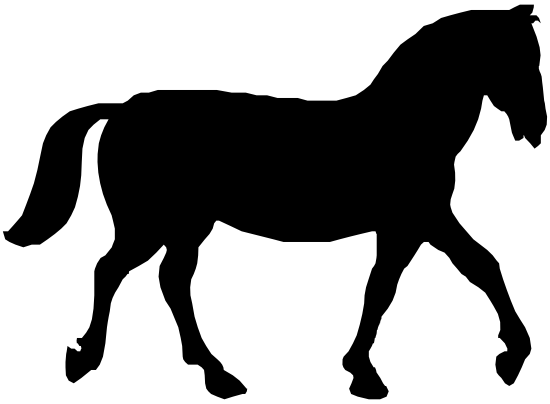

HALF MILE OF HORSES ART WALK

"The Pride of Monmouth County"

2023 Artist Information Packet

freeholdboronpp@freeholdboro.org | 30 Mechanic Street Freehold, NJ 07728

HALF MILE OF HORSES
ART WALK
"The Pride of Monmouth County"

The Neighborhood Preservation Program & Freehold Borough Historic Preservation Commission with Downtown Freehold are calling all artists to participate in the 2023 Half Mile of Horses Art Walk. The project involves painted horse sculptures decorating Main Street, honoring the equine heritage of Freehold Borough (home to the oldest half-mile horse racing track in the county)! We welcome your participation in a public art project combining creativity and history.

Thousands of people are expected to view and engage with the installation while patronizing the restaurants and shops in Freehold's vibrant downtown. The project is an exciting opportunity for artists and sponsors alike to gain recognition and participate in local arts culture. Both sponsors and artists will be promoted in print and social media, at events and on public display with their sculpture.

Artists who would like to participate must submit an executed template illustrating their proposed design along with the supporting application materials. Support materials and horse templates are attached herein, and are also available at freeholdboroughnj.gov and in Borough Hall at 30 Mechanic Street, Freehold, NJ 07728.

The submitted templates should be considered as a detailed study for the overall sculpture. Submitted templates should be a clear representation of what the sculpture will look like if chosen. All submissions will be judged by the NPP Committee.

18 designs will be chosen for this year's exhibit. Effort is important – detailed and carefully executed designs are more likely to be chosen!

Completed designs (maximum 3 submissions per artist) need to be submitted via email to freeholdboronpp@freeholdboro.org or Borough Hall at 30 Mechanic Street, Attn: Dominica Napolitano by **Friday, May 12, 2023** for selection committee review. Winners will be announced the week of May 15, 2023. Winning artists will also be contacted directly.

Selected artists will be issued a hard-coated horse sculpture to paint on their design. The undecorated horse sculptures will be available for pick up at StoneDog Studios, located at 17 Bannard Street #12 Freehold, NJ 07728 during the week of May 29, 2023. **Artist will have 4 weeks to bring their design to fruition.** Completed sculptures must be returned to StoneDog Studios during the week of June 26 - June 30, 2023.

The horses will be on display on Main Street from July-October 2023. An accompanying QR code will be attached to each sculpture base. The public will be encouraged to vote for their favorite horses. A ribbon ceremony identifying the winning horses (Win, Place and Show) will take place in front of the Hall of Records in October.

Timeline:

- April 3, 2023 – Artist Packet is released
- May 12, 2023 – Submit designs and supporting materials
- May 15, 2023 (week of) – Winning designs are selected and artists notified
- May 29 - June 2, 2023 – Selected artists pick up their sculptures for decoration at StoneDog Studios (17 Bannard Street #12, Freehold, NJ 07728).
- June 26 - June 30, 2023 – Artists return completed sculptures back to StoneDog Studios (17 Bannard Street #12, Freehold, NJ 07728).
- July 2023 – Event opens
- October 2023 - Ribbon ceremony recognizing the winning horses and closing the event for the season.

Submission Checklist:

Artists submit the following to freeholdboronpp@freeholdboro.org or in person or by mail to Borough Hall, 30 Mechanic Street, Attn: Dominica Napolitano by **Friday, May 12, 2023** for selection committee review.

___ Signed artist agreement (Attached herein; this also serves as the application form).

___ Executed template (Attached herein; up to three templates per artist is allowed) illustrating proposed design.

Selection Process:

1. Submissions will not be reviewed without the signed artists agreement.
2. The NPP committee will review all submission packages.
3. Submissions must be deemed appropriate for a family-friend event (see design criteria below).
4. Artists will be notified if their design is selected.
5. If selected, Artists will be asked to sign a contract, including a copyright agreement, agreeing to deliver their finished sculpture to StoneDog Studios by the week of June 26 - June 30, 2023.

Acknowledgement of Artists:

Artists chosen to participate in the event will be recognized in the following ways:

1. The artist, title and sponsor of each horse will be displayed on a plaque mounted to the pedestal of each sculpture.
2. The artist, title and sponsor of each horse will be listed in print, online and in social media throughout the season.
3. The artist, title and sponsor of each horse will be featured on the Monmouth County GIS mapping system of the Half Mile of Horses Art Walk. See last year's here: https://storymaps.arcgis.com/stories/66ba0fa57b864b47b70af33904091808

Design Criteria for Sculptures:

1. Designs must be appropriate for public display. Designs that are religious, political or sexual in nature, use corporate logos or advertising will not be accepted. A review panel will review all designs. The review panel has the sole discretion to accept or reject any design.
2. Half Mile of Horses is a public art exhibit. The sculptures will be located in public, outdoor locations where the public may touch the designs. Public safety is a significant concern. Designs should be created with durability and safety in mind.
3. These sculptures will remain outside, *at minimum*, for the duration of the exhibit from July to October. All artists should assume the sculptures will remain outside indefinitely.
4. All sides of the sculpture must be decorated (all angles will be visible).
5. Artists may alter the basic form but cannot compromise its structural integrity. The contact points by which the horse is attached to its base cannot be altered or obstructed. For example, wings may be added to the horse, but it cannot be removed from its base to suggest it is flying.

Technical & Materials Guide:

1. Attaching items or additions (see specifications below): Objects may be attached. Any object attached must be done so in a way that it cannot be easily removed or broken. Any attached objects also must be weather resistant.
2. A universal **primer** will be applied to each horse prior to Artist pick-up. There is no need to apply additional primers.
3. **Oil-based enamels** (aerosol, brushed or applied with professional spray equipment) all adhere very well to the surface of the form. Oil-based enamels provide a hard, weather resistant surface that does not flake. Polyurethane and urethane based paints as well as high quality acrylic paints also work well.
4. **Acrylics:** Professional grade paint by brands like Golden, Windsor & Newton, Daler Rowney, Pebeo, Lascaux, Liquitex and others. *Read labels carefully! Avoid products that have high colorfast ratings: these will disappear in the sun!*
5. **Adhesives**: typical 5-minute epoxy is very effective. Common polyester and polystyrene body fillers such as Bondo or Evercoat are excellent for use both as an adhesive and as a material for sculpting shapes and textures on the horses. For ultimate bond, use adhesives and fillers on the form *before* applying the paint. For sculpture, Magic Sculpt or DAS Clay is recommended, but be sure to cover those areas with a sealant prior to painting. Follow all manufacturer guidelines for application and drying times.
6. **Clear coats**: Artists must determine the compatibility with their chosen clear coat with the particular paints they have chosen. An exterior-grade sealant that is non-reactive, non-toxic, UV resistant and waterproof must be used. Follow the recommendations of the manufacturers. Recommended varnish: Protect your artwork before it is returned to StoneDog Studios with Lascaux UV-1 Gloss varnish. (one 250ml bottle is needed, available from Jerry's Artarama Catalog (www.jerrysartarama.com, 800-827-8478) or Dick Blick Art Supply (www.dickblick.com). One coat of Lascaux, diluted (3 parts varnish 1 part water). Do not use Golden UVLS – it is not recommended for outdoor use.
7. StoneDog Studios will also provide a hard, weather resistant clear coat finish to the sculptures to ensure weather durability. Artists must fill out attached materials identification sheet and return to StoneDog Studios when completed artwork is dropped off to ensure compatibility with their clear coat and your artwork.

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Artists Agreement Deadline for Submission – Friday, May 12, 2023

Please Print Clearly

Artist Name

_____

(Exactly as you want it to appear on plaque and in print)

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Daytime Phone:_____**Evening Phone:** _____

Email Address: _____

Title of your proposed Horse Sculpture:_____

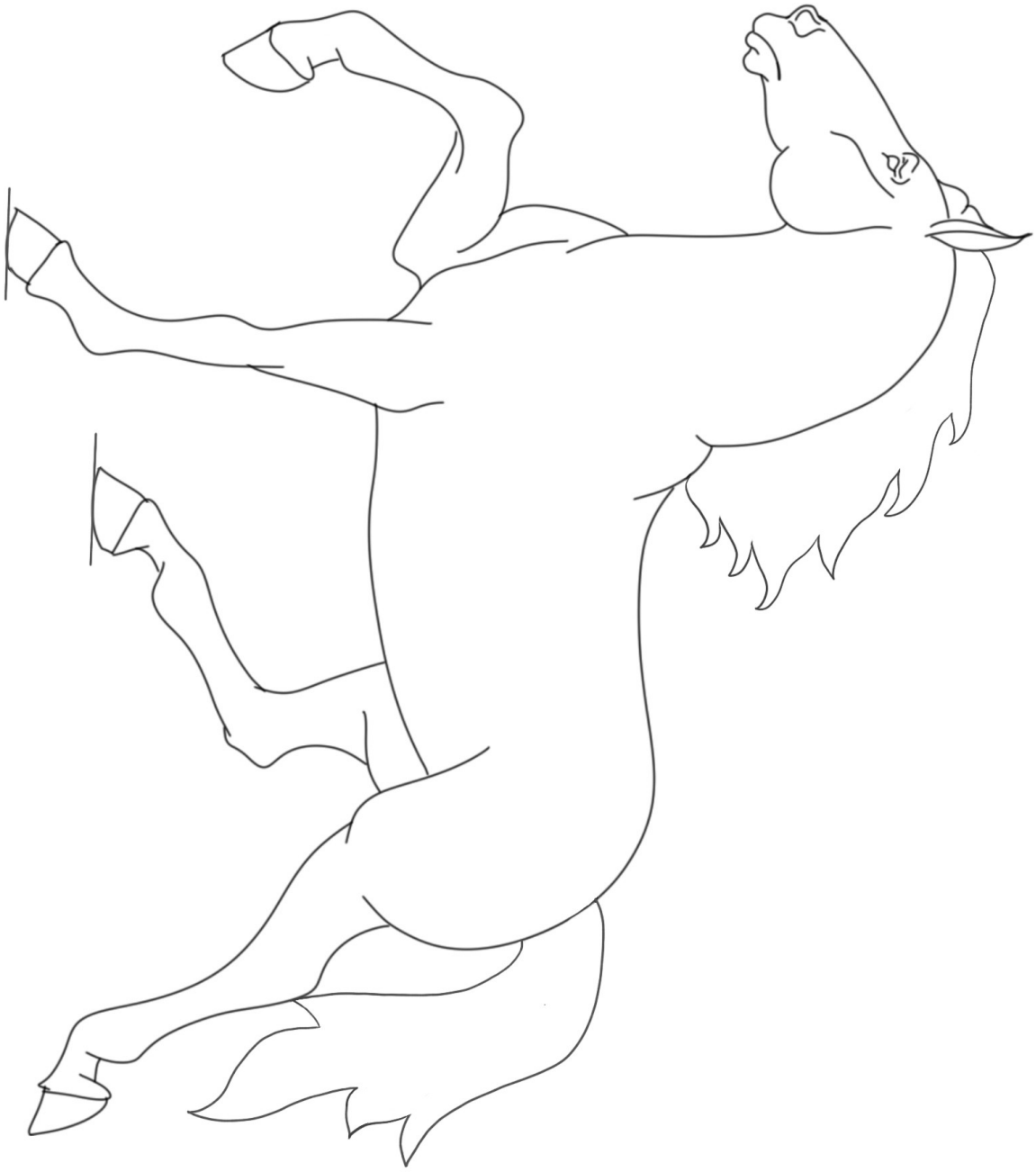
Design Statement: *(Brief description of design, what inspired you and/or how it will be made)*

Assurances: I have completely read the Half Mile of Horses Art Walk Artist's Packet and agree to its contents in full. I acknowledge that all application materials will become the property of Freehold Borough and no materials will be returned to the artist. If my design is chosen, I agree to submit a completed horse sculpture by the deadlines provided. I agree to all terms of the Artist's Agreement.

Artist Signature: _____

Date: _____

TEMPLATE



Sculpture dimensions approximately 2' x 2'

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MATERIALS IDENTIFICATION SHEET

(Please Print Clearly)

Artist Name: _____

Title of Horse: _____

Paint: Identify each brand and line of paint used. Ex: Windsor and Newton Galeria Acrylic

Adhesive: Identify each brand and line of adhesive used. Ex: 3M Bondo Body Filler

Clear Coat: Identify each brand and line of clear coat used. Ex: Lascaux UV-1 Glass Varnish