



CALL FOR ARTISTS

HANOVER PRETZEL PARADE 2018

About Pretzel Parade 2018

Our goal is to fill Hanover with 10 life-size, metal rolled pretzels with painted, adorned, and magically transformed pretzels throughout the spring before being auctioned in the autumn for charity. This provides a great opportunity for local artists to promote their work and contribute to their local community. Artists may submit up to three designs.

When? The pretzels will go 'on parade' beginning "Sunshine, Sip, and Stroll" June 9th, 2018. They will be picked up for the auction, which will take place on September 8th, 2018, "ArtsFest"

Where Will The Pretzels be? The pretzels will be at various locations throughout Hanover.

Who Will See The Pretzels? Approximately 5,000 people will visit the event and see each pretzel.

Who Manages Moving the Pretzels? Upon approval of the design, transportation arrangements will be discussed.

Call to Artists: If you are interested in participating in this juried art exhibit, please complete the online application form at <https://mshartalley.weebly.com/>

Call to Artists Deadline: Art Alley, MSH is accepting applications now through April 2018 from artists who wish to participate in Pretzel Parade 2018. Artists will have until June 2018 to paint and adorn their pretzels. Each artist whose design is selected for exhibition will be provided with a life-size, primed, metal rolled pretzel form.

Eligibility: Pretzel Parade 2018 is open to all artists, from the acclaimed to the amateur. Painters, sculptors, craftsmen, multimedia artists, and other wildly creative people are all encouraged to apply.

What You Need To Do: Complete the [Call for Artists application form](#) (online) and your [proposed design\(s\)](#), a [brief statement](#) about your design (online <https://mshartalley.weebly.com/>), and a [signed Copyright Assignment](#), print and send to: Art Alley, MSH, 146 Carlisle St, Hanover, PA 17331

Important: *You must submit an ORIGINAL signed Copyright Assignment as part of your application* (page 4) Please restrict all material submitted to no larger than 8.5" x 11" in size. All material submitted as part of the application will become the property of Art Alley, MSH and will not be returned to the artist.

Additionally, Pretzel Parade 2018 is an interactive event that allows the public to touch and feel the designs. As such, designs should be created with durability and public safety concerns in mind. Although objects may be attached to the pretzels, artists should be aware that vandalism can and unfortunately does occur. Any object added to a pretzel should be attached in such a way that it cannot be easily removed.

The surface of each pretzel is primed by the manufacturer. Exterior latex, artificial resin paint or two component paint can be used to paint the pretzels. Appropriate use of material to clear coat is required



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using the specific. This step is critical to the ultimate durability of your pretzel, and pretzels which are returned unvarnished or which are incorrectly varnished may not be exhibited. Recommended products: exterior latex or acrylic; nonbiodegradable; construction grade adhesive

The pretzels are affixed to their metal base which weighs approximately 125 lbs.

Installation and Repair of Pretzels: Artists will not be responsible for the installation or removal of the pretzels, as Pretzel Parade 2018/ Art Alley, MSH will manage this process. Artists should, however, be available for any possible touch-up work that may be required once the exhibit is underway. All pretzels will require touch-up and cleaning prior to the auction. Artists are expected to be available to make these touch-ups during the weeks preceding the auction. Art Alley MSH is not responsible for

Design Guidelines: Artists should bear in mind that the audience will be broad-based and of all ages, and designs should be appropriate for public display. Designs that are religious, political or sexual in nature will not be accepted. Additionally, neither logos nor advertising is allowed. As outlined below, designs will be evaluated to ensure they conform to these guidelines. Pretzel Parade 2018 may reject any design that, in its sole discretion, does not adhere to these guidelines.

Rights/Entitlements: By submitting your application, you confirm that:

1. You are the original creator of your design.
2. You have not copied anyone else's original work.
3. Your design does not infringe on anyone else's intellectual property rights (for example, trademark, copyrights, trade dress, design patent).
4. To the extent anyone else has contributed to your design, you shall obtain a signed, written agreement from that person assigning all of their rights in their contribution to you.

As part of the application process, you must sign, print and send the "Copyright Assignment" that accompanies this application. By signing, dating and returning the original Copyright Assignment, you are indicating your understanding that you are assigning the entire right, title and interest to your design to Pretzel Parade, Art Alley MSH, the organizers of the exhibition. Please remember to keep a copy of these forms for your records. Pretzel Parade, Art Alley MSH will continue to own the entire right, title, and interest in your design proposal, accompanying sketches and all derivative works, including the final work completed metal pretzel. You will be acknowledged as the artist on a plaque attached to the metal base of the pretzel and in appropriate publications. However, the copyrights, including the rights to reproduce your design, create copies or re-print your design in digital/ media, will be owned by Pretzel Parade, Art Alley MSH.

If your design is not approved or selected for the exhibition, Pretzel Parade, Art Alley MSH shall assign the entire right, title and interest in your design back to you.



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Pretzel Outline: Please complete your proposed design on one of the outlines provided. Please feel free to enlarge these shapes if; however, please do not submit designs larger than 8.5" x 11". Note that the more complete your design, the easier it will be for the panel and our patrons to review your submission.

Please note that all application materials become the property of Art Alley, MSH, and no materials can be returned to the artist. Please keep a copy of your application for your records. Do not submit materials larger than 8.5" x 11".

Assurances and Terms: By signing this Application, I agree to all of the terms of the attached Call For Artists, and all such terms are hereby incorporated into this Application. I certify that all statements made in this application are true to the best of my knowledge. I acknowledge that Pretzel Parade Holdings Corporation is not liable for damage or loss of materials submitted.

Artist: _____ Signature: _____ Date: __/__/2018

Please be sure to download and submit your design proposal

May be emailed to mainstreethanover@gmail.com or sent to
Hanover Chamber Office, 146 Carlisle Street, Hanover, PA

Application Checklist:

- Current Artist Photo
- 2-3 Previous Work (jpeg format requested)
- Signed Application (page 3)
- Signed Copyright Assignment (page 4)
- Pretzel Design(s) (page 5,6)



Thank you to

and to the Metal Shop at Hanover HS





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WHEREAS, _____ [fill in name of artist], an individual having an address of _____ (“Artist”) is the author of the design and sketches (collectively referred to as the “Design”) attached to the application submitted to Pretzel Parade, Art Alley MSH on the same date as the date of this Assignment; WHEREAS, Artist understands and acknowledges that, as part of the application process, it is intended that Pretzel Parade, Art Alley MSH, with an address of 146 Carlisle St, Hanover, PA 17331 (“Pretzel Parade”) own the entire right, title and interest in and to the Design.

WHEREAS, Artist understands and acknowledges that, if the Design is approved, he/she shall apply that design to a pretzel sculpture provided by Pretzel Parade 2018 thereby creating a “Finished Pretzel .”

WHEREAS, Artist desires to transfer all of his/her rights, title and interest in and to the Design, including, but not limited to, all derivative works which are based on the Design to Pretzel Parade, Art Alley MSH;

WHEREAS, Artist understands and acknowledges that Pretzel Parade, Art Alley MSH shall continue to be 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 the Design if the Finished Pretzel is approved for exhibition, as described in detail in the Request For Proposals and Application to Pretzel Parade 2018.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound hereby, Artist hereby assigns to Pretzel Parade, Art Alley MSH all his/her right, title and interest in and to the Design, and to any derivative works based on the Design including but not limited to any rights it may have in the Finished Pretzel, together with any and all copyright applications and registrations therefor. Artist acknowledges and agrees that, due to the nature of the public display of the Finished Pretzel, Pretzel Parade shall not be liable for any distortion, mutilation, modification or destruction of the Finished Pretzel by accident, act of God or person. Artist hereby waives his/her rights under the Visual Artists Rights Act (“VARA”), 17 U.S.C. 106A, as against Pretzel Parade in the event of such distortion, mutilation, modification or destruction. Artist further acknowledges and agrees that if the Finished Pretzel is vandalized, damaged or otherwise modified and the Artist is unable or unwilling to promptly repair such alteration, Pretzel Parade, Art Alley MSH shall have the right to make, or have made, such repairs, even if the repairs would constitute a distortion, mutilation or modification under VARA. Artist hereby waives his/her rights under VARA in the event and to the extent Pretzel Parade deems such repair necessary. Artist represents to Pretzel Parade, Art Alley MSH that he/she is the sole author of the Designs and that the Design is an original work of authorship which does not infringe upon the copyright rights or any intellectual property rights of others, and that he/she has the unencumbered right to make this assignment. In the event the Design is not approved or selected for the exhibition, as described in the Request for Proposals, Pretzel Parade shall assign [and hereby does assign] back to Artist all its right, titles, and interest in and to the Design.

Artist Name: _____

Name of Pretzel : _____

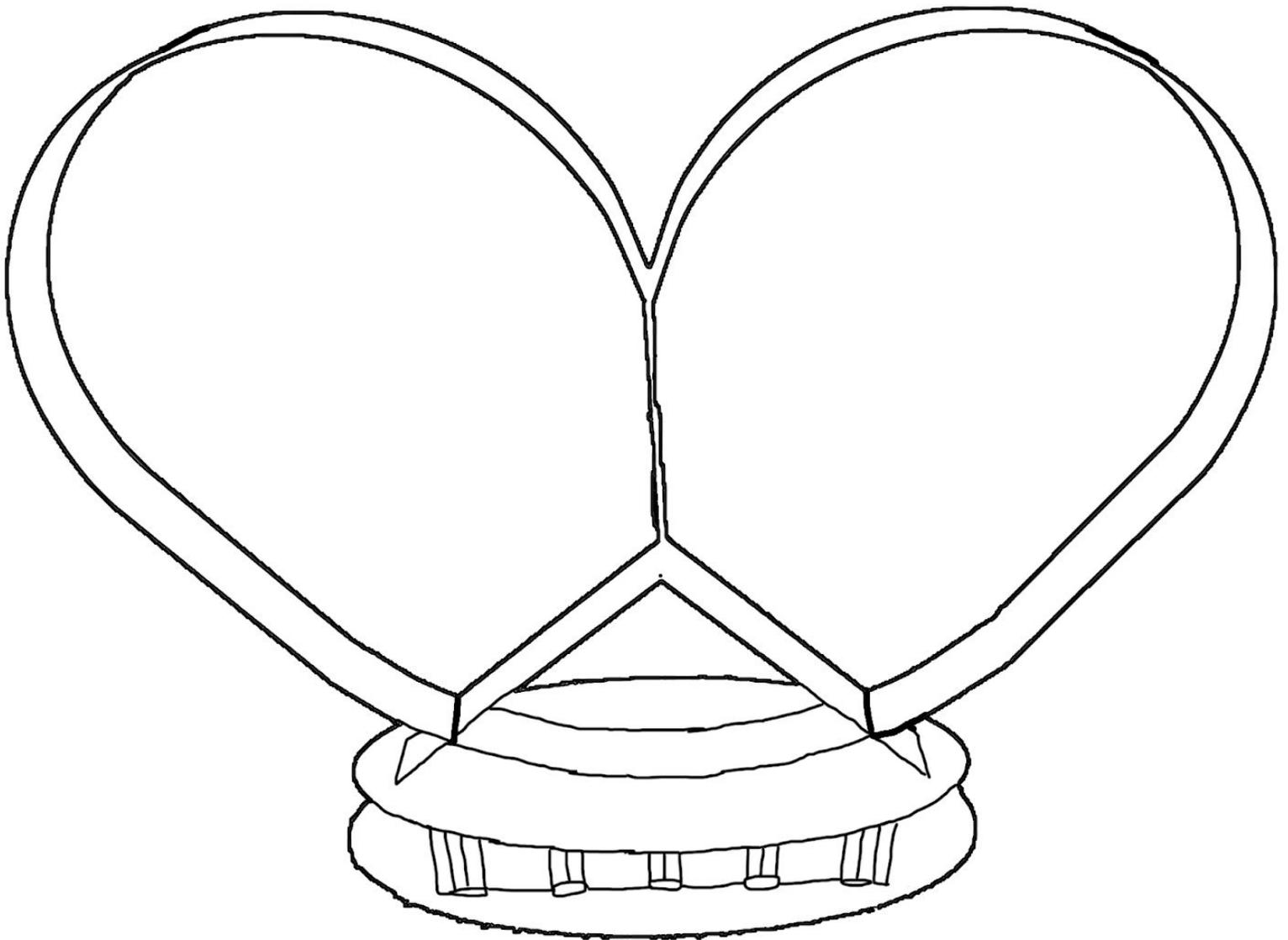
Date: _____ Signature: _____



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Name	Title
Phone	Signature





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