



CALL FOR ARTISTS

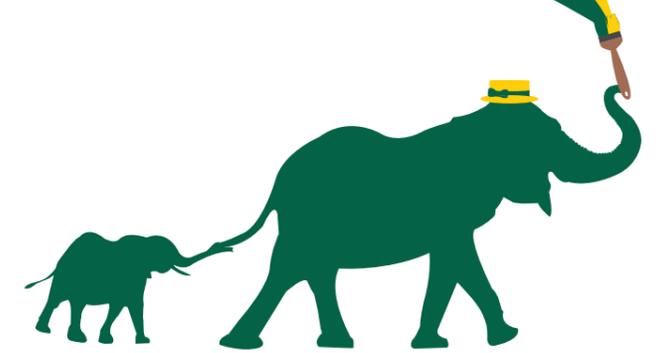
Have you herd
ABOUT OUR AMAZING GIANT SCULPTURES?

#SpotTheElephant

Brought to you by:



Something **BIG** is coming to Luton!



Get ready for the summer of 2021 when Luton is set to see a perfect parade of vibrant and beautifully decorated elephant sculptures as **The Big Trunk Trail** arrives in town!

Elephants will form the biggest and most unique outdoor public art event Luton's ever seen. At least 30 stunning elephant sculptures will trumpet along a free, fun and family-friendly art trail around Luton's key landmarks, streets and open spaces, bringing together the community for one unforgettable jumbo event.

The Big Trunk Trail 2021 is being brought to Luton by **Keech Hospice Care** and **Wild in Art** - but we can't do it alone. **We need artists to be our inspiring creative partners in this exciting first for the town!**

Designs are welcome in any art form - traditional to new media, fine art to illustrations, graffiti and mosaic. Whatever form you choose, we want your sculpture to bring creative fun, drama and excitement to **The Big Trunk Trail**.

Your sculpture will also be part of Keech Hospice Care's 30th anniversary celebrations in 2021 and sit alongside smaller elephants designed by local school children and community groups as part of The Big Trunk Trail's Learning Programme.

"As a local charity caring for adults and children, we've been supported by our amazing community for 30 years. This fantastic public art event is our way of saying thank you. We also want to encourage design submissions from our local and regional arts community as well as reaching out to aspiring and professional artists nationally. We are sure - after reading all about our elephant sculptures - you'll want to get involved in this unforgettable, unmissable art event."

Liz Searle, CEO, Keech Hospice Care



#BigTrunkTrail

Wild in Art is a leading producer of creative events that transform places into free, family-friendly, outdoor art galleries. Since 2008, they have animated more than 50 cities across the world with sculptures, helping millions of people experience art outside of traditional settings.
www.wildinart.co.uk

Why you should get involved

The Big Trunk Trail makes a wonderful showcase for your work, reaching an audience of thousands in a unique way and bringing you together with a community of other artists.

Our beautiful elephant sculptures offer an inspirational, blank 3D canvas for you to have fun with and work your creative magic on. You may decide to run free with a design that's vibrant, dazzling, entertaining and light-hearted or you could go with a theme that's close to your heart such as celebrating communities, promoting health and wellbeing or caring for the natural world. Wherever you get your inspiration, we can't wait to see what you come up with!



The Trail will:

- include at least 50 dazzling elephants including 30 large elephants, each uniquely designed by an artist, forming a trail around the town
- showcase professional and emerging artists from the local area and further afield
- attract thousands of visitors of all ages, both walking the Trail and online at www.bigtrunktrail.com
- build understanding of the artworks and get trail-goers tracking their finds through **The Big Trunk Trail** app, which can be downloaded from Google Play and App Store



- generate thousands of social media interactions via **@BigTrunkTrail** across Facebook, Twitter and Instagram
- provide you with exposure to a vast audience of new fans and a powerful social media presence
- give you the opportunity to work with the commercial sponsor who chooses your design
- engage thousands of school children and young people through the Learning Programme
- boost pride in Luton and surrounding areas

- promote health and wellbeing, and get people active
- support local businesses by boosting the number of visitors to the area
- raise vital funds for **Keech Hospice Care**.



Artist Jenny Leonard with her Asian elephant sculpture

#StandoutFromTheHerd

“

My involvement with Wild in Art has brought me some of the most fun, varied and beautiful times of my artistic career to date. When I submitted my original design, I had no idea it would result not only in a whole summer's worth of exciting encounters, experiences and events, but would also lead me on to many further projects. Never a dull moment! ”

Artist Loïs Cordelia, whose Taj Mahal bear for Birmingham's trail is shown here.



How does The Big Trunk Trail work?

#BigTrunkTrail

Businesses, groups, charities and individuals are invited to sponsor a large blank elephant – your canvas for a unique, much-sought-after artistic opportunity.

Artists are invited to submit designs which will be shortlisted by a panel of experts.

Shortlisted designs are displayed where the sponsors have the chance to choose their design and their artist.

Local schools and community groups are invited to fundraise and design a 'baby elephant' to feature on the trail, which will be theirs to keep at the end of the event.

The giant elephant sculptures will go on display around Luton's key landmarks, parks and public spaces, throughout summer 2021, for everyone to enjoy.

Trail-goers will also be able to track down the super-sized sculptures, learn more about the artworks, unlock exciting rewards, and view their trail progress by downloading **The Big Trunk Trail** app from App Store and Google Play.

After the event, the large sculptures will be sold at auction with the proceeds going to **Keech Hospice Care**, to help them continue making the difference when it matters the most for child and adult patients and their families facing a life-limiting or terminal illness.

Step by step along The Big Trunk Trail

October 2020

Official launch of **The Big Trunk Trail**.

November 2020

Artist submission deadline.

December 2020

Art selection event.

Until January 2021

Sponsors, schools and community groups are invited to get involved.

February – May 2021

Elephants are decorated.

July - September 2021

The Big Trunk Trail is live across Luton.

October 2021

Farewell event with all the herd in one place. Elephants auctioned to raise vital funds for **Keech Hospice Care**.



#SpotTheElephant



Why an elephant?

Did you know another name for a herd of elephants is a memory?

An elephant is a perfect match for **Keech Hospice Care** - we all know an elephant never forgets and so much of our work is about helping our seriously ill patients and their families create wonderful memories and make the best of their time together. We know we can't put days into life, but we can put life into days.

Elephants are calm and patient animals with great strength and determination who show huge loyalty and care towards their herd, their children and elders. These are all qualities that make them magnificent standard bearers for **Keech Hospice Care**.

Why a public art trail?

Art is a huge part of the heritage of Luton, from early days as designers of millinery to modern-day vehicle design. The town now fosters the arts through its Creative Forum - a collaborative network of artists - and the Luton Arts Fund. It's also well known for its huge arts events including beautiful displays of local art, the biggest one-day carnival in the UK, the vibrant and colourful Mela and the Festival of Light celebrating Diwali.



@BigTrunkTrail

www.bigtrunktrail.co.uk

#BeHerd

Artists' Guidelines

When planning your design, here's some things to keep in mind.

- You may submit up to two designs. You must sign our standard copyright agreement for each design (see Terms and Conditions at the end of this pack).
- When planning your designs, please make sure they are appropriate for public display, bearing in mind the audience will be broad-based and of all ages. Designs that are overtly religious, political or sexual in nature will not be accepted.
- Corporate logos and advertising are not allowed.
- Artists may alter the basic sculpture shape but, if doing so, must ensure the finished work remains structurally intact. It's recommended that only artists experienced in working with fibreglass submit designs that use this process.
- Remember the public will touch and interact with your sculpture! Some people may even rest or sit on it. So any attachments must be robust and able to withstand this handling (including, potentially, the weight of an adult), not likely to cause injury and durable in an outside environment.
- A painting space will be provided for you to create your elephant. Should you wish to paint it in your own studio, you will be responsible for collection and delivery.
- While we welcome all art forms, collage and/or sticking paper or paper-based products onto the sculpture has not proven as effective as painting or mosaics. Please consider this before submitting your design and be aware most sculptures will be positioned outside.
- When placed on the streets, each sculpture is bolted to a concrete base using fixings. Artists are requested to keep the base area clear of any attachments.
- Artist materials are not provided. The use of water-based acrylic paints is recommended although artificial resin paint or two-component paint can also be used to paint or spray a design. To complete your sculpture, it must be finished with a waterproof, non-yellowing varnish which will be provided.
- Artists will not be responsible for placing their sculptures on the streets or collecting them at the end of the event. We do, however, ask artists to be available during and after the event for any touch-up work that may be required. If an artist is unavailable, another artist will carry out this work.

If your design is chosen, you will receive an honorarium of £900, on completion of the work to a high standard following the submitted design.



How to submit your design

Please use the templates on the following pages to present your design(s) then complete the online Submission Form and upload your designs at www.bigtrunktrail.co.uk/artists.

You can also fill in the Submission Form (page 13) and sign the Terms and Conditions agreement (page 14) then send them with accompanying documents to bigtrunktrail@keech.org.uk. Please put 'Artist submission' as the email subject line.

All design submissions must reach us by midnight on **Monday 16 November 2020**.

Designs must be in **PDF or JPG format** and **high resolution**.

Attachments must not exceed a file size of **2MB**.

You can also submit your design(s) by post at **Big Trunk Trail Artist Submission, Keech Hospice Care, Great Bramingham Lane, Luton, LU3 3NT**.

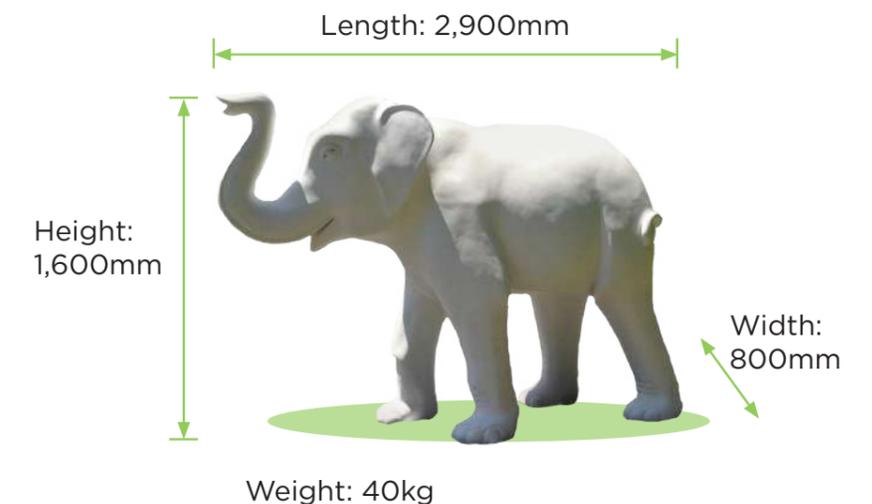
Postal submissions must include the **original design templates plus two copies**.

Please bear in mind we are unable to return any materials submitted.

Large elephant dimensions

Our elephant sculpture has been purposefully designed to be an accurate 3D blank canvas to enable you to create your own unique work of art.

The sculpture is constructed primarily of glass-reinforced plastic (GRP) and is finished with a white primer so it is ready to paint.



#SpotTheElephant

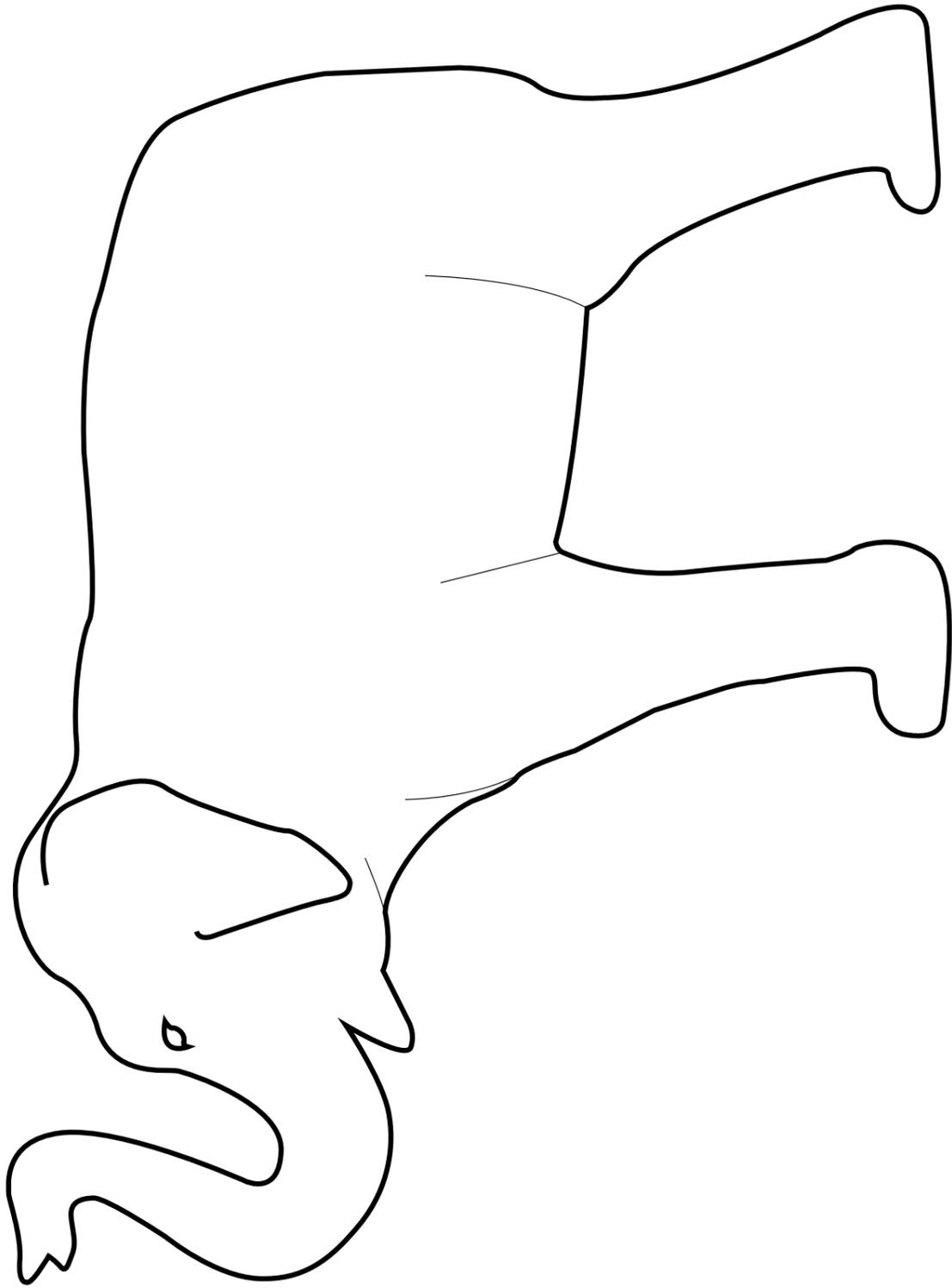


@BigTrunkTrail

www.bigtrunktrail.co.uk

Elephant outline - side view right

Please complete your proposed design on the outline provided.

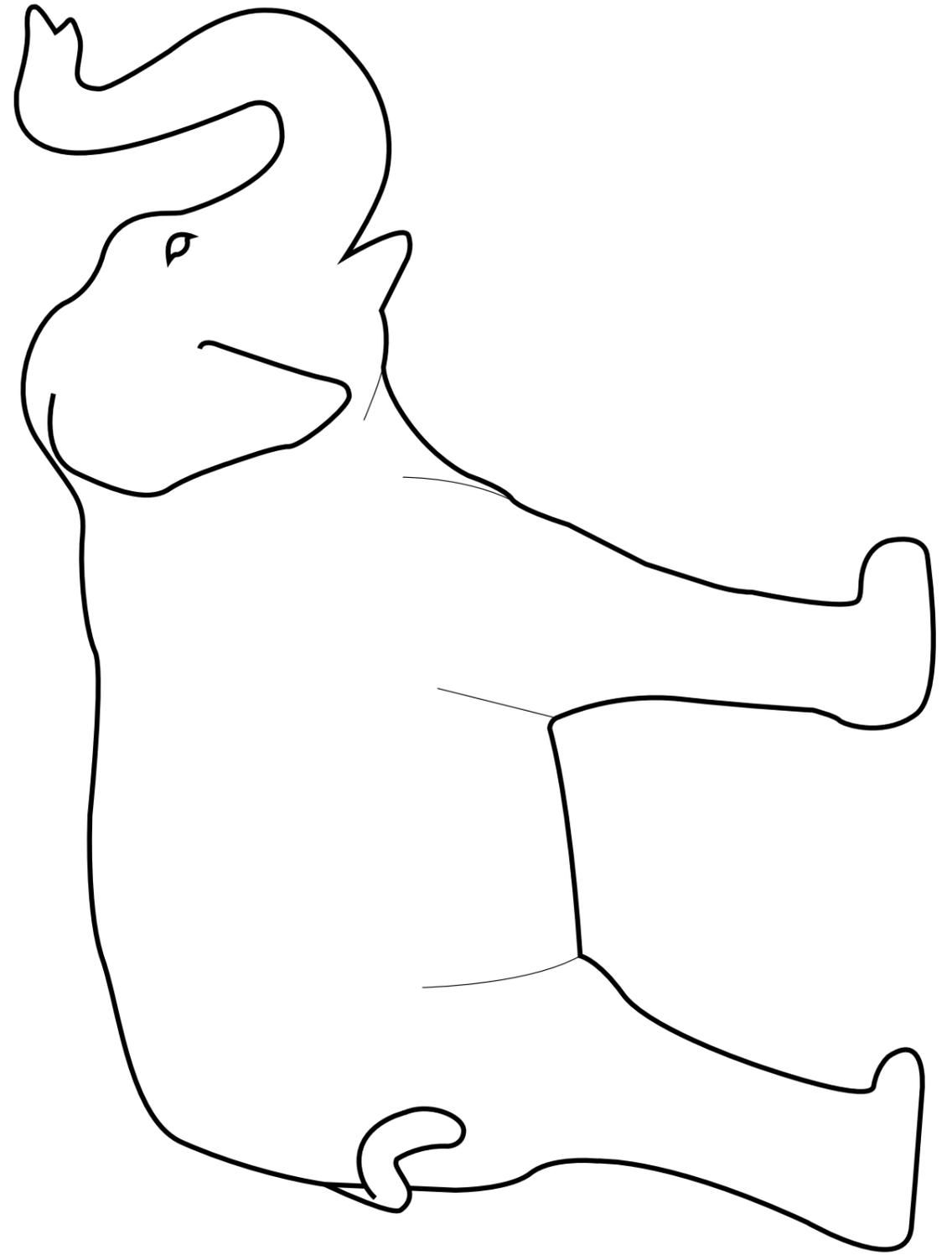


Name:

Design name:

Elephant outline - side view left

Please complete your proposed design on the outline provided.



Name:

Design name:

Submission form

(Please use **BLOCK CAPITALS**)

Address:	<input type="text"/>
City/town:	<input type="text"/>
County:	<input type="text"/>
Postcode:	<input type="text"/>
Website (if applicable):	<input type="text"/>
Social media information:	<input type="text"/>
	<input type="text"/>
	<input type="text"/>

First name:

Last name:

Title:

Date of birth:

Profession:

Email:

Telephone:

Please submit your design(s) by midnight **Monday 16 November 2020**.

By email: bigtrunktrail@keech.org.uk

By post: **Big Trunk Trail Artist Submission, Keech Hospice Care, Great Bramingham Lane, Luton, LU3 3NT**

Entries must be high resolution for display purposes and be in either **JPG or PDF format**. Attachments must not exceed a file size of **2MB**.

If submitting by post, you must include the original design templates plus two copies.

Production

Please indicate whether you will work on your elephant in a public painting space or at your private studio, giving the location of this space.

PUBLIC: PRIVATE: LOCATION:

Please note either selection is not a binding commitment. If you choose to use a private studio, see note 15 in Terms and Conditions.

Terms and conditions

- The project is open to all artists, amateur and professional.
- You may submit two designs in total.
- All terms and conditions in this application form part of the agreement between you, Keech Hospice Care and Wild in Art in connection with The Big Trunk Trail and, by submitting your work, you are agreeing to be bound by all terms and conditions in this application form.
- You must be the sole creator and owner of all intellectual property rights of the work entered, or if the work(s) is/are not your own in full, you must have sole permission in writing from the copyright owners to use his/her work. Source materials or proof of permission in use of another person's work must be made available on request by the selection panel. Keech Hospice Care and Wild in Art does not accept any liability in the publication of any reproduced art.
- The design must represent a piece of work you have the ability to reproduce on a three-dimensional sculpture.
- Any additions or modifications to the elephant must be sufficiently strong and appropriate to maintain structural integrity of the sculpture, and must not cause injury. (Seek advice if unsure.)
- To enter, the design must be received by Keech Hospice Care by the closing date of midnight on Monday 16 November 2020. All entries must be accompanied by a completed artist's submission form and signed Terms and Conditions. Postal copies must include the original design, plus two copies.
- No allowances will be made for any work that arrives later than the deadline.
- All personal data provided by you may be used by The Big Trunk Trail, Keech Hospice Care 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 we look after your details responsibly, and that any organisations using your information on our behalf do the same. For more information, please see Wild in Art's Privacy Policy at www.wildinart.co.uk/privacy-policy.
- Copyright and all other IP Rights in the design belong to and remain with the artist. However, subject to Keech Hospice Care paying all amounts due to the artist under any final commissioning contract, the artist grants to Keech Hospice Care an irrevocable royalty-free licence to use the completed artwork for their purposes in connection with the event, The Big Trunk Trail.
- You consent to the use of your work, name and photograph in any promotional material carried out by Wild in Art and Keech Hospice Care without any further compensation.
- Your work will be reviewed by Keech Hospice Care and Wild in Art prior to being shown to the event sponsors.
- 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 into. Some work may also be used outside of the sponsors' event.
- Upon commissioning, Keech Hospice Care will enter into a separate contract with you to include an agreed schedule and the terms and conditions of engagement.
- Keech Hospice Care will provide the elephant at no charge to you. Cost of materials is your responsibility with the exception of varnish, which will be provided. If you are not able to paint the elephant in the public painting space, you will be responsible for cost of transporting the elephant to your studio or place of painting and returning it to the designated painting space in Luton, unless otherwise agreed in writing with Keech Hospice Care.
- You will provide a list of artist materials, specifically paint, brand and colours used on your elephant.
- Keech Hospice Care 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 you submitted.
- The elephant remains at all times the property of Keech Hospice Care and must be returned in good order.
- If the elephant is returned unfinished by you or deemed to be irreparable due to damage while in your possession, you shall be charged the full replacement cost of the elephant.
- Keech Hospice Care will award commissioned artists with an honorarium of £900. This will be paid on completion of the artwork, subject to sign off and all relevant paperwork. Payment will be made within 28 working days of receipt of invoice.
- Wild in Art or Keech Hospice Care may from time to time produce facsimiles of the completed elephant 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 Keech Hospice Care and require transfer of rights to Keech Hospice Care.
- Subject at all times to your agreement, Keech Hospice Care may produce a figurine of the completed structure as part of the event merchandise. If your elephant is selected to be a figurine, this will be subject to a separate figurine contract and include a royalty fee.
- Following the event, the elephant will be auctioned to raise money for Keech Hospice Care, registered charity number 1035089. Artists will be invited to renovate their elephants subject to, if necessary, an agreed additional fee.
- 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 you have all the required rights and consents to submit the work and allow Keech Hospice Care to use the work in connection with The Big Trunk Trail. You also agree to grant an irrevocable royalty-free licence to Keech Hospice Care to use the completed work for the purposes described elsewhere connected with the event.

ACKNOWLEDGEMENT

By signing this application, I agree to all of the terms and conditions above. I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that Keech Hospice Care or Wild in Art are not liable for damage or loss of materials submitted.

Name (capitals please)

Signed Date

If you have any questions about these terms and conditions, please contact Matt Earles, Project Officer, The Big Trunk Trail, at bigtrunktrail@keech.org.uk.

Thank you for being part of our unmissable parade

We can't wait to see your **BIG** ideas!



@BigTrunkTrail

www.bigtrunktrail.co.uk

For more information, please contact:

Matt Earles,
Project Officer, The Big Trunk Trail

✉ bigtrunktrail@keech.org.uk

☎ 01582 707944



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Keech Hospice Care,
Great Bramingham Lane
Streatley, Luton, LU3 3NT
Registered Charity No. 1035089

