own right.

Artists are encouraged to use their imaginations! Not only can you paint the cow as you like, you can theme or modify your cow as you see fit! Keep in mind, however, that this is a public street art event, so the objects will be exposed to the elements (and public) for an entire summer; your medium must be chosen appropriately.

The Cows are being sponsored by potential business owners and individuals, and will be auctioned at the end of the summer season, the proceeds benefiting the Vermont Campaign to End Childhood Hunger. Artists will be paid a \$1,000 for their work- \$750 upon receipt of the finished cow and \$250 at the end of the season. Artists will be given approximately 6 weeks (March 1 – April 15, 2010) to prepare their Cows. The artist's name will be on display alongside their Cow.

Artists will be selected based on prior works by a small group of staff members. Should you need more information, contact Matt McMahon, Community Art Project Manager: (802) 863-3489 x208 or [matt@vermont.org](mailto:matt@vermont.org).

We are expecting tens of thousands of art enthusiasts, dairy lovers and unsuspecting visitors alike to descend on Burlington's downtown spring-summer 2010 for The Cows Come Home. The plan is in action —don't chew the cud for long! Please respond by Jan 8, 2010.



**Vermont Campaign to  
End Childhood Hunger**





**The Cows Come Home to Burlington  
Request for Proposals-  
DEADLINE TO APPLY: Jan 11, 2010**

The Cows Come Home to Burlington is issuing a *Request for Proposals* from artists for one (1) project at thirty-five (35) public art sites in downtown Burlington and surrounding areas.

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**Project Description**

The Cows Come Home to Burlington is a community art project that exhibits painted and/or decorated fiberglass cows in the public domain.

*Imagery may range widely in subject matter and style.*

**Project Budget**

The total project budget for each cow including design, materials, execution, and maintenance will be **\$1000**. Selected artists will be responsible for maintaining paint and controlling graffiti for the period of May 2010-October 2010 and will be compensated at the time of each repair up to \$250 for the year, or a total of \$250 at the year's end.

Designs that remain free of graffiti for the duration of the year will receive \$250 at the term's end.

**Criteria**

Proposals will be judged as follows:

*Aesthetic Considerations*

- Exhibits strong artistic concept and design
- Provides interest from a distance

*Thematic Considerations*

- Contributes to sense of place (why this piece would not be found in another city)
- Could creatively explore the use of a theme (i.e. whimsical, humorous, realistic, etc.)
- Designs that are religious, political, or sexually offensive (or offensive) in nature will not be accepted.

*Professionalism*

- Concept is clear, well-rendered and visually presented in scale with proposed design
- Demonstrated ability to complete project on budget and on time

### *Suitability to the Site*

- Respects public nature of site and broad audience
- Painting/decoration medium is suitable to the public nature of site and is expected to be durable

### *Execution and Maintenance*

- Demonstrated ability of artist to carry out the project within budget and on time, with strong consideration of the artist(s) ability to work within given timeframe
- Artist is willing and available to maintain imagery

### *Residency*

- Preference will be given to artists whose primary residence is in Vermont

**The Cows Come Home to Burlington reserves the right to objectively deny proposals based on the aforementioned criteria.**

### **Materials to Be Submitted:**

1. **5** copies of current resume or bio (if working as a team, submit all team-members resumes or bios).
2. **5** copies of full color to-scale image of proposed concept on paper no larger than 11 x17" (with scale indicated).
3. Up to five images of previous similar-scale work. Images and accompanying material should include artist's name, media, and dimensions. (Hard copy or digital images only please, no slides—if hard copy, please submit **5** copies.)
4. **5** copies of completed The Cows Come Home to Burlington application form.
5. Return envelope with postage for images and concept drawing.

### Mail or Drop off:

The Cows Come Home to Burlington  
c/o Matt McMahon  
60 Main Street, Suite 100  
Burlington, VT 05401

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### **Specifications**

¾ size dairy cow (approx 4.5' tall, 5' long, 2.5' wide)

< 100 Lbs.

Resin-based fiberglass construction

Primed with flat gray latex primer-additional sanding/priming as needed

NO BASE included with cow—we will be attaching bases later

***For a better look, check out our first cow in the former Maplehurst Florist space on Church Street!***



**The Cow Will Be Covered in Gray Primer, Not Gloss Red!!**



*Artist's Application Form*

Date \_\_\_\_\_

Last Name \_\_\_\_\_ First Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Associated Sponsor (if applicable) \_\_\_\_\_

Phone: Day \_\_\_\_\_ Evening \_\_\_\_\_

Email: \_\_\_\_\_ Website \_\_\_\_\_

Fax: \_\_\_\_\_

How did you find out about this opportunity?

\_\_\_\_\_

\_\_\_\_\_

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**Mailing Address**

The Cows Come Home to Burlington  
c/o Matt McMahon  
60 Main Street, Suite 100  
Burlington, VT 05401