



Call for Artist: Painting a Life-sized Cow Sculpture

The NY Animal Agriculture Coalition (NYAAC) is launching a project in 2021 called, Displaying Dairy. The project aims to showcase two life-sized dairy cow sculptures, painted specifically to educate consumers on how milk and other dairy products get from the farm to our kitchen tables. The cows will either (a) travel to New York City and Long Island neighborhoods visiting farmer's and grocery markets; or (b) travel virtually via green screen to neighborhoods downstate – all with the intent to introduce dairy farmers and cows to New Yorkers who may be unfamiliar with farming.

We are soliciting Requests for Proposals from artists or artist teams in the Finger Lakes, Central New York, Mohawk Valley, and Capital Region areas of New York State, who have experience with artistic design, vision, and execution of painting outdoor sculptures. The cow sculptures will be displayed and “travel” around downstate beginning in June of 2021.

Artists must have space indoors to store the life-sized cows during the painting period. The cow sculptures can be delivered and picked up once completed, by NYAAC staff.

Cow Sculpture Requirements:

- Maintain the cows' life-like integrity as much as possible;
- Creatively depict dairy farm processes as the artist sees fit, and in consultation with NYAAC staff; and
- Use paint that can withstand sunlight and being outdoors.

BACKGROUND AND PROJECT OVERVIEW

The NY Animal Agriculture Coalition (NYAAC) is a not-for-profit 501(c)3, farmer founded and funded organization whose mission is to enhance the public's understanding of and appreciation for animal agriculture by fostering a dialogue with consumers, engagement with farmers and cooperation among members of the industry.

This project is made possible by support from the Dairy Promotion Order and NYAAC member organizations. The goal is for Displaying Dairy to continue past 2021. The Displaying Dairy program will be promoted on NYAAC's social media channels and consumers will be encouraged to explore the sculptures' artwork and share photos of them on their own social platforms. The sculptures will be shown in popular locations, making them highly visible to ensure maximum public reach and engagement.

Two (2) sculptures will be painted for this project.

The approximate cow sculpture dimensions are:

7.5 feet long, 28 inches wide, and 4.5 feet tall

Weight: 100 pounds

To ensure the realistic nature of the cow remains intact, the following items should not be painted: eyes, ears, nose, udder, and other items potentially determined upon artist selection.

Artists must submit at least three examples of past work for consideration. There is no fee to the artist for submitting artwork.

All entries must be original paintings of the submitting artist or artist team; however, they do not need to have been created specifically for this exhibit. Artists will not be responsible for installation of the cow sculptures' on their base, or any other on-site engineering.

ARTIST SELECTION AND RECOGNITION

An art selection committee will review all applications submitted through the RFP.

All proposals should be sent to eileen@nyanimalag.org by 4p.m. on Friday, April 9, 2021.

A selection will be made by 4 p.m. Friday, April 16, 2021.

The cow sculpture painting should be completed no later than Thursday, May 27, 2021.

Preference will be given to New York farmers and students who are artists.

Artists chosen to participate will be recognized on the NYAAC website and social media (which includes more than 19,400 followers on Facebook, more than 3,700 on Twitter, and more than 2,300 on Instagram), in a news release, and will have their name included on the actual sculpture.

Artists chosen to participate may use images of the artwork for non-commercial, educational, and promotional purposes, with credit given to the artist when artwork is highlighted.

Artists chosen will be provided with a \$1,500 stipends, per cow, at the completion of the project.

REQUIREMENTS AND SCHEDULE

Proposal must include a brief artist biography.

Artists should also provide:

- Education and experience/background in art and painting;
- At least three (3) examples of paintings (can be in the form of high resolution photos of the artwork);
- Two (2) references;
- Location where the sculpture will need to be delivered;
- Explanation of your idea(s) on how you would creatively and visually showcase dairy farm processes of how milk gets from the farm to the table to help connect consumers with dairy farms and
- Indicate your connection, if any, to the New York agriculture industry.

NYAAC reserves the right to accept or reject any and all submissions, waive technicalities and informalities, change scope of work, and amend said Request for Proposals as desired. NYAAC reserves the right to negotiate with artists and to select the artworks that are most likely to achieve the project's desired outcomes.

For additional questions, please contact:

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