



## **CBH Homes Hearts Across the Valley- Guidelines**

CBH Hearts Across the Valley is a public art experience that celebrates and unites our community by placing beautifully designed hearts by local artists throughout the Treasure Valley and beyond. In our first year, we're excited to showcase approximately 30 beautifully decorated hearts displayed at prominent partner locations across multiple cities. ***So glad you're here!***

### **Important Dates**

10/21/2024 - 2/28/2025: Accepting Sponsorships and Artists' submissions  
12/30/2024 - Start Artist notifications if they have or have not been chosen to decorate a heart  
1/2/2025 - 3/30/2025: Artists working on Hearts  
3/31/2025: Final finished hearts delivered to CBH Homes by Artists  
4/15/2025- 5/30/2025: Start installing Hearts and unveiling events

\*These are general timelines. If selected to be a part of the project, all final dates will be confirmed directly with Sponsors and Artists.

### **Artist Expectations & Compensation**

Once an Artist is selected to participate in HATV and assigned a heart, they will be notified by phone or email and required to sign and return the Artist Agreement detailing the design, fabrication, installation, maintenance and removal of the artwork.

Artists are expected to execute the committee-approved design.

Based on the Artist Agreement, CBH Homes will obtain the intellectual property rights associated with the artwork, enabling CBH, its affiliates and the Sponsor the right to promote, advertise and create derivative works from the artwork (such as t-shirts, stickers and other promotional items). The Artist will retain sufficient rights to promote the artwork as part of the Artist's portfolio.

If an Artist's heart design is not approved for evaluation and consideration, or it is not selected for exhibition of CBH Homes' Hearts Across the Treasure Valley event, CBH Homes shall assign the entire right, title, and interest in Artists' design back to the Artist.

Artists will be given two months to execute their design and return the sculpture to CBH Homes. Artists are expected to pick up their blank fiberglass heart sculpture and work on it in their own space or studio. Upon initial pickup, the Artist will receive the first \$1,000 of a \$2,000 honorarium. Once the finished heart is returned and meets the agreed upon design, the Artist will receive the \$1,000 balance. If the Artist cannot finish the heart within the agreed upon time, they will forfeit the remaining \$1000 balance, the heart must be returned within 3 business days, and the original \$1,000 payment may be subject to forfeiture too.

Selected Artists will be paid as independent contractors and will need to supply a W-9. Artists will receive a 1099 for their payment.

### **Selection Process**

Here are some ways an Artist may be selected:

- Artists may be appointed by a Sponsoring Business with the approval of CBH Homes. If appointed by a Sponsoring Business, a design application must still be submitted and approved.
- Artists may be selected through a 'Call to Artist' via a design application where their design will be reviewed by a panel of judges.

All Designs will be evaluated based on the following criteria:

1. **Artistic Excellence and Creativity:** How well does the proposal demonstrate artistic skill and innovative thinking?
2. **Suitability for Public Display:** Is the proposed work appropriate and engaging for a public or community setting?
3. **Adherence to Timeline:** Will the heart be picked up, completed, and returned according to the provided schedule?
4. **Understanding of the Theme:** In some cases, there will be specific themes requested. Has the artist shown genuine interest in, and comprehension of the "spirit of the theme" and desired design?
5. **Alignment with Artist Expectations:** Does the proposal meet the goals and conditions outlined for the project?
6. **Signed Artist Copyright Agreement:** Has the artist agreed to, signed, and returned the Artist Copyright Agreement?

7. **Copyright Assignment for Contributions:** If other individuals contribute to the design, have they provided written agreements to assign their copyright to the project?

### **Artistic Designs and Submission Guidelines**

Before submitting designs for HATV, Artists should keep the following guidelines in mind.

- **Creativity:** Artists can freely paint, sculpt, and adorn the heart, provided structural integrity is maintained and attachment mechanisms are not obstructed.
- **Theme:** Bespoke themes will be requested as well as general submissions. Unique interpretations are encouraged and welcomed.
- **Public Suitability:** Designs must be appropriate for all ages. Content that is religious, political, or sexual is not allowed.
- **Design Coverage:** All sides and the base of the heart must be included in the design. A 9"x3" acrylic, raised sign will be placed at the bottom of the "So Glad You're Here" side of the heart (see spec images for reference). The base will include a plaque with Title, Sponsor Name, and Artist Name. Ensure designs do not obstruct these areas.
- **"SO GLAD YOU'RE HERE":** This recessed text will be on one side only. It may be included in the design or left as is. Partial covering of the message may be allowed provided the message is still clear.
- **Power:** No power access will be available during public display, unless included in the design submission and can be accommodated and approved by the Sponsor and location.
- **Corporate Logos or Advertising:** No advertising or corporate logos except those of the Sponsoring Business and CBH Homes are allowed.
- **Changes:** Any post-approval design changes must be resubmitted and approved.

### **Alterations and Durability**

- **Structural Integrity:** The heart can be altered by the Artist but must remain structurally intact.
- **Weatherproofing:** Design for outdoor conditions, considering sun, rain, wind, and dirt. Indoor placement is possible but not guaranteed.
- **Durability:** Design with public interaction in mind. Attachments should be secure against vandalism and easily replaceable.
- **Base Affixation:** Hearts will be mounted on fiberglass bases with sandbags weighing approximately 375 pounds.

### **Construction Recommendations**

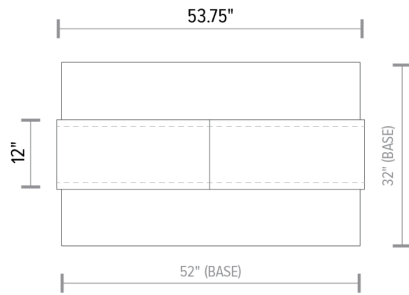
- **Mediums:** Acrylic paints are preferred; oil paints are discouraged due to drying time. Papier-mâché is not allowed. Any other medium must be pre-approved by CBH Homes.
- **Cutting:** Artist must obtain pre-approval from CBH Homes for any holes or punctures. Use a reciprocating saw and seal all holes with epoxy.

### Finishing and Final Coats

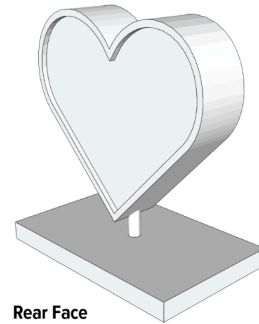
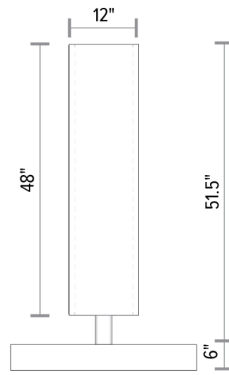
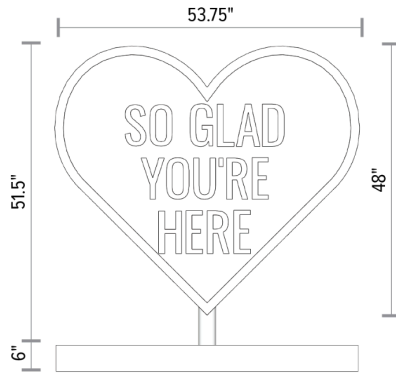
- **Seams and Repairs:** Fill seams with resin and silica or automotive filler. Sand, prime, and use spot putty for small imperfections. Seal all openings.
- **Varnishing:** Do not apply a clear finishing coat; CBH Homes will handle this after the heart is returned.

### Heart Form Specifications

Material	Description
Fiberglass	1½ ounce chopped strand mat (CSM), e-glass
Mold Release	Mold release wax, PVA
Internal Rebars	Steel structure
Gelcoat	White base polyester gelcoat
Resin	DCPD polyester laminating resin
Seaming Materials	Plexus structural adhesive
Filler	Fume silica
Primer	Completed by fabricator, 100% Acrylic White
Topcoat	No
Additional Notes	Heart Sculptures will arrive primed and on a base. Steel is placed at specific stress points such as through the middle of the heart/base.

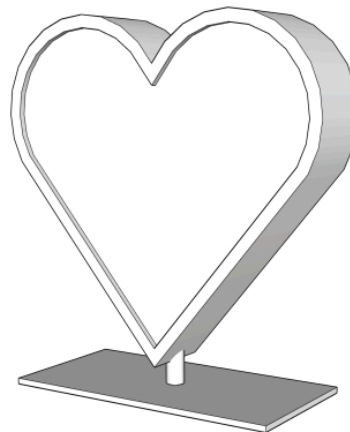
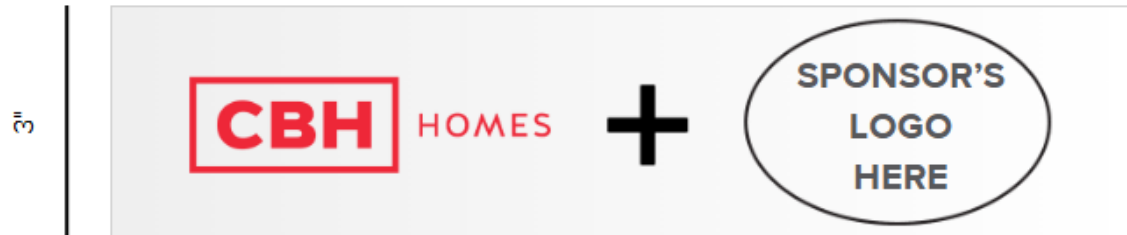


Front Face



Rear Face

11.5"



## **Repair of Hearts**

- Responsibility: Artists are not responsible for the installation, removal, or touch-ups of the hearts. CBH Homes will manage these processes.
- Touch-Ups: CBH Homes plans to hire a few artists to handle touch-ups during the public art experience.
- Material Information: Artists must provide detailed information about the materials used in their design and offer advice on how to repair the hearts if needed.
- Self-Touch-Ups: If an artist wishes to handle their own touch-ups, CBH Homes will evaluate this based on the artist's schedule and availability.