



LION ARTISTS PACK

Be inspired, get creative and join the pride of Lions of Windsor artists to celebrate the 200th Anniversary of Queen Victoria 1819 - 2019

Calling talented artists to decorate the Lions of Windsor sculptures

Lions of Windsor 2019 is a colourful public art sculpture trail featuring over 60 individually decorated, life-sized lion sculptures displayed across the Royal Borough of Windsor & Maidenhead from August to October 2019. The giant pride will then be auctioned to raise much needed funds for local charities.

The high profile, media-friendly event will mark the 200th anniversary of the birth of Queen Victoria and celebrate Windsor as the home to Britain's kings and queens for nearly 1,000 years.

100% of event profits will be donated to local charities including the new Thames Hospice and The Lions Club of Windsor, which distribute the funds to local charities and good causes.

The Lions of Windsor sculpture trail will offer an exciting, inclusive and free public art trail for people of all ages to enjoy and be inspired by this summer/autumn.

The beautifully decorated lion sculptures will be seen by hundreds of thousands of residents and visitors to the Royal Borough, showcasing the event's talented artists and designers, raising the profile of local business sponsors, increasing visitor numbers, dispersing footfall across the region and taking lion fans on a fabulous voyage of discovery across the region.



After the mane event...

After nearly three months entertaining hundreds of thousands of residents and visitors to the Royal Borough, the lion sculptures will be rounded up and groomed back to tip top condition by their artists for the 'Lions Roar Goodbye' auction preview weekend in early November, when they will be gathered together in one giant pride for the public to say their farewells before the charity auction. The event is expected to attract approx 10,000 visitors.

The lions will then head off to the Lions of Windsor auction in Windsor, where they will be sold to the highest bidders to raise funds for local charities, including the new Thames Hospice and The Lions Club of Windsor.

Lion artists will receive 20% of the auction sale price of their lion sculpture as payment for their work, with a minimum payment of £400 (+ VAT if applicable) per lion.



Your Lion needs you!



The high profile, public art trail of 60+ lions will be decorated by talented artists and creatives and sponsored by businesses, community groups, charities and other organisations.

The beautifully decorated, life-sized lion sculptures will be displayed in one giant pride on the streets and public spaces of the Royal Borough of Windsor & Maidenhead for a 10-week period from August to October 2019 and will then be auctioned to raise funds for local charities.

Talented artists, designers, illustrators and creatives are invited to submit up to three lion designs before the end of April 2019. Artists must be able to re-create their designs onto one of the 1.2m tall, 3D lion sculptures if they are selected as an official lion artist.

Lion designs will be short listed by a panel of experts and displayed in the Lion Designs Portfolio for sponsors to browse and choose their favourites. Sponsors will then work with their chosen artists to create their ideal lion sculpture.

NB. Artists are also welcome to get in touch with their own contacts to encourage them to sponsor their lion designs.

Lions can be painted or decorated in a wide range of styles, from street art to fine art, mosaic and metalwork, and can even be adapted to incorporate moving parts, lights or other creative features. All designs must be approved by the organisers before decoration goes ahead.

The original lion was created by Bath sculptor Alan Dun as a 3D canvas for artists to create their own unique works of art. The sculpture is made of a mixture of resin and fibreglass and will be primed ready for painting. Artists will be asked to paint their lions with two coats of protective UV/anti-graffiti varnish, supplied by the Organisers.

ARTIST BENEFITS

Lions of Windsor 2019 offers a unique opportunity to be involved in this exciting, high profile public art event.

Your talents will be showcased to a mass audience this summer and autumn, enabling you to connect with businesses, fellow artists and the community throughout the 8 month public art event, from submitting your lion design to the charity auction in November.

Your lion and the rest of the giant pride will inspire hundreds of thousands of residents and visitors of all ages to follow the Lions of Windsor trail on a journey of discovery across the region.

- Artists names will be featured on their lion's plaque, which will be seen by thousands of lion fans over the display period.
- Lion artists will receive 20% of the auction sale price of their lion as payment for their work, with a minimum fee of £400 (+ VAT if applicable). Previous sculptures have sold for between £1,000 - £30,000
- Lion artists' names will be displayed on the event website with a link to their website; on the 10,000+ printed and online trail maps; in marketing materials; the 10,000 auction preview programmes; charity auction brochures; social media and potentially in local, regional and national media.
- Images of the lions will be shared widely on social media and the mainstream media, offering an excellent showcase for artists' work.
- Lion artists will receive regular event news updates as well as social media likes, shares and shout-outs.
- Commissioned lion artists will be invited to the media launch in June and to other networking events over the display period including the 'Lions Roar Goodbye' VIP sponsors/artists preview evening, the Roar Goodbye weekend and the charity auction in November
- Artists will also be invited to exhibit their work at the Lions Roar Goodbye weekend, subject to space availability (location TBC).

The Creative Process- Things to know

- Lions are 120cm tall, 45cm wide, 150cms long and weigh approx 25kgs. They are made of hollow fibreglass and are primed ready for painting. (Should you prefer your lion un-primed, this can be arranged with sufficient advance notice).
- Large lions can easily be carried by two people. They fit in the back of an estate car or equivalent lying down. (School Mini-lions can be carried by one person)
- Lions have bolts protruding from their feet to fix them to their plinths.
- Most of the lions will be displayed on wheeled 'skateboard' plinths and taken in at night to sleep. Some will be displayed on concrete plinths and will stay outdoors for the duration of the trail.
- You are invited to submit a maximum of 3 designs, using the Lions of Windsor template.
- You must be the sole creator and owner of the work entered, if not, you must have permission in writing from the copyright owners.
- The design must represent a piece of work that you have the ability to reproduce on a 3D sculpture.
- If commissioned, you will be responsible for purchasing all of your materials, however we will supply the specialist protective UV varnish and your lion's plinth
- Artists are asked to collect their sculpture from Lion HQ in Windsor and to deliver their finished lion back to Lion HQ before 1st June. Delivery/collection can be arranged if necessary.
- Artists are expected to decorate their lion in their studio/home or there may be an opportunity to paint in a Lions of Windsor workshop, should one become available.
- Artists will need to be available to paint their lion between March and June 2019.
- The deadline for returning decorated lions is 1st June 2019.
- Artists are asked to document the process of their lion's decoration by taking photographs and video of themselves and their lions taking shape so that we can publicise their work. Photos, videos and copy should be emailed direct to artists@lionsofwindor.org or via WeTransfer.com, for potential use on the website, social media channels and media releases.



WHAT'S HAPPENING AND WHEN

Timeline

March/April

- Call for sponsors and artists
- Meet the Owl Team sponsors event
- Media launch
- Lions start arriving in Windsor

1st May

- Sponsorship deadline

June

- Media launch with selection of decorated Lions

1st July

- Sculpture delivery deadline

August-October

- Lions of Windsor 2019 display
- Talks, events, workshops, competitions, merchandising / PR.

28 October - 7 November

- Lions back to HQ for grooming by artists.

8 November (TBC)

- Lions Roar Goodbye Weekend VIP private view

9-10 November (TBC)

- 'Lions Roar Goodbye' auction preview weekend

22 November (Date TBC)

- Lions Roar Goodbye charity auction

Interested?

Then please complete the submission form section of this document from pages 7-11

Lion design application

Please complete the attached application form and create your lion design/s to the lion template.

Then scan pages 7-11 and email them to artists@lionsofwindSOR.org or post them to:

Lions of Windsor, 14 Brook Street, Windsor, SL4 2AA. An online artists submission will be available in late March.

PLEASE NOTE

- Not all artists may be chosen to decorate an lion.
- It could take several months for all of the sponsors to come on board, so please don't expect to hear from us straight away.
- If your design is chosen by a sponsor, we will contact you and arrange a sculpture to be prepared for you for collection. You and your sponsor will then work together to create your decorated lion.
- Artists will be asked to email their final design (if it has changed from their original submission) to artists@lionsofwindSOR.org for approval before artwork begins.
- The deadline for delivering decorated lions to Lion HQ is 1st July.

Design guidelines



When designing your lion it is important to remember:

- Company names or corporate logos are not permitted as these would count as advertising. Lions can, however, reflect the nature of the sponsor in other ways.
- No designs with political, sexual or religious connotations will be accepted.
- Your lion design/s must be suitable and safe for public display in a public venue.
- We welcome all art forms, however collage and/or sticking paper or paper-based products on to the sculpture does not prove as effective as paring or mosaics. Please consider this before submitting your design. Lions decorated with collage may need to be displayed indoors.
- The artwork must withstand the rigours of the elements and the attentions of the public for at least a six month period and for years to come, so any artwork that is fragile or deemed to present a public safety hazard will not be approved.
- Artists may not create any attachments or protrusions to the base of the lion, as this may interfere with fixing the lion to the plinth bases.
- The use of acrylic paints is recommended although artificial resin paint or two-component paint can also be used to create a design. To complete your sculpture, it must be finished with the protective varnish supplied by the Organisers.



LION DESIGN IDEAS

We are looking for a wide range of designs, from colourful abstracts to intricate painted scenes, mosaics and even interactive lions.

Bear in mind the history, culture and geography of Windsor and the Royal Borough, and the celebration of Queen Victoria and Prince Albert's 200th birthdays.

Lions have been the emblem of British Royalty since the 12th century. Consider the mythology and relevance of lions in ancient and modern culture.

You may like to incorporate elements of your sponsor's field of business, if appropriate, however no logos or company names are allowed.

All artists are asked to include a hidden crown somewhere in their artwork for people to find. Some will also be asked to include a hidden letter in their designs.

To see examples of sculpture designs from our previous local sculpture trails, visit:

www.owlsofbath.org

www.lionsofbath.com

www.swansofwells.com

www.kingbladudspigs.org

As well as creating beautiful, eye-catching designs, please also consider the auction of your lion at the end of the event. Will your design be widely popular? Will people want to display it in their house, garden or office? Will it be an amazing talking point for years to come? The more striking and well decorated your lion, the higher the price it is likely to achieve at auction and the greater your artist's commission!

Submission form

Personal data (please use capital letters)		Title (Miss Mrs Ms Mr Other)	
First Name		Last Name	
Address			
		Post Code	
Contact Tel		Contact Mobile	
Email			
Website (if applicable)		Facebook (if applicable)	
Twitter (if applicable)		Instagram (if applicable)	

Sponsor designs

Would you be interested in producing a sculpture designed to a sponsor's specification? Your own design may inspire a sponsor to choose you as their artist, however they may wish their lion to reflect their business in some way or they have a design idea they would like to develop with a professional artist.

Please indicate if you would be happy to work with a sponsor to a specific commission brief.

Yes No

Lion collection

We ask that all artists collect their lions from the Lions Den HQ in Windsor. All decorated lions must be delivered back to The Den by 1st July (extra time may be permitted if the artist has been sponsored late in the day).

If you don't have your own transport, we may be able to deliver your lion to you for free if you are in the Windsor area or otherwise by special arrangement.

Timescale

Are you able to work on your sculpture between March and June 2019?

Yes No

Lion grooming

Please indicate whether you will be available to make any touch-ups, if necessary, between approx 28 October and 7 November 2019.

Yes No

Recording progress

Please indicate if you are able to produce imagery for use on our website, social media, and in marketing materials

Video Stop Motion Video Photography

Other – state what:

School Mini-Lions

Please indicate if you would you be interested in working with a school, education or community group to help them create their 75cm mini-lion design and if you are happy for us to provide your contact details to schools or groups looking to engage with an artist? N.B. Payment for working on school/charity lion 'cubs' will not be covered by the Organisers. Any payment terms would be arranged directly with the school, charity or community group.

Yes No



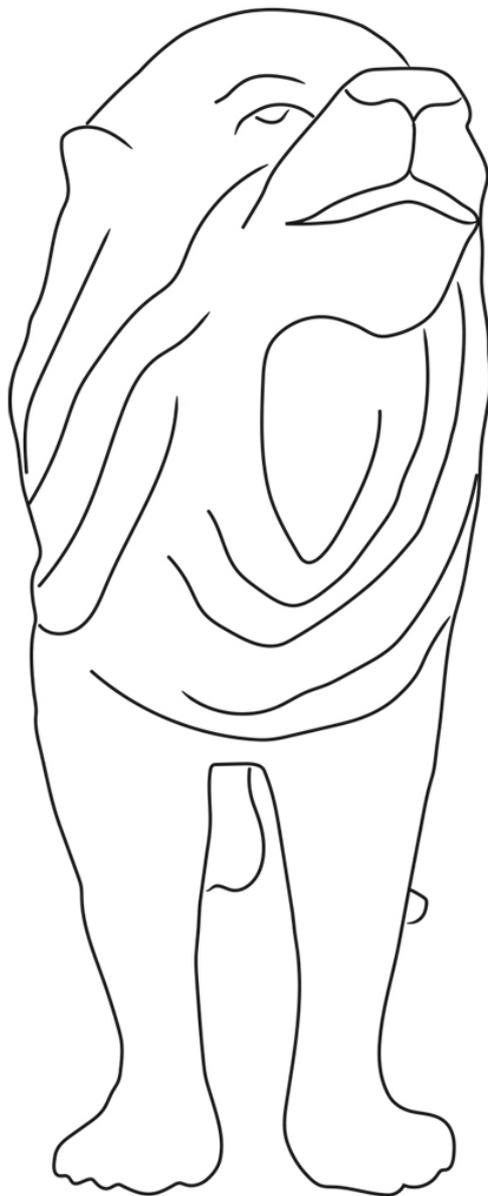
Lion template

FRONT

Artist name (please use capital letters)

Telephone

Email



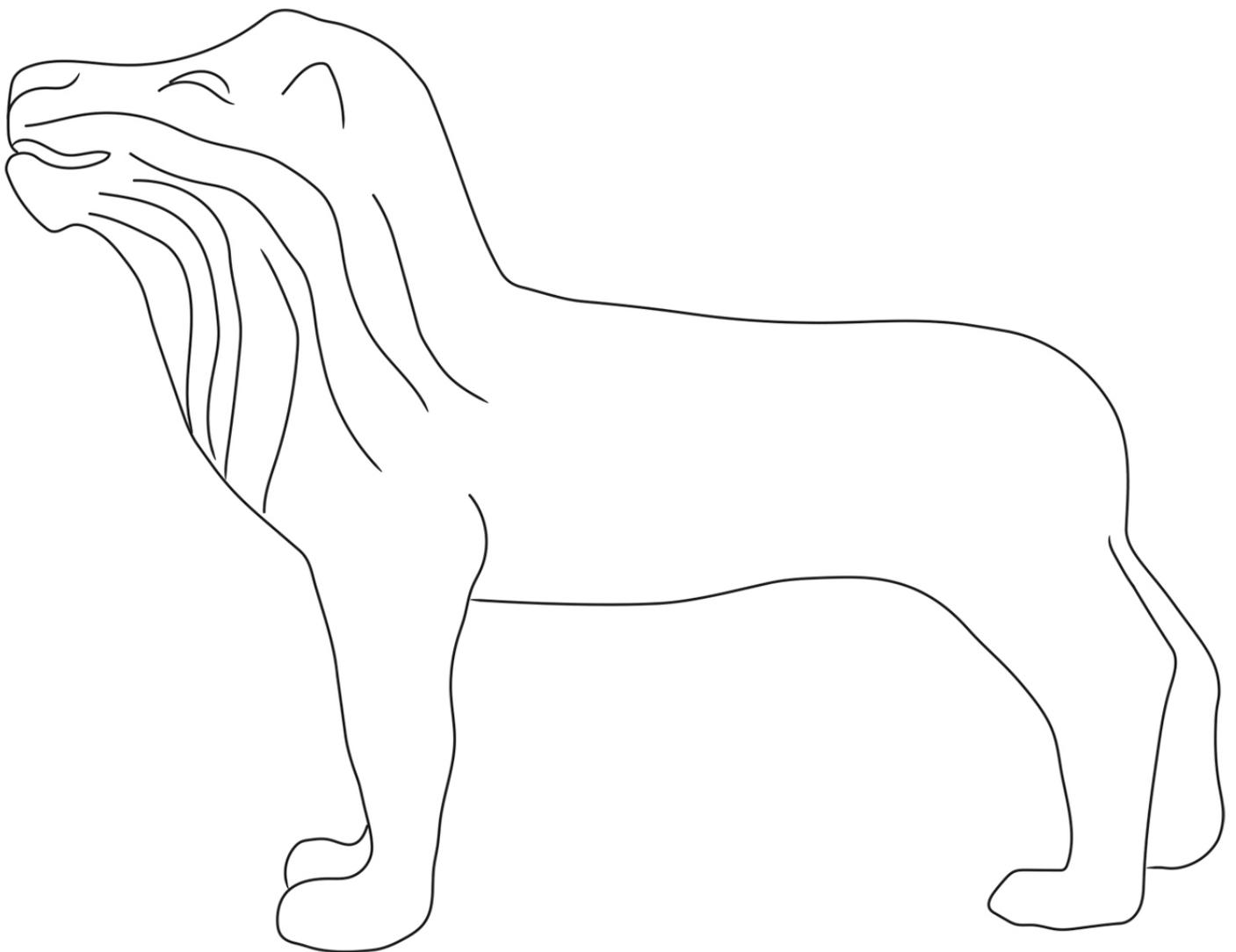
Lion template

SIDE

Artist name (please use capital letters)

Telephone

Email



Contact

For further information please contact the Lions of Windsor team at artists@lionsofwindsor.org or call Megan Witty on 07720 880088

We look forward to receiving your lion design and to a roaringly successful event!

Many thanks

www.lionsofwindsor.org

@lionsofwindsor

#lionsofwindsor

