

# CALL FOR ARTISTS 2021

## Artist Information

Feed the Fish, A Fishtown District & FNA anti-litter public arts project supported by Penn Treaty Special Services District

This public art project is designed to foster community collaboration to unlitter the neighborhood. The goal is to bring together local artists, civic communities, and the local business community.

In 2014, artists created 20 fish head trash cans, which you might have seen throughout Fishtown. This fall, Fishtown District is teaming up with FNA to expand this program. We are looking for 15 new designs for the fiberglass fish heads that will line the busy Fishtown corridors of Frankford Ave, Girard Ave, and Front Street.



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### GUIDELINES

1. Read and understand the details, technical notes and goal of this project.
2. Complete a Design Submission Form for each design (you may submit up to 3 designs)
3. Each Design Submission Form must have a full color sample of your design using the templates attached. At least the 3 quarter view and the side view must be completed.
4. If selected you will be required to sign the Artist Agreement. Please read this ahead of time to ensure you can meet the requirements if selected.

Email Design Submission(s) to [kae@fishtownbid.org](mailto:kae@fishtownbid.org)

**Deadline for submissions is: January 28, 2022 (we encourage early submissions)  
If selected, fish heads will be given to artists by February 4, 2022 . Artists will decorate the fish heads by March 15, 2022.**

Fishtown District would like to thank Fishtown Neighbors Association and East Kensington Neighbors Association for their collaboration, knowledge, and support with this project as well as Penn Treaty Special Services District for their contributions.

# Artist Agreement

## ARTIST RESPONSIBILITY

ARTIST will provide paint materials suitable for outdoor use.

A \$150 stipend will be paid by the Fishtown District when the Fish Head is picked up to help defray material cost.

ARTIST will paint the Fish Head at a their own location.

ARTIST will not use the design for profit, but can use it in a portfolio.

ARTIST will not be allowed to duplicate the design for other uses.

ARTIST will hold harmless the Fishtown District for any liability when designing the Fish Head.

ARTIST releases the copyright and photo rights of the design for the Fishtown District to use in promoting the program.

ARTIST will incorporate his/her name into the design in the lower back area (see design template)

## Fishtown District RESPONSIBILITY

Fishtown District will select designs for the project

Fishtown District will provide the fish head for painting and arrange delivery & pick up.

Fishtown District will provide the \$150 stipend to cover artist supplies.

Fishtown District will transport to the location chosen by the sponsor and install can.

Fishtown District will handle major repairs.

Fishtown District will recognize ARTIST in promotional materials such as the newsletter and Facebook posts

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By signing and dating this form you agree to the Terms listed above for the Scope of Work on this project.

**Name:**

(also list the name you'd like to be included in promotional materials, if different)

**Date:**

**Signature:**

# Technical Information

Feed the Fish, A Fishtown District & FNA anti-litter public arts project with support from Penn Treaty Special Services District

1. Artists may not alter the basic FISH HEAD form or compromise its structural integrity. The contact points by which the FISH HEAD is attached to its can cannot be altered or obstructed.
2. The artist may paint, sculpt, transform or adorn the FISH HEAD, using mosaic, mirrors, tiles, or other media. Although objects may be attached to the FISH HEAD, vandalism may and unfortunately does occur. Any object that is affixed to a FISH HEAD must be attached in a way that it cannot easily be removed. Any object attached to the FISH HEAD must also be weather resistant.
3. The FISH HEAD will be placed in outdoor areas fully accessible to the public year round. Artists should consider the weather and other elements, including sun, rain, wind and dirt. Artists must develop designs that can withstand the weather.
4. Oil-based enamels, whether from an aerosol can, brushed or applied with professional spray equipment, adhere very well to the surface of the FISH HEAD as it comes from the factory. They provide a hard, weather resistant surface that does not peel or flake from the fiberglass. Polyurethane or urethane based paints will perform equally as well. We would still recommend the use of a good quality oil-based primer as a matter of good practice. Automotive or metal primers also work well in conjunction with these paints. Primers typically used for drywall are NOT recommended. We do NOT recommend latex paints.
5. Regarding adhesives, we found common 5-minute epoxy very effective, both on the bare gelcoat fiberglass and on a properly primed surface. Common polyester and polystyrene body fillers such as Bondo and Evercoat are excellent for use both as an adhesive and as a material for sculpting shapes and textures on the FISH HEAD. Liquid nails and other such construction adhesives may be used as well, although the drying time is longer. For optimum bond, we would recommend that adhesives and fillers be used on the fiberglass itself prior to any priming or painting. Please assure that decouped surfaces are secure and will withstand the elements.
6. Artists should choose to use a clear coat finish on their sculptures. They must determine the compatibility of their chosen clear coat with the particular paints they have used. Following the recommendations of the respective manufacturers is extremely important. We cannot overemphasize the risk of paint failure that can come from failure to follow instructions supplied with the clear coat. An exterior grade of sealer that is non-reactive, non-toxic, UV resistant and waterproof is strongly recommended. A minimum of two coats of varnish is required. Either a matte or gloss finish is acceptable.
7. Feed The Fish is a public art event. The FISH HEADs 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.

# Design Submission Form

Feed the Fish, A Fishtown District anti-litter public arts project

**Name:**

**Phone:**

**Email Address:**

**Address where you will be working on the Fish Head:**

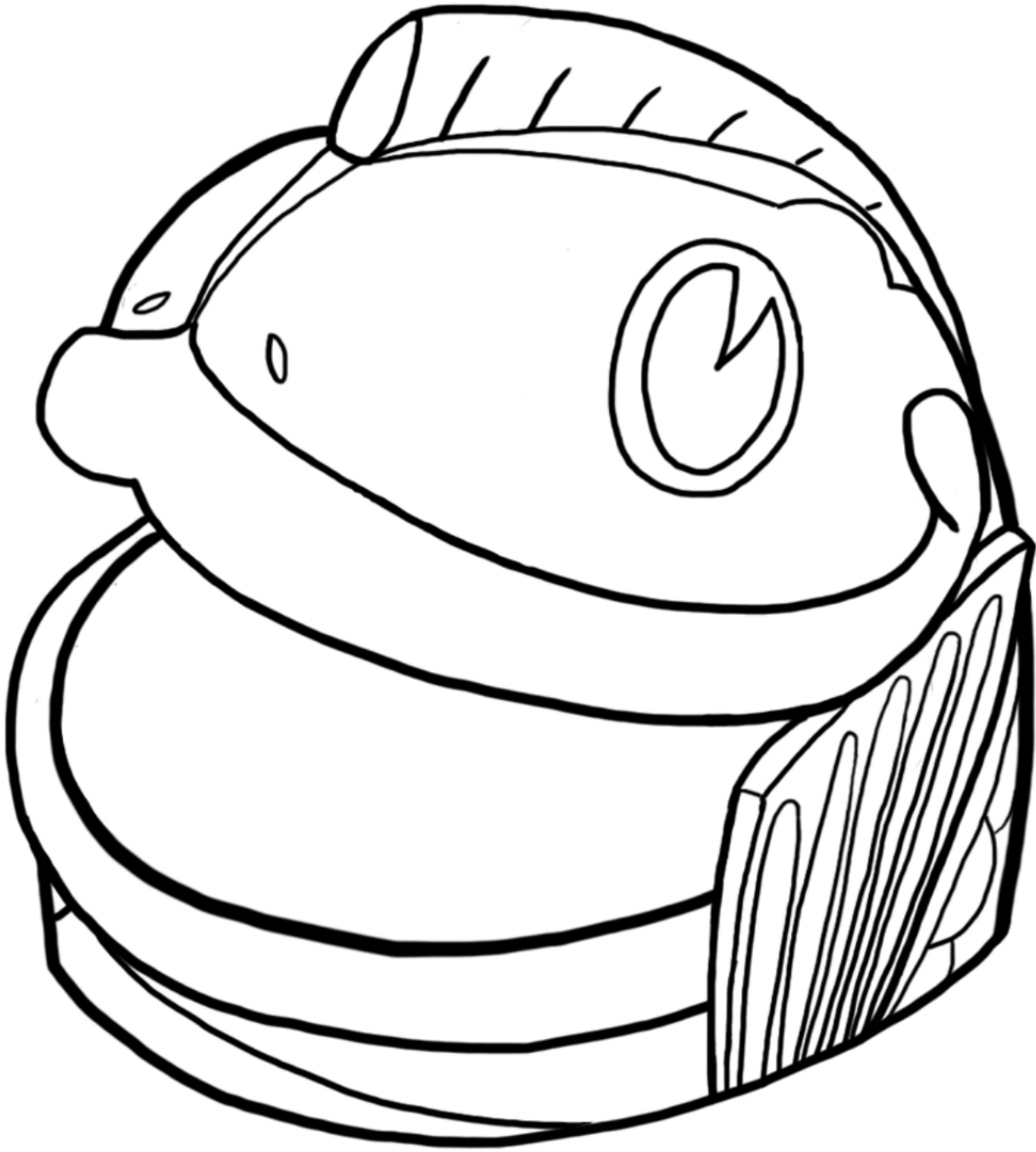
**Please include name, brief description of design, materials and experience with materials:**

## **GUIDELINES**

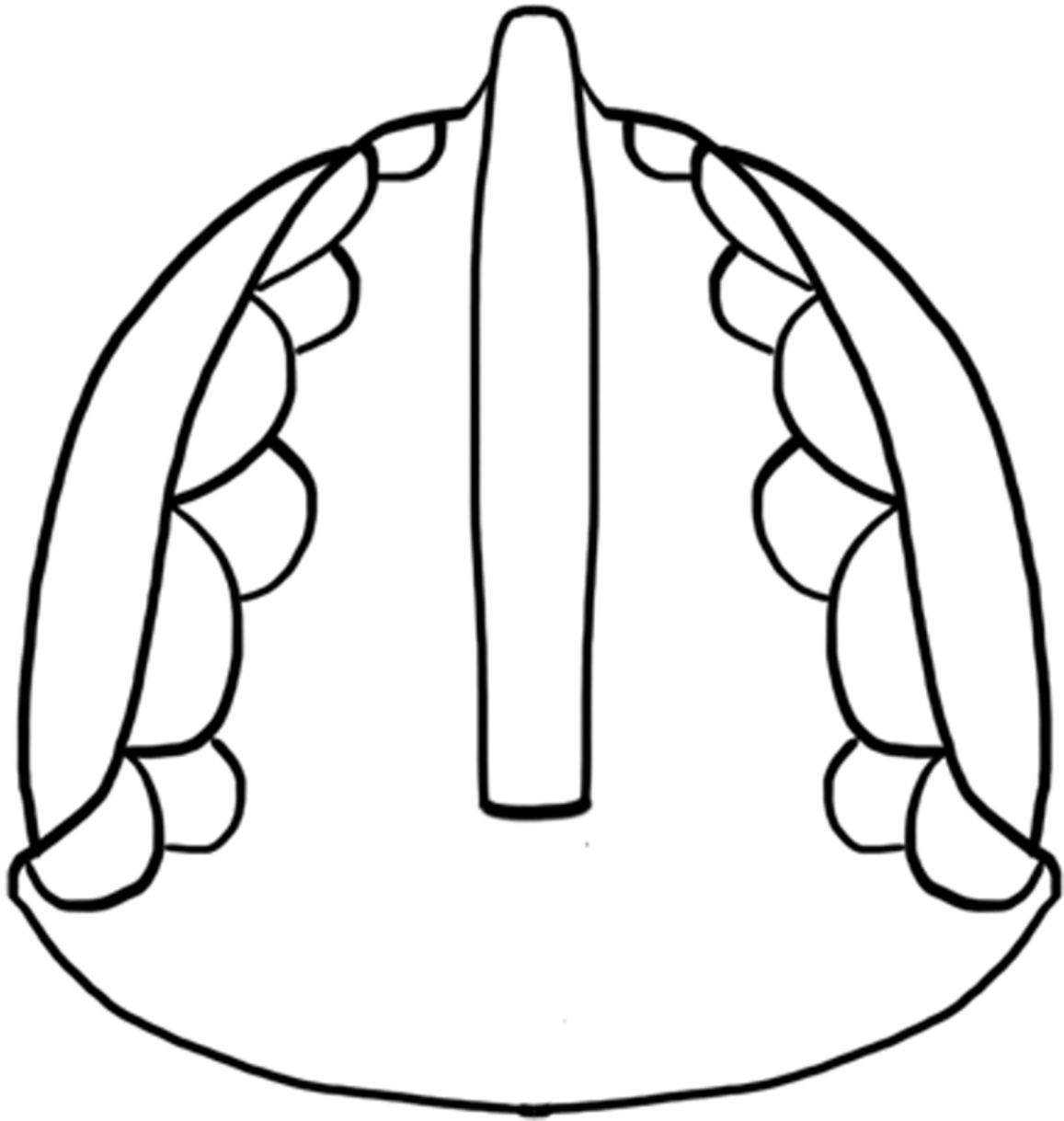
- You can submit up to three designs.
- Fishtown District recommends designs that showcase the fish design and are noticeable from afar
- Submission of design does not guarantee that it will be selected.
- Each design submitted must include a Design Submission Form and the design templates
- Designs not using templates will not be considered.
- Design submissions should be true to color.
- Artists may paint and add sculptural elements to the polyurethane statues (see Technical Notes).
- All paint and materials used for the final Fish Head must be suitable for outdoor use (see Technical Notes).
- Personal use of designs selected must be approved by the Beautification Committee.
- Artists selected are required to sign an Artist Agreement assigning the rights for all designs to the Fishtown District.

Please Note: Political, derogatory, corporate logos, slogans or commercial identities cannot be included as part of the statue's artwork.

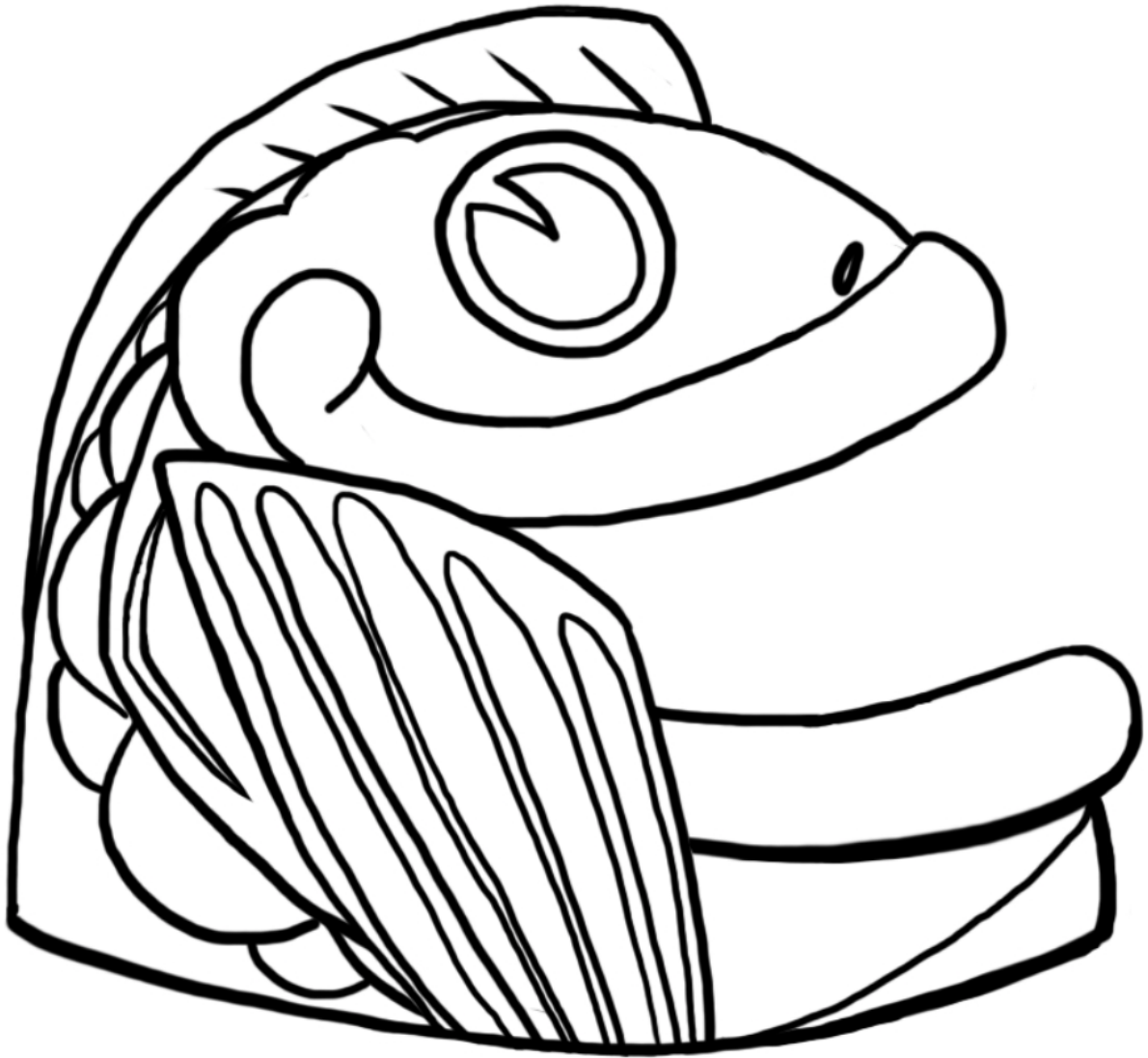
If you have any questions please email Kae Anderson at [kae@fishtownbid.org](mailto:kae@fishtownbid.org).



FRONT VIEW



BACK VIEW



SIDE VIEW



TOP VIEW