



## **CALLING ALL ARTISTS!**

### **We need your help to commemorate the 150<sup>th</sup> Anniversary of the Gaslamp Quarter!**

The Gaslamp Quarter Association and the Downtown Clean & Safe Program are proud to announce a new public art campaign, "Rabbitville", that will educate visitors on our rich history. "Rabbitville" will feature 15 fiberglass rabbit statues painted and decorated by local artists prominently displayed in the Gaslamp Quarter.

### **WHY THE RABBIT?**

Prior to the settling of New Town by Alonzo Horton in 1867, the area now known as Downtown San Diego, was jokingly nicknamed "Rabbitville". The lighthearted moniker referred to the failed attempts by others to build a city on San Diego Bay. Where these early pioneers had failed to build a city for people, they were successful in making a great habitat for the local rabbit population.

Horton was unlike the pioneers before him. He possessed a near-spiritual adoration for San Diego and believed the area was destined to become a world-class city. He envisioned streets filled with tough, by-the-bootstrap merchants and a harbor filled with goods from the East. In 1867, he purchased 960 acres and set about subdividing the land into the blocks and plots we know today.

The rabbit is a symbol paying homage to the old nickname as well as being a common symbol for renewal and hope. These 15, one for each decade, sculptures will be markers of how we have grown to become a world-renowned entertainment destination. It is also a way for tourists and locals to learn more about our historically rich 16 ½ block district.

**We are soliciting local artists to join us in this program. If you have a passion for San Diego history, Victorian architecture and design, and/or cultural enrichment, we encourage you to submit a proposal today!**

Artist entries must be received by February 10, 2017

Reference Guide - [www.gaslamp.org/150/rabbitville/reference](http://www.gaslamp.org/150/rabbitville/reference)

Or email - [info@gaslamp.org](mailto:info@gaslamp.org) for a digital copy



## **BENEFITS**

Our seven (7) month public art exhibit in the Gaslamp Quarter, will be enjoyed by locals and visitors alike and gives you...

- A showcase for your talent;
- Optimum exposure through increased pedestrian traffic within the Historic Gaslamp Quarter;
- Media attention;
- A means to give back to the community. But don't just take our word for it. Communities as diverse as tiny Brandon, Vermont, to cosmopolitan Zurich, Switzerland, have staged similar hugely successful exhibits.

## **RABBITS ARE YOUR CANVAS - DESIGN DETAILS**

A fiberglass rabbit form, wearing nothing but a rough factory priming, awaits your creative vision. The form is approximately 40" to top of ears H , 36"H top of head x 30" nose-tall x 20" W . You transform this unadorned figure into a work of vibrant art. The rabbit's distinctive shape and unique charm offer you endless creative possibilities. The decorated rabbits will be on a pedestal, and securely placed around the Gaslamp Quarter each weighing between 50 and 60 pounds.

## **TO PARTICIPATE**

Print out and complete the application form, which must include your design, and vision of how you plan to commemorate our 150<sup>th</sup> Anniversary.

Please use our drawing templates or create your own template from the photos provided. Be sure to include your name on each piece submitted. Entries must be received by **February 10, 2017**.

- Be sure to show us all sides of your design.
- Provide a copy of your resume / artist bio.
- Include samples or photocopies of your artwork (include a self-addressed, stamped envelope to ensure their return). Again, include your name on each piece submitted.
- Send the completed application form, your rabbit design, resume and work samples in hard copy form to: "Rabbitville 150" Gaslamp Quarter Association 614 Fifth Ave. Suite E San Diego, CA. 92101.

**You may submit more than one design; however, judges will select only one design per artist.**

**SUBMIT YOUR PROPOSAL TODAY!**

## RULES OF "RABBITVILLE"

- Each sculpture should contain your creativity as well as the integrity of this historic district. We would ask that your design reflect the character of our district. [Click here for a reference guide](#) that shows our districts architectural/ color guidelines used by our member businesses, architects, and residents.
  - Artists may alter the basic rabbit form, but cannot compromise its structural integrity.
- Artists in their design must commemorate the Gaslamp Quarter's 150<sup>th</sup> Anniversary and choose to paint, sculpt, or adorn the rabbits. Objects attached to the rabbits must be affixed so that they cannot be easily removed. Attached objects must be weather-resistant.
- Artists have the option of adding appendages to the fiberglass form. Proposed additions must be made clear at the time of original submission of drawings to the review committee.
- Rabbits will be placed in outdoor areas for seven (7) months, fully accessible to the public, beginning in May. Artists should consider the weather and other elements, including sun, rain, wind, dirt, and people. Artists must develop designs that can withstand the weather and the public, who will be touching, the rabbits.
- Artists should consider that their designs might be purchased for long-term installation in an outdoor location.
  - Once an approved design has been selected for production, the artist will be notified immediately and arrangements will be made to pick up the blank Rabbit Sculpture.
  - Production of the Rabbit- Artists will decorate their Rabbit(s) in their studio or home. The selected artist will be responsible for transporting their Rabbit to and from his or her studio. Artists will be responsible for the cost of all materials used in the production of their Rabbit sculpture unless special arrangements are made with the sponsor.
  - The surface of each Rabbit is primed by the manufacturer. Acrylic paint, artificial resin paint or two-component paint can be used to paint or spray a design on the Rabbit. Items may also be attached to the Rabbit. (mosaic, decoupage, wrapping etc.)
  - Further guidelines will be provided to artists upon selection. Final designs must be that of the original proposal, unless specified by the sponsor or selection committee before work begins on the sculpture.
- Upon completion of the artwork, The Public Arts Subcommittee of the Gaslamp Quarter Association, will apply a protective clear exterior grade sealer that is non-reactive, UV- resistant and waterproof on the rabbits prior to their public placement.
- Designs must be appropriate for public display. Designs that are religious, political, or sexual in nature will not be accepted.
  - Corporate logos and advertising are not permitted. The Public Arts Subcommittee will review and evaluate all designs and has sole discretion to accept or reject any design.
  - Artists will not be responsible for the installation or removal of the Rabbit. Artists must be available for any possible touch up work that may be required once the exhibit is underway. If the artist is not available for necessary touch ups, The Public Arts Subcommittee may ask another artist to perform the work.
  - All rabbits will require touch-ups and cleaning prior to their permanent homes with their Sponsor. Artists are expected to be available to make these touch ups upon return to the sponsor.

- Selected Artists will be paid an honorarium of \$500 upon completion.
- Rights/ Entitlements

**By submitting your application, you confirm that:**

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

**Artist entries must be received by February 10, 2017**