



A Wild in Art produced installation celebrating
NHS Staff and all key workers

Artist Pack

thisisgratitude.co.uk



Created by:



In aid of:

NHS CHARITIES
TOGETHER

Gratitude



The image of key workers standing together, but apart, is one of the abiding images of our times - each worker socially distancing and standing apart, while at the same time showing a unique coming together.

Gratitude is a spectacular outdoor public art installation which commemorates and celebrates this extraordinary moment in time.

Impactful and reflective, Gratitude brings together 49 uniquely-designed human form sculptures in a display which invites contemplation and takes visitors on a creative journey of discovery. Each sculpture will be individually designed by national and regional artists to reflect the stories and contributions of NHS staff and all key workers, and will be sponsored by a different business.

Free to visit, Gratitude will be hosted in high profile, accessible locations in Birmingham, Edinburgh, Cardiff, Belfast and London. The sculptures will be auctioned in autumn 2021 to raise funds for NHS Charities Together (Registered Charity Number 1186569).







Welcome to Gratitude

I am delighted to be working with Wild in Art and NHS Charities Together as the Creative Ambassador of Gratitude, a once in a lifetime piece of collaborative public art.

2020 has been a hard year for many. The Gratitude project will allow myself and like-minded artists and creatives to give back to our valued and amazing NHS staff and other key workers in the form of art.

It will also provide a platform for professional and emerging artists and designers to showcase their work as part of a unique installation which is imperative, especially in today's climate. The art industries are struggling and projects like Gratitude provide a much needed platform for creative minds to get their work seen and appreciated especially when promoting a good cause.

It is always fun to work in 3D on projects like this. I am excited to be designing my very own statue and I look forward to seeing the sculpture design submissions.

Dame Zandra Rhodes



Charlie Langhorne
Co-founder and Managing
Director, Wild in Art

Wild in Art is thrilled to be producing this event in partnership with NHS Charities Together. We were aware that there was a long queue of people offering to host events for the charity and were pleased when Ellie and her team decided to support us with Gratitude.

Many people will have visited our events over the past 12 years both in the UK and overseas and although Gratitude is not an art trail in the traditional form, it will still take people on a journey of discovery. Our artists will capture the essence of what the Coronavirus pandemic has meant to people – from home schooling and wildlife taking over city spaces to reductions in pollution and of course Zoom calls - there will be something for everyone to reflect on. It will also enable people to give their personal thanks to the monumental efforts of our NHS heroes and all the other key workers, community volunteers and good neighbours who have made people's lives a little better.

We look forward to seeing you at Gratitude.



Ellie Orton
Chief Executive,
NHS Charities Together

During the pandemic in 2020, NHS Charities Together was overwhelmed with people and businesses wanting to contribute. In the first few months of the crisis, we worked hard to distribute grants among our member charities to provide for the immediate and urgent needs of NHS workers, patients and volunteers. Our focus now is on the ongoing impact of and long term recovery from Covid-19 and we will be funding partnerships with social care and community healthcare organisations who provide vital patient services and care in community settings.

Gratitude will be an important landmark event for NHS Charities Together and will launch on the NHS's official birthday on 5 July 2021. We need to keep the momentum going and hope businesses step forward to support this event, which will give people the opportunity to show their gratitude to our NHS staff and all key workers.

From all of us at NHS Charities Together thank you for your continued support.

The sculpture

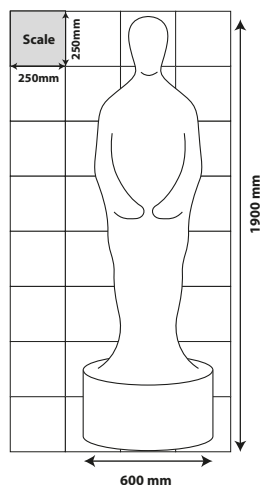


The sculpture is a simple human form – neither male nor female – and is intended to be a canvas which will enable the artists to create many different designs on one sculpture and interpret it in their own creative style.

The sculpture is made of Class 2 fire retardant fibreglass resin.

Dimensions:

The sculpture is 1900mm tall.
The body is 420mm wide and 230mm deep.
The circular base is 600mm diameter and 300mm tall and included in the overall height.



Timeline

31 January
2021

Deadline for artist submissions

Until
February
2021

Partners and sponsors are invited
to get involved

February
2021

Shortlisting of artist designs

March -
May 2021

Artists commissioned and
sculptures created

From 5
July 2021

Gratitude live in
Birmingham and London
(min of 2 weeks per location)

October
2021

Auction

December
2021

Evaluation

Get involved

Gratitude aims to creatively capture and document this unprecedented time in our modern history. Working with a roster of incredible artists, we want to highlight and showcase the power of the arts and the great contribution it makes to our rich, national, cultural heritage; and celebrate the boost creative interventions have on our collective mental health.

Commissioned artists' work will reach thousands of people in a unique and emotionally charged way, and will also bring you together with a community of other artists taking part.

Our new sleek, elegant, figurative form offers an inspirational, blank 3D canvas for you to have fun with and work your creative magic on.

We want these 49 sculptures to pay homage to the incredible work and commitment shown by key workers across the UK and reflect the stories, key themes, challenges and triumphs of these unprecedented times.

You may decide to run free with a design that's vibrant, dazzling, entertaining and light-hearted or you could go with a theme that's close to your heart.

Wherever you get your inspiration, we can't wait to see what you come up with!



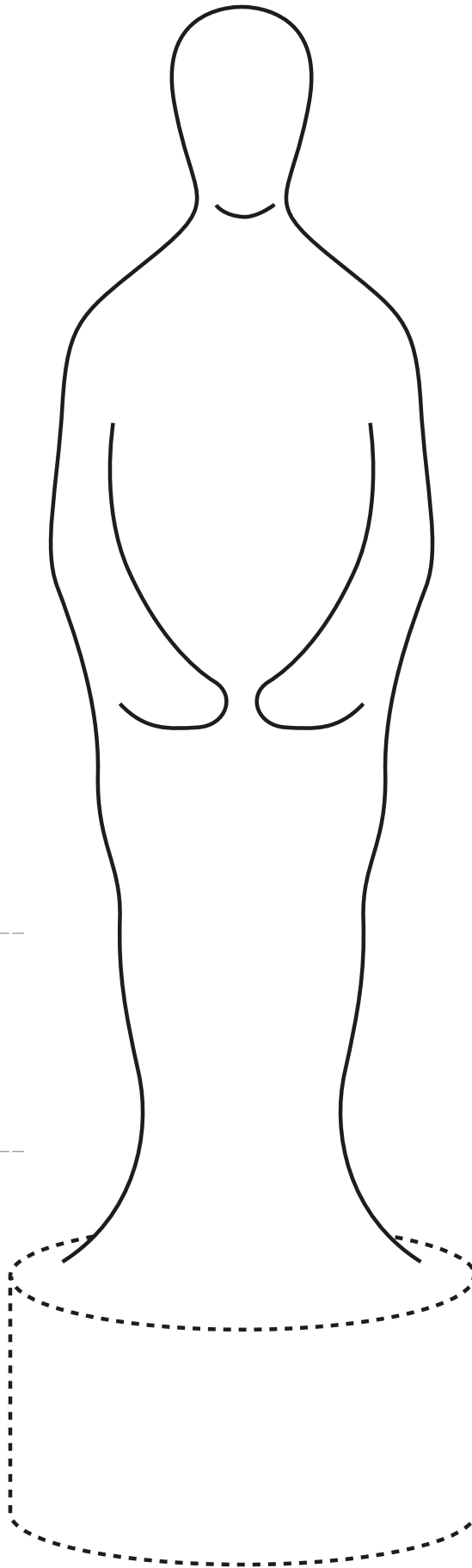
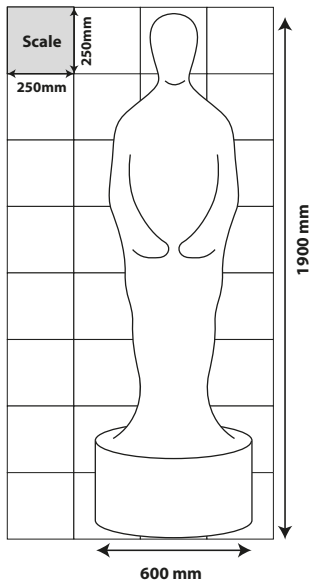
Design and materials

When planning your design, here are some things to keep in mind.

- You may submit up to two designs. You must sign our standard artist agreement for each design. (Please see the Terms and Conditions at the end of this pack).
- When planning your designs, please make sure they are appropriate for public display, bearing in mind the audience will be broad-based and of all ages. Designs that are overtly religious, political or sexual in nature will not be accepted.
- Corporate logos and advertising are not allowed. Insignias may be approved, if permission has been sought and granted.
- Artists may NOT alter the basic shape of the sculpture. Strictly no 3D elements should be added to the form.
- A small number of painting spaces will be made available along with our warehouse space in Whaley Bridge, High Peak. Should you wish to paint the sculpture in your own studio, you will be responsible for collection and delivery, but we will work with you to minimize cost and group deliveries.
- While we welcome all art forms, collage and/or sticking paper or paper-based products onto the sculpture has not proven as effective as painting or mosaics. Please consider this before submitting your design and be aware all sculptures will be positioned outside.
- When placed in the display location, the base of the sculpture will be filled with liquid to act as a weighted ballast for the sculpture. The cylindrical base may form part of your design, or can be left blank.
- Artist materials are not provided. The use of water-based acrylic paints is recommended although artificial resin paint or two-component paint can also be used to paint or spray a design. To complete your sculpture, it must be finished with a waterproof, non-yellowing varnish which will be provided by Wild in Art.
- Artists will not be responsible for placing their sculptures on the streets or collecting them at the end of the event. We do, however, ask artists to be available during and after the event for any touch-up work that may be required. If an artist is unavailable, another artist will carry out this work.
- If your design is chosen, you will receive an honorarium of £900 (plus VAT if applicable), on completion of the work to a high standard following the submitted design.

How to submit your design

- Please use the templates on the following pages to create your design(s), either digitally or print and hand draw; we need both the front and back variations.
- Complete the online submission form and accept the standard terms and conditions at **thisisgratitude.co.uk/artist-submissions**
- On completion, you will be prompted to send your designs by email to **gratitude@wildinart.co.uk**
- Please make sure your designs are clearly labelled, both in the email and the files names with your full name and the title of your design.
- All design submissions must reach us by **midnight on Sunday 31 January 2021.**
- Designs must be high resolution PDF or JPG files. Each attachment must not exceed a file size of 2MB.
- You can also submit your design(s) by post to
Gratitude Art Submission,
Wild in Art, 22 Market Street,
Whaley Bridge, High Peak,
SK23 7LP.
- Unfortunately we are unable to return any materials submitted.



Name

Design name

FRONT

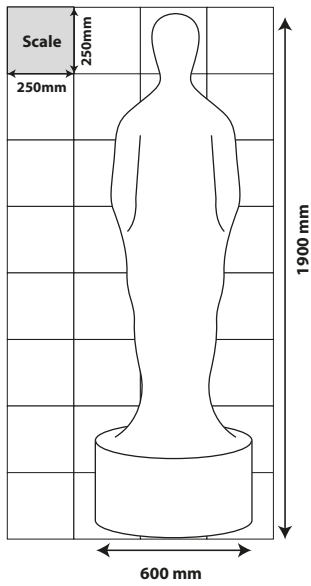
Created by:



In aid of:

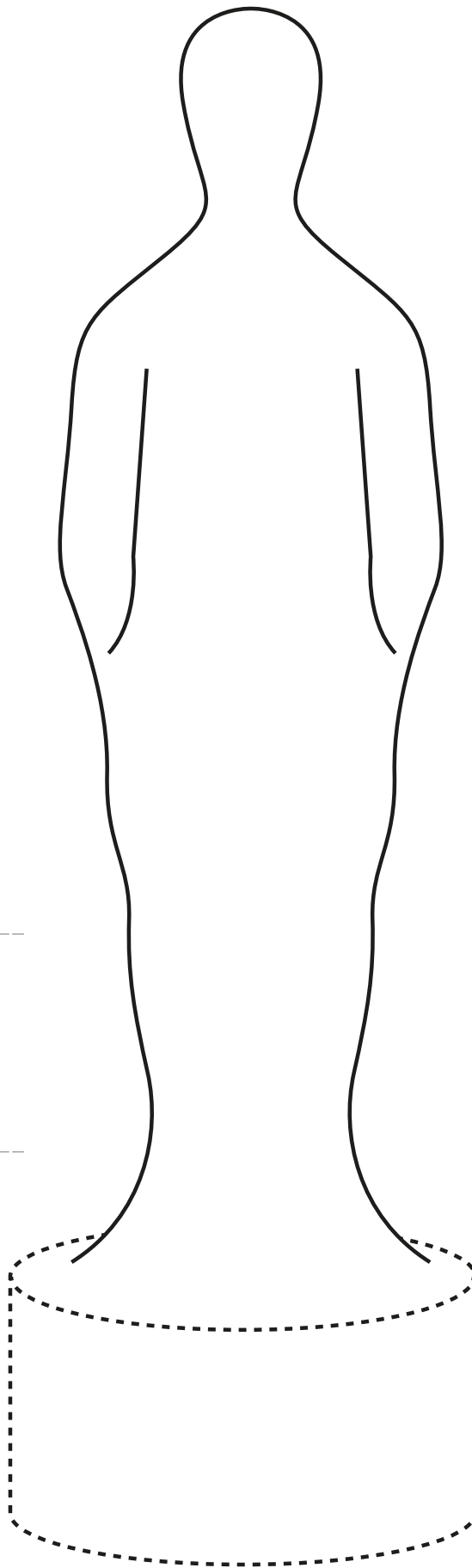
NHS CHARITIES
TOGETHER





Name

Design name



BACK

Created by:



In aid of:

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Terms and conditions

1. The project is open to all artists, amateur or professional.
2. You may submit up to two applications.
3. All terms and conditions in this document form a part of the agreement between you and Wild in Art in connection with Gratitude. By submitting your work you are agreeing to be bound by all terms and conditions.
4. You must be the sole author and owner of all intellectual property rights of the work submitted, or if the work is/are not your own in full, you must have sole permission in writing from the copyright owner/s to use his/her work. Source material or proof of permission in use of another person's work must be made available on request. Wild in Art does not accept 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 three-dimensional sculpture.
6. Any additions or modifications to the sculpture must be sufficiently strong to maintain structural integrity of the sculpture, and must not cause injury.
7. Artist submissions must be received by Wild in Art by the closing date of 31 January 2021. All entries must be accompanied by a completed artist Submission Form. No allowances will be made for work that arrives later than the deadline.
8. All data provided by you may be used by Wild in Art for marketing, communications and evaluation purposes unless you opt out in writing. We don't and never will sell or pass on any of your details to another organisation for them to use for their own purposes. We may, however, use third party organisations to help deliver services on our behalf, for example distributing our email newsletters or feedback questionnaires, or managing participant lists for our events. At all times we will ensure that we look after your details responsibly – and that any organisations using your information on our behalf do the same. For more information please see Wild in Art's Privacy Policy at wildinart.co.uk/privacy-policy
9. Copyright and all other IP Rights in the design elements belongs to and remains with the Artist, but the Artist acknowledges they do not have permission to reproduce this design, on or in connection with the sculpture template or Gratitude collateral, either in 2D or 3D form for their personal gain. However, subject to Wild in Art paying all amounts due to the Artist under any final commissioning contract, the Artist grants to Wild in Art and project partners an irrevocable royalty free licence to use the completed artwork for purposes in connection with the Event, Gratitude.
10. You consent to the use of your work, name and photograph in any promotional material carried out by Wild in Art and all event Sponsors without any further compensation.
11. Your Work will be reviewed by Wild in Art prior to being shown to the Event Sponsors.
12. Work will be commissioned following confirmation by the Event Sponsors. The decision on all matters relating to the Work selected to be used is final. No further correspondence will be entered into.
13. Upon commissioning, Wild in Art will enter into a separate contract with you to include an agreed schedule and the terms and conditions of engagement.
14. Wild in Art will provide the sculpture at no charge to you. Cost of materials is your responsibility with the exception of varnish, which will be provided. If you are not able to paint the sculpture in the painting space, you will be responsible for the cost of transporting the sculpture to your studio. (unless otherwise specified in writing).
15. You will provide a list of artist materials specifically paint, brand and colours used in the application on your sculpture.
16. Wild in Art 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 be expected for public display and/or is substantially different from the design you submitted.
17. The sculpture remains at all times the property of Wild in Art and must be returned in good order.
18. If the sculpture is returned unfinished by you or deemed to be irreparable due to damage while in your possession, you shall be charged the full replacement cost of the sculpture.
19. Wild in Art will award commissioned artists with an honorarium of £900 (plus VAT if applicable). Payment will be split into two parts - £300 (plus VAT if applicable) on confirmation of the commission followed by a further £600 (plus VAT if applicable) for completion of the sculpture. The first payment can be invoiced once the commission is confirmed by Wild in Art and the second will be paid on completion of the finished artwork, subject to sign off, and all relevant paperwork. Payment will be paid within 28 working days of receipt of invoice.
20. Wild in Art may from time to time produce facsimiles of the completed sculptures in both 2D and 3D form, excluding figurines. For the avoidance of doubt, any agreement reached in connection with any facsimile of your design should include any consideration to be paid to you by Wild in Art and require transfer of rights to Wild in Art.
21. Due to licencing, no characters, real or celebrity can be featured on designs, without approval
22. Artists may be invited to renovate their sculptures subject to, if necessary, an agreed additional fee, or Wild in Art will employ a suitably qualified artist to maintain and if necessary make repairs during and after the trail.
23. By signing this and submitting your work to be used in the Event and for eligibility for payment of the honorarium you warrant that you have all required rights and consents to submit the work and to allow Wild in Art to use the work in connection with Gratitude. You also agree to grant an irrevocable royalty-free licence to Wild in Art and to use the completed work for the purposes described elsewhere connected with the Event.



About NHS Charities Together

NHS Charities Together is the umbrella organisation for the UK's circa over 230 NHS charities in the UK and is the official national charity partner of the NHS. It supports and champions its members by providing: a collective voice; a forum for nationwide fundraising and advocacy campaigns; specialist advice and guidance; bespoke conferences and training opportunities, as well as access to online resources and support.

**NHS CHARITIES
TOGETHER**

The NHS Charities Together COVID-19 Appeal was launched in March 2020 to support NHS staff, volunteers and patients across the UK. The money raised is funding grants to help NHS charities support NHS staff, volunteers and patients by meeting immediate and urgent needs, whilst also resourcing vital partnerships in the community and supporting the long-term physical and mental health recovery from Covid-19.

nhscharitiestogether.co.uk

thisisgratitude.co.uk

About Wild in Art



Wild in Art is a leading producer of spectacular, mass-appeal public art events that connect businesses, artists and communities through the power of creativity and innovation.

Since 2008 Wild in Art has animated cities across the world including Sydney, Auckland, Cape Town and São Paulo and has created trails for the London 2012 Olympics, the 2014 Commonwealth Games in Glasgow, Historic Royal Palaces and Penguin Random House.

Wild in Art Events have:

- Enabled over £15m to be raised for charitable causes
- Injected £2.4m into local creative communities
- Engaged over 850,000 young people in Learning Programmes
- Helped millions of people of all ages to experience art in non-traditional settings

wildinart.co.uk | [@wildinart](https://twitter.com/wildinart)

