



SAN FRANCISCO
GENERAL HOSPITAL
FOUNDATION

ARTIST APPLICATION GUIDELINES & CONSTRUCTION REGULATIONS

This document outlines the information you need to successfully apply to create a heart for the
2015 series of Hearts in San Francisco sculptures.

ARTIST LIAISON: For questions, please contact Elaine Leong, Marketing & Events Coordinator, (415) 206-5959 or eleong@sfgfhf.net.

PROJECT WEBSITE: <http://sfgfhf.net/events/creating-a-heart/>

TIMELINE:

- ♥ **Design Submission Deadline** **August 1, 2014**
Submission/s needs to be received by 12:00pm to the San Francisco General Hospital Foundation. You may submit multiple designs. Designs may be submitted via mail, email, or hand-delivered. Please note, designs will not be returned.
- ♥ **Selection of 2015 Hearts Artists** **August 18-22, 2014**
Artists are selected by a committee comprised of Foundation Board Members, Staff and Community Volunteers.
- ♥ **Heart Delivery** **August 25-29, 2014**
*If selected, we will contact you to make delivery arrangements. The Foundation pays for all delivery costs. Please make sure your workspace can accommodate the size of the Heart. For Large Heart, doorway width **MUST** be 40" or wider. Should your studio space not be on the ground level, elevator access **MUST** be available for the Heart delivery.*
- ♥ **Completion Deadline** **October 31, 2014**
*All Hearts **MUST** be varnished with topcoats. When you have completed the Heart, please the Foundation office for pick up arrangements. The Foundation pays for all handling costs.*
- ♥ **Hearts on Display at Events** **February 12, 2015**
The Hearts will be on display at the HEROES & HEARTS luncheon and HEARTS AFTER DARK party. Hearts may also be auctioned or given to major sponsors of the events.
- ♥ **Hearts on Public Display** **February 2015 through October 2015**
Select Large Hearts may be placed on public display at Union Square, San Francisco.

PROJECT DESCRIPTION: A limited series of Hearts in San Francisco sculptures are created each year. These Hearts are part of our annual fundraising events, HEROES & HEARTS and HEARTS AFTER DARK, which take place each February. Our 2015 events will take place on Thursday, February 12, 2015 on the field at AT&T Park in San Francisco.

BENEFICIARY: The beneficiary of the Hearts project is San Francisco General Hospital Foundation, whose mission is to promote research, education and care for all at San Francisco General Hospital and Trauma Center (The General). The General delivers humanistic, cost-effective and culturally competent health services to the residents of the City and County of San Francisco, regardless of their ability to pay.

HISTORY: *Hearts in San Francisco* was launched in 2004 as a Bay Area-wide "heart installation" with 131 hearts installed on sidewalks, plazas, parks, and street corners throughout the San Francisco. While similar to Chicago's "Cows on Parade," the San Francisco version uses a heart icon, appropriate for a city that is recognized for its acceptance and tolerance, as well as being perennially open-hearted. This project is a unique



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hybrid of fund-raising, compassionate community involvement, and a positive nurturing of artistic expression. The hearts were auctioned to benefit San Francisco General Hospital Foundation.

MINI DIMENSIONS

6" wide
7" height
2" deep
5 pounds

TABLE TOP DIMENSIONS

17" wide
16" height
8" deep
20 pounds

LARGE DIMENSIONS

6' wide
5' height
40" deep
400 pounds

HONORARIUM: Selected Artists will receive an honorarium to help pay for the cost of supplies. *Mini Heart artists receive \$200, Table Top Heart artists receive \$500 and Large Heart artists receive \$1000.* Artists have the option to donate the stipend back to San Francisco General Hospital Foundation. The honorarium is paid in two equal installments. The first installment will be mailed within 10 business of an artist having received the heart sculpture. The second installment will be mailed within 10 business days of receipt of completed Heart (heart must have followed the original design submission (with changes if they were presented and approved during creation) and application of final varnish coats)

Artists will also receive two (2) complimentary tickets to both the HEROES & HEARTS luncheon and HEARTS AFTER DARK party on Thursday, February 12, 2015.

STUDIO SPACE: Hearts are delivered to the artist's studio or preferred workspace. Please make sure your workspace can accommodate the size of the Heart. The Foundation is unable to provide workspace.

***For Large Heart, doorway width **MUST** be 40" or wider. Should your studio space not be on the ground level, elevator access **MUST** be available for the Heart delivery.

SUBMISSION PROCESS:

- **Artists should submit a full color design rendering** on 8½" x 11" document or larger. You may submit multiple designs. Your design submission/s will not be returned.
- **The use of papier-mâché as a medium is not allowed for Large Hearts**
- Complete and return the **Artist Information Sheet** and **License Agreement** with your submission. We also request that you include a brief **Biography**. Selected artists will be asked for an electronic copy of their biography.
- **There are to be no corporate logo of any type on the artwork.** You can decorate the base but note that plaques will be attached. Make certain that the artwork does not impact the sturdiness.
- **Your heart must be completed by Thursday, October 31, 2014.**

HEART TEMPLATE: The renderings are at the end of this document. You are not required to use this template.



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REQUIREMENTS:

- Your heart **must be completed by Thursday, October 31, 2014.**
- Please be careful not to alter the base or otherwise obstruct the base.
- Your heart arrives with a coat of primer applied by the manufacturer. **Your completed heart must be finished with at least two coats of appropriate varnish or finish;** please see manufacturer Information and Recommendations section of this document for details. **Hearts that are returned unvarnished or incorrectly varnished may not be approved for exhibition.**
- Keep a log of all the materials used on your heart to submit upon completion. In the event your heart requires repair and you are unavailable to do this work, this information enables us to perform touch-ups correctly.
- You can decorate the base, but a plaque will be applied which may cover some of your work.
- Save any protective wrapping that come with your heart so that it can be used again in transporting your heart. **For Large Hearts, please retain the wooden pallet it is delivered on.**

CONSTRUCTION DETAIL: Fiberglass Heart – The hearts are manufactured using a mixture of DCDP Laminating Resin and chopped strand mat fiberglass reinforcement over an initial sprayed on layer of polyester gel coat. Several layers of chopped strand matting fiberglass are hand laid, wetted with the laminating resin to the point of full saturation. Steel structural elements are secured with a fiberglass roving/resin mixture where applicable. Steel is placed at specific stress points.

The heart will arrive sanded and primed. You can begin painting with Acrylic paints. Oil paints will take too long to dry.

- **Fiberglass** – 1 ½ oz. Chopped strand mat (CSM), e-glass
- **Mold Release** – mold release wax, PVA
- **Internal RE-BARS** – steel structure per shop drawings
- **Gelcoat** – white base polyester gelcoat
- **Resin** – DCPD polyester laminating resin
- **Seaming Materials** – Plexus structural adhesive
- **Filler** – Fume silica
- **Primer** – Grey automotive primer
- **Topcoat** – none
- **Cutting** – **The best method of cutting the heart is to use a reciprocating saw such as a pneumatic saw or electric jig saw. You may have to drill into the heart first to allow access for the blade depending on where you need to cut. Use carbon or high speed steel bits and blades because there is a chance you may encounter structural steel in the body. Extensive cutting of fiberglass will also dull blades. Drilling is possible with the size of the hole depending on the position on the heart. Any hole should be filled after use and completely sealed along the edges (using an epoxy of 2 part resin and cloth) to prevent warping, peeling and other deterioration of the fiberglass layers.**



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PAINTING RECOMMENDATIONS: Manufacturer Recommended CLEAR TOP COAT SEALER & GRAFFITI PROTECTION MC-Antigraffiti 100 is Wasser's single component, low VOC, non-sacrificial, moisture-cure, aliphatic urethane topcoat. It is an ideal topcoat meeting ASTM D-6578 for graffiti resistance on concrete, metal or all surfaces that require superior UV protection, excellent chemical resistance, and easy removal of graffiti, inside or out. It must be applied in a well-ventilated area and the artist will need to use a ventilator. It is applied by brush and can be ordered from the following contact for pick-up or ship:

E.A. Wilcox
173 Utah Ave
South San Francisco, CA 94080
phone [650-871-5350](tel:650-871-5350) fax [650-871-9983](tel:650-871-9983)

IMPORTANT: Your Heart MUST properly varnish, to avoid damage by the weather.

CUTTING HOLES IN THE HEART - (Must be pre-approved by Hearts Committee): See above information about the re-bar. Otherwise the heart is hollow.

Drilling is possible with the size of the hole depending on the position on the heart. Any hole should be filled after use and completely sealed along the edges (using an epoxy of 2 part resin and cloth) to prevent warping, peeling and other deterioration of the fiberglass layers.

Finishing – Seams can be filled using a mixture of the resin and powdered silica (Cab-O-Sil) or automotive filler such as Bondo. Allow ample time to cure before sanding. You may wish to spray a light coat of primer on the area to allow you to see any imperfections. Repeat the fill and sand procedure until you have filled all the imperfections. Spot putty can be used to fill pinholes and scratches.

Painting – A good grade of primer is recommended. We generally use a water-based primer produced by Surface Protection Co (#9701), however, depending on the application, i.e., where the heart will be located (indoors, outdoors, etc.) you can use a polyurethane or epoxy primer for even greater protection. For small spots a spray can of primer from a local building supply store is suffice. Lightly sand the primed area before applying the final color coats.

Final Coats – The best finish will be achieved with a polyurethane paint; however, many artists have personal preferences for other finishes. A two-part clear coat (reduced as needed with urethane reducer) will give excellent gloss, depth, buff ability and durability. Any local automotive paint supply store should be able to make a recommendation that best suits your desired results. Marine chandleries have brush able grades of polyurethane.

TAKE CARE OF YOURSELF, BUT HAVE FUN: The Large hearts are heavy and can be awkward to move. Please be cautious when working on your heart. Have fun and we thank you for your interest in this project!



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RETURN TO ELAINE LEONG WITH YOUR DESIGN SUBMISSION
BY 12:00PM ON MONDAY, AUGUST 1, 2014

SUBMISSION FOR (you may check both sizes):

MINI HEART

6" wide
7" height
2" deep
5 pounds

TABLE TOP HEART

17" wide
16" height
8" deep
20 pounds

LARGE HEART

5' wide
6' height
40" deep
400 pounds

Title of your Heart as it should appear in printed materials:

Materials and Chemicals to be used in production: _____

ARTIST INFORMATION:

Name (as you want it to appear in printed materials):

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____ Website: _____

Would you like to direct your honorarium to San Francisco General Hospital Foundation?

Yes No

ADDRESS FOR HEART DELIVERY: (if different from above)

Address: _____

City: _____ State: _____ Zip: _____

Special delivery concerns:



SAN FRANCISCO
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RE: License Agreement for HEARTS IN SAN FRANCISCO Artwork

Dear Artist:

The attached license agreement between the San Francisco General Hospital Foundation (the "Foundation") and you is intended to facilitate the ability of the Foundation to raise funds to improve the care and comfort of patients at San Francisco General Hospital. The agreement ensures that the Foundation will be able to raise money by selling merchandise that depicts the HEARTS IN SAN FRANCISCO artwork.

The agreement includes the following provisions:

1. The agreement provides assurances from you that you in fact own all rights to the HEARTS IN SAN FRANCISCO artwork provided.
2. The agreement grants a perpetual, nonexclusive license from you to the Foundation to reproduce, distribute, perform and display the artwork, and to prepare derivative works from the artwork. The license granted to the Foundation is for use in connection with the HEARTS IN SAN FRANCISCO campaign. Please note that you retain all rights in the work and are free to grant licenses to other parties in addition to the license granted to the Foundation. The Foundation agrees that it will not alter the physical artwork itself. The Foundation may transfer or sublicense its rights to others.
3. The agreement contains several standard legal clauses concerning the state laws that govern the agreement, amendment of the agreement and the effect if a provision is found to be invalid. The agreement also states that it constitutes the complete agreement between the parties and that the agreement supersedes all other negotiations, understandings or agreements between the parties, including this letter.

The Foundation encourages you to have your own attorney review the agreement and discuss it with you. We very much appreciate your interest and participation in the HEARTS IN SAN FRANCISCO project.

Please sign and return to:

BY 12:00PM ON MONDAY, AUGUST 1, 2014

**San Francisco General Hospital Foundation
Attn: Elaine Leong
2789 25th Street, Suite 2028
San Francisco, CA 94110**

A completed copy will be sent to you.



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LICENSE AGREEMENT

THIS LICENSE AGREEMENT (“Agreement”) is made and entered into as of _____ (the “Effective Date”), by and between the San Francisco General Hospital Foundation, a California non-profit corporation having a place of business at 2789 25th Street, Suite 2028, San Francisco, CA 94110 (“Foundation”) and _____, an individual residing at _____ (“Artist”).

In consideration of the mutual promises and undertakings set forth below, the sufficiency of which is acknowledged by the parties, the parties agree as follows:

1. Artist warrants that he or she owns all rights, title and interest in and to the copyrights to that artistic work described in Exhibit A attached hereto (the “Work”).
2. Artist grants to Foundation a perpetual, nonexclusive, transferable license to reproduce, prepare derivative works from, distribute, perform and display the Work in any media in connection with the Hearts in San Francisco campaign. Foundation may sublicense its rights under this Agreement to any person or entity without limitation. Foundation agrees that it will not alter or change the physical Work itself in any way, though Foundation’s rights under this Agreement to prepare derivative works is without limitation.
3. This Agreement shall be governed by the laws of the State of California without regard to choice of law principles. This Agreement may only be amended by a written instrument signed by both parties. This Agreement constitutes the complete agreement of the parties and supersedes all prior and contemporaneous negotiations, understandings and agreements of the parties with respect to the subject matter hereof. In the event any provision hereof is declared invalid or unenforceable in any court or other authority of competent jurisdiction, the parties agree that the invalidity or unenforceability of such provision shall not in any way affect the validity or enforceability of any other provisions of this Agreement.

SAN FRANCISCO GENERAL
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ARTIST

Name: _____

Name: _____

Signature: _____

Signature: _____

Date: _____

Date: _____



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FIBERGLASS FULL ROUND HEART

