

# Call for Artists

The Mermaid March is a public art project that celebrates the art, culture and natural beauty of San Marcos. It is being sponsored by the San Marcos Arts Commission. The intent is to enhance San Marcos as a tourist destination, to provide a source of pride for citizens and to showcase the wealth of talent within our creative economy.



We are seeking area artists who would like to have fun with this project and to get local, regional, statewide (and possibly national) press coverage as well as tremendous community goodwill. Artists should reside and/or work on the Mermaid Sculptures within a 100 mile radius of San Marcos.

## How to Participate

- Complete the Artist Application form and submit to the Arts Commission.
- Use the Mermaid drawing templates to convey your designs. Keep in mind the sculptures are made from fiberglass, weigh 150 lbs (unembellished) and the dimensions are 7'H x 2'Lx 2"W. They have a stand/casters to make them easy to roll around.
- Show both angles of the design using two templates per submission.
- You are welcome to submit more than one design.

## Artist Benefits

- Each Mermaid will have a permanent plaque etched with the Title of the Mermaid and the Artist's name.
- Completed works will be on display for a minimum of 24 months and quite possibly for much longer.
- A Mermaid March map & brochure will be printed and used throughout San Marcos to direct visitors to see all the sculptures. The brochure will recognize all Artists.
- Significant efforts will be made to garner local, regional, and statewide press. We expect television coverage and are making a documentary which will be used on YouTube and possibly at the Visitor Center. We ask that you cooperate with the film-maker as he/she will want to visit your studio and capture footage of your progress and vision.
- Publicity on the Convention and Visitor Bureau website and on the City of San Marcos website!
- You will receive a material stipend and an artist stipend for your creation.
- You will receive a tremendous amount of goodwill from the San Marcos community, which could lead to further commissions.
- The Mermaids will be displayed at a public setting prior to being installed and all artists will be recognized via voting by the public for their favorite.

## **Artist's Guidelines**

### **Starting**

This is Phase 1 of a multi-phased project. To that end, the Commission is hoping for creative, bold, out of the box interpretations featuring a variety of media. This first phase of the project will feature 10 mermaids and artists, but future phases of the project are designed to populate San Marcos with many more sculptures. Subsequent phases of the March will feature collaborations between area artists and individual and business sponsors.

The Commission is open to a wide range of ideas for adorning these sculptures. Some themes that have been discussed include area flora and fauna, heritage, the rivers, the environment, local culture and even things like archeology and ancient history of the area.

### **General Design – Keep in mind, this is a display for public enjoyment**

- We encourage highly creative designs that are original, vibrant, humorous and uplifting in nature. (Religious, political, violent or sexual in nature will not be considered).
- No use of names or logos. This is considered signage and will not comply with City ordinances.
- Artist may alter the basic form, provided it does not compromise the structural integrity of the sculpture.
- The contact/attachment points of the sculpture cannot be altered.
- Artist may paint, sculpt, transform or adorn the sculpture. Attachments must be attached securely for outdoor use and be weather resistant. The sculptures will be outdoors for a minimum of 24 months and must withstand the elements along with curious adults, small children and wild animals.
- Proposed additions must be made clear at the time of submission.
- No significant changes may be made from the original design once approved.
- The City of San Marcos will own the completed sculptures and reserves all reproduction rights.

### **Approved Materials**

- All mermaids will be pre-coated by the manufacturer with a white acrylic primer.
- Golden Heavy Body acrylic paint is recommended for this project, but not required.
- All final sculptures/materials will be sprayed with a final protective clear coat, which is non-reactive, non-toxic, UV-resistant and waterproofed. Arrangements will be made to transfer your Mermaid to the auto facility that does the spraying.
- Until the sculpture is completed and finished with clear-coat, the sculpture needs to be kept out of the elements and under a protective cover.

## Selection Process and Timetable- Subject to Change

January 30:	Deadline for Artists to submit Artist Agreement and design(s).
February 15:	Designs reviewed and approved by Arts Commission and Mermaid March Committee.
February:	Artist notified.
February:	Distribute mermaid sculptures to Artists for interpretation.
April 1-15:	Pick up and transport mermaids to auto shop for spraying.
TBD:	Unveiling of completed mermaids.
TBD:	Mermaids installed and dedicated at 10 City locations.

## Important Contacts

We want you to be very successful so please contact us with any concerns or questions. The following list may be helpful:

- Manufacturer: [cliska@fountainpeople.com](mailto:cliska@fountainpeople.com) – questions about structural integrity of the sculpture
- Paints: [www.goldenpaints.com/technicaldata/fiberglass.php](http://www.goldenpaints.com/technicaldata/fiberglass.php) -- a good primer (no pun intended) on using paint on fiberglass
- Lisa Morris, City Liaison to the Arts Commission – [lmorris@sanmarcostx.gov](mailto:lmorris@sanmarcostx.gov)

# Artist Agreement

Yes, I would like to create a mermaid as part of the Mermaid March public art experience.



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Artist(s) Name (as it will appear on the plaque)

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Contact Name

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Email

Phone

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Mailing Address

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Proposed Name of Mermaid

Will you need space to create your mermaid or do you have your own studio space? Yes \_\_\_ No \_\_\_

I have read and agree to the terms and conditions for "Call for Artist" and "Artist Guidelines" and agree that the City of San Marcos is the sole and exclusive owner of the entire right, title and interest in and to the Design, including but not limited to, all derivative works based on design if the finished sculpture is approved for exhibition.

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Signature

Date

- Artist statement with a brief description of yourself and your design.
- Attachment of sculpture design templates (front and side views).
- Attachment of proposed material(s) list.

**Mail or deliver to:**

City of San Marcos Arts Commission

Physical Address: 401 E. Hopkins Street, San Marcos, TX 78666

Mailing Address: 630 E. Hopkins Street, San Marcos, TX 78666

