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.

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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 shortlisted 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.

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@lionsofwind-sor.org or via WeTransfer.com, for potential use on the website, social media channels and media releases.
## Timeline

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<th>March/April</th>
<th>1st May</th>
<th>June</th>
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| • Call for sponsors and artists  
• Meet the Owl Team sponsors event  
• Media launch  
• Lions start arriving in Windsor | • Sponsorship deadline | • Media launch with selection of decorated Lions |

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<th>1st July</th>
<th>August-October</th>
<th>28 October - 7 November</th>
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| • Sculpture delivery deadline | • Lions of Windsor 2019 display  
• Talks, events, workshops, competitions, merchandising / PR. | • Lions back to HQ for grooming by artists. |

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<th>8 November (TBC)</th>
<th>9-10 November (TBC)</th>
<th>22 November (Date TBC)</th>
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<tr>
<td>• Lions Roar Goodbye Weekend VIP private view</td>
<td>• ‘Lions Roar Goodbye’ auction preview weekend</td>
<td>• Lions Roar Goodbye charity auction</td>
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### 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@lionofwindsor.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@lionofwindsor.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**

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<td>Website (if applicable)</td>
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<td>Twitter (if applicable)</td>
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**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.

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**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?

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

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**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.

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My lion design

PLEASE NOTE Please complete and attach a separate form to each of your lion designs.

Artist name (as it would appear on your lion’s plaque if your design is chosen (limited to 40 characters, including spaces and punctuation)

Proposed name for your lion (limited to 40 characters, including spaces and punctuation) NB. The sponsor has the final say of name choice

Your artistic experience
Please give brief details of relevant experience.

Your inspiration
Please give a description of your lion design. This may be used on the website and in other appropriate promotional materials to give information about the inspiration for your design. Max 150 words.

Please email your design and completed application form to artists@lionsofwindsor.org or submit your designs online at www.lionsofwindsor.org once the online artists submission page is live.

Please also attach up to 4 examples of your previous artwork, ideally in the style you plan to use for your lion design. We may use these examples to our Lion Artists Portfolio for sponsors to browse and select their favourite design/s.

Your Lion design submissions must be of a high quality for display purposes and either in jpeg or PDF format. If emailing, your email should not be larger than 6Mb.

If you are unable to reduce the size of your jpeg or PDF to make your email less than 6MB, please send each design submission in a separate email with your application form attached to each email. Please note that sponsors select their artist and design from a pre-selected shortlist of submitted owl designs and that not all artist who send in an application will be chosen to decorate a lion. It may take up to three months for all the sponsors to come on board and select their lion design.

Your design submissions are requested ASAP and must be received by 10th April 2019. Please email us if you’d like to submit a design, but can’t produce artwork before the deadline.
<table>
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<th>Artist name (please use capital letters)</th>
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<td>Email</td>
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Terms and conditions

1 Lions of Windsor 2019 is open to experienced artists and designers.
2 You may submit up to three designs in total.
3 All terms and conditions in this application form a part of the agreement between you and Lions of Windsor CIC and by submitting your work you are agreeing to be bound by all terms and conditions in this application form.
4 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. Lions of Windsor CIC does not accept any liability in the publication of any reproduced art.
5 The design must represent a piece of work that you have the ability to reproduce on a 3D sculpture.
6 Any additions or modifications to the lion must be sufficiently strong and appropriate to maintain structural integrity of the sculpture (seek advice if unsure).
7 ALL entries must be accompanied by a completed Artist Submission Form. Postal copies must include the original design plus 1 copy of your design and the submission form.
Postal submissions should be addressed to Lions of Windsor, 14 Brook St, Windsor SL4 2AA.
8 No allowances will be made for any work that arrives later than the designated deadline, unless by prior agreement.
9 All personal data provided by you may be used by Lions of Windsor CIC for communications or marketing unless you specifically opt out in writing. Your data will not be shared with any third party.
10 The entry of any work to the selection process for the event constitutes a grant to Lions of Windsor CIC of the non exclusive rights to reproduce your work in connection with the promotion of the event and the work Lions of Windsor CIC at any time in any media in perpetuity.
11 You consent to the use of your work, name and photograph in any promotional material carried out by Lions of Windsor CIC without any further compensation.
12 Your work will be reviewed by Lions of Windsor CIC for potential shortlisting. Only shortlisted designs will be shown to the sponsors at Organiser’s discretion.
13 Work will be commissioned after consultation with the event sponsors. The decision on all matters related to the work selected is final. No further correspondence will be entered into.
14 Upon commissioning, Lions of Windsor will provide the lion sculpture at no cost to you. Cost of materials is your responsibility with the exception of varnish which will be provided by the Organiser.
15 You will provide a list of materials and the paint brand and colours you have used on your lion.
16 Lions of Windsor CIC 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.
17 The lion sculpture remains at all times the property of Lions of Windsor CIC and must be returned in good order.
18 If the lion is returned unfinished by you or deemed to be irreparable due to damage whilst in your possession, you shall be charged the full replacement cost of the lion.
19 Lions of Windsor CIC will award a commissioned artist with payment of 20% of the sale price of your lion, which will be paid to you within 30 days of receipt of an invoice from you after the charity auction. If your lion is not sold at auction, the Organisers will aim to sell it by other means after the auction. If it remains unsold, then you will receive £400 (+VAT if applicable) as payment for your artwork.
20 Lions of Windsor CIC may from time to time, produce copies of the completed lions in both 2D and 3D form for merchandise and PR. Any agreement reached in connection with facsimile figurines of your design should include consideration to be paid to you by Lions of Windsor CIC and require transfer of rights to Lions of Windsor CIC.
21 Following the public art trail, the sculptures will be auctioned to raise money for local charities. Artists will be asked to renovate their lions prior to the auction preview weekend if needed during the period between 20 October and 7 November.
22 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 that you have all the required rights and consents to submit the work and allow Lions of Windsor CIC to use the work in connection with the Lions of Windsor sculpture trail. You also agree to the assignment of all the intellectual property rights you hold in connection with the work and lion sculpture to Lions of Windsor CIC and acknowledge that Lions of Windsor CIC has full right and title to the work and lion sculpture you produce in connection 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 Lions of Windsor Ltd is not liable for damage or loss of materials submitted.
If you have any questions about these terms and conditions please contact the Lion Team at artists@lionsofwindsor.org

Name (capitals please)

Signed

Date
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