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# *Surfin' Hermosa* **2004**

**SPONSERED BY GALLERY C**

**TO BENEFIT THE HERMOSA BEACH EDUCATION FOUNDATION  
& THE HERMOSA ARTS FOUNDATION**

This summer Hermosa Beach will be decorated by

*hanging twenty*

ORIGINALLY PAINTED SURFBOARDS  
ON PUBLIC DISPLAY

We are seeking ARTISTS to donate their talents and use high concept art to create ORIGINAL DESIGNS. We will supply unfinished surfboards. The surfboards will be on PUBLIC DISPLAY for TWO MONTHS during the summer.

All monies raised will be donated to the non profit organizations of Hermosa Beach Education Foundation for Hermosa Beach Public Schools and Hermosa Arts Foundation for the Hermosa Beach Community Center and programs.

Artists may collaborate on a single board design and application.

Artist may submit more than one design, but each design should be accompanied by a separate and COMPLETE application.

## Call for Artists

Area artists are invited to design, embellish, and re-create the plain white fiberglass surfboards into public works of art. There will be a minimum of **20 surfboards**, and a minimum of 20 different designs selected. Applicants must be 18 years of age or older. Your participation in this project affords the opportunity to have a significant and positive impact on our community by:

- ◆ Placing public art on our city streets
- ◆ Creating excitement, fun, and positive publicity
- ◆ Boosting community spirit
- ◆ Supporting the Hermosa Arts Foundation & the Hermosa Beach Education Foundation

## Designs Submission

Designs must be submitted using the official **Surfin' Hermosa 2004** "Call for Artists" application. This application is available through the Hermosa Arts Foundation at [www.hermosaarts.org](http://www.hermosaarts.org) **OR** on-line through the Hermosa Beach Education Foundation. You are invited to download the application at [www.hbef.com](http://www.hbef.com). You may submit more than one design, but must complete a separate application for each design. All applications must be post marked by **Friday, April 23, 2004**. Earlier applications are encouraged.

**Designs must be suitable for family viewing and should not have sexual or religious content. Designs and titles should be non-commercial in nature and may not contain corporate logos or slogans.**

Completed applications should be sent to Jennifer Alvarado, President Emeritus, Hermosa Beach Education Foundation, 1645 Valley Drive, Hermosa Beach, CA 90254.

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## Selection Process

***Artist Selection is a two-step process.***

1. A panel made up of **Surfin' Hermosa** committee members will select final designs. The following standards will be used for judging: The ideal work reflects excellence, is well conceived, and well executed. All work must be original.
2. The final designs will then be reviewed by the sponsors of the event.

While the surfboard is in the artist's possession, the surfboard remains the property of the Hermosa Arts Foundation & the Hermosa Beach Education Foundation. The artist is liable for damage or theft. The artist will be asked to sign an acknowledgement of liability. The surfboard, design concept, and final product remain the property/intellectual property of the Hermosa Arts Foundation and Hermosa Beach Education Foundation

## **Notification/ Final Delivery**

Artists selected will be contacted in early **May 2004**. After notification, artists will be expected to pick up their plain white surfboards from Hermosa Valley School.

It is the artist's responsibility to return the completed surfboard to Hermosa Valley School no later than **June 20, 2004**. Completed surfboards should adhere closely to the original, approved concept. Completed designs that vary significantly from the original concept must be re-submitted for approval by the panel.

## **Information on the Fiberglass Surfboard**

All surfboards are the same size and shape. Surfboards will be 7 feet long.

Both organizations are (501 c 3) non-profit organizations.

## **Timeline**

March-April	Call for Artists
April 23, 2004	Deadline for Submission of Designs
Early May	Notification of Selected Designs
Early May	All Surfboards must be picked up
June 20, 2004	Finished Surfboards Delivered to Hermosa Valley School
Late June	Private Preview for Distinguished Guests
July-August	Surfboards on display in city
September	Surfboards assembled for live/silent auction

## **Artist Application Instructions**

The artist packet includes two separate line drawings of the surfboard on 8.5 x 11" white paper representing two views: front, back. The line drawings may be photocopied for use as rough drafts. However, final submissions must be submitted on 8.5 x 11" unfolded white paper with the artist's concept shown in full color. Please include your name, surfboard title, and medium on back. These submissions will be displayed for viewing by the sponsors.

Applications must include the completed application; artist's biography/philosophy; two photos of previous work; an artist's statement pertaining to the proposed design including title and medium; two full color views of your design.

It is permissible for an artist to submit more than one design, but each design should be accompanied by a separate and COMPLETE application.

If you wish to have your photos returned please include a stamped, self-addressed envelope.

Artists are encouraged to be as creative as possible in their title and visual design. Some suggested themes include: education, nature, geographical, parks, landmarks, architecture, literary, musical, communication, children, historical, occupational, health, technology, automotive or food.

## Artist Application

Artist Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Home Phone: \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

Surfboard Title \_\_\_\_\_

Medium \_\_\_\_\_

List of materials to be used in your proposed  
design \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Application Checklist

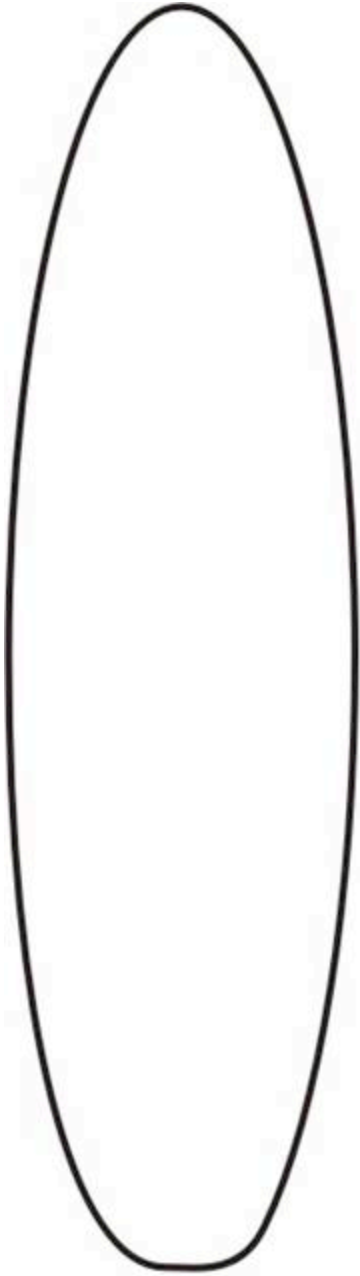
Completed Application

Artist Biography/Philosophy

Two pictures of previous work

Artist statement of your surfboard design, including title and suggested medium

Application must be posted marked by **April 23, 2004** and mailed to:  
Jennifer Alvarado, President Emeritus, Hermosa Beach Education Foundation, 1645  
Valley Drive, Hermosa Beach, CA 90254.



FRONT



BACK

Front and back view of your surfboard design utilizing the line drawings provided and submitted in full color on 8.5 x 11" white paper with labels identifying artist name, title, and medium on back.