

Design Guidelines & General Information Pack

for Artists, Craft Makers & Designers



You can send your design submission by:
Clicking on the Hyperlink, Page 8
Email to: dave@moorotters.co.uk
Via Post or Courier to the address listed below

CONSERVING LANDSCAPES, CHANGING LIVES

October 2016

Dear Artist,

Dartmoor National Park is a protected landscape that people visit to enjoy, but it is fragile and needs to be cared for.

Dartmoor is an important reserve for some very rare plants and animals and is home to over 50% of Britain's population of several globally threatened species. These include: Greater Horseshoe Bat, Blue Ground Beetle, Bog Hoverfly and Flax-leaved St John's-wort. There are nationally important populations of Dormouse, Cirl Bunting, High Brown Fritillary, Pearl-bordered Fritillary, Marsh Fritillary, Freshwater Shrimp and Deptford Pink within the National Park. Dartmoor also provides an important stronghold for otters, a globally threatened and protected species.

To celebrate the incredible diversity of habitats and wildlife, raise vital funds to help conserve our landscapes and create incredible experiences for all of our visitors, we are inviting artists to join us in creating a unique public arts initiative.

Moor Otters is a series of 100 three foot tall resin sculptures which are primed and ready to paint/ decorate. They will then be displayed in public accessible areas in and around the park and gateway towns, after which they will be auctioned off to raise valuable funds, enabling the park to continue conserving the landscape for current and future generations to enjoy.

We are now inviting you to come on board and submit a design for this unique public arts initiative. 100 Moor Otters sculptures will be distributed to successful artists in the coming months and once painted, will be displayed and publicised around our National Park in 2017. We look forward to receiving your submission.



Bill Hitchins
Chairman, Dartmoor National Park Authority



Postal Address:
Dartmoor National Park
Dave Southern,
Moor Otters – Project Manager,
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Newton Abbott, Devon,
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Welcome to Moor Otters

Public Arts Initiative

Dartmoor National Park is inviting artists, makers and designers to submit a design for our upcoming Public Arts Initiative, Moor Otters.

The deadline for completed design submissions to be received is Friday 11th November at 17h00.

Moor Otters will be a public arts event, the first of its kind held in and around a National Park. 100 decorated otter sculptures will be displayed on a trail during the summer of 2017 in visitor centres, hotels, pubs and restaurants, visitor attractions, art galleries and other public spaces - a unique project combining art with a protected landscape.

Moor Otters

Conserving landscapes, changing lives.

Just how interesting and unique this project becomes is entirely up to you, the artist. We hope that our 100 three foot otters on four foot plinths will stand tall in various locations around Dartmoor National Park and gateway towns.

Moor Otters will be a public arts event which will attract and engage new audiences, such as families and young people, supporting the local economy and the vibrant arts community in and around Dartmoor. We know that the general public will get enthusiastically involved.

The funds generated will be used to help change people's lives through their experience of Dartmoor National Park in three different ways:

- **Improving access** – Repairing and preventing erosion on public rights of way, making some routes more accessible, replacing stiles with gates, creating wheelchair/tramper friendly routes.
- **Changing young people's lives** – Funding our Junior Ranger programme, supporting education access, working with young people on conservation programmes.
- **Helping hands, healthy hearts and minds** – Getting people involved in practical conservation work through volunteering, conserving the landscape while improving physical and mental health and wellbeing.



For more information
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Why an Otter?

With such a diversity of habitats on Dartmoor, the area supports an amazing array of wildlife.

As well as being called home for a number of extraordinary scarce plants and mammals, Dartmoor National Park is also helping numerous varieties of wildlife to prosper and thrive. This level of conservation requires an ongoing concerted effort over many years, working with many people who manage and farm the land.



Dartmoor provides an important stronghold for otters, a globally threatened and protected species. The otter has made a comeback on Dartmoor over the past 15 years and the area now supports nationally important populations of this well known and loved mammal. Otters use Dartmoor's rivers but also venture onto other habitats including Dartmoor's blanket bogs where they search for a meal. These are very special places containing amazing plants and a range of other wildlife. Although they are mostly nocturnal, secretive and rarely seen, otters love to play and even if you don't see one, it's nice to know they are here, thriving in this wonderful National Park.

As the otter is a protected species, Dartmoor is a protected landscape, a place that people come to enjoy. But it is fragile and needs to be cared for. It holds lots of secrets for people to unveil and Moor Otters will help us conserve this fantastic landscape and help people enjoy it, experiences that will change some people's lives forever.



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Design Guidelines, Terms and Conditions

General Information for Artists, Craft Makers & Designers

The process is quite simple. You submit a proposed design which will be reviewed by our expert 'Selection Panel' for evaluation. If selected, you will receive a 3 foot tall fibreglass Otter, primed and ready to paint. Then it's over to you. There is no cost to the artist for receiving the Otter.

You can push the boundaries as hard as you like, provided you bear in mind that your audience will be the general public. Vulgarities will be filtered out early and will not make it past the evaluators.

Throughout the project, from now until its close in September 2017, there will be opportunities to benefit from media coverage, social media exposure and a general raising of the profile of participating artists.

Once you have transformed your Otter, it will be collected and brought back into storage in February 2017 and will be photographed for publicity purposes.

The Moor Otters Project will have a high profile launch at The Contemporary Craft Festival in Bovey Tracey in June 2017, prior to the Otters being exhibited across Dartmoor National Park and Gateway Towns for at least 12 weeks during the summer. Then, it will be on to an online auction and a 'Live Auction', which will be the principal fundraising mechanisms for the Dartmoor National Park.

Considering your concept

- Use the Design Submission on page 11 to sketch out and illustrate your design idea.
- Then use the Design Overview on page 12 to explain the inspiration and motivation behind your design.

Please do consider supplying examples of your past work and any sketches, diagrams, colour palettes, photographs or bursts of lyricism in words that will help communicate your design idea to us. If you incorporate logos or any other corporate branding, do please ensure that you have explicit permission to do so, because we'd really prefer that neither of us wound up on an expensive day out in court.

You are welcome to submit more than one concept if you like, but each artist will be limited to one Moor Otter in the final selection. And there is really only one question to ponder:

'What would you like your Moor Otter to say to the world?'



Some practical stuff

The Sculpture

We will provide, free of charge, each selected artist with a smooth hand cast Moor Otter sculpture made up of several layers of strong 300gms fibre matting. All Otters will be supplied to the selected artists with a ready-to-paint-onto primer.

Preparing the Surface

We suggest that you consider and start by applying additional primer to ensure better adhesion of paint to the surface. Depending on the nature of your design, this will also increase paint durability and provide additional protection.

Applying Your Design

Naturally, we encourage you to be as wild as you like with the material. We confirm that the Otters will be strong, durable and produced to an extremely high standard. If you intend to modify their structure, please talk to us first.

The Plinth

A four foot tall coated MDF structure, which is provided (for indoor use or weatherproof exterior version for outdoor use), will proudly display your Moor Otter. Your Moor Otter will be secured to the plinth via two hidden internal bolts. Ballast to weigh the plinth and sculpture down can be added on site as required. A plaque with your name, your Otter title and any relevant sponsor information will also be affixed to the plinth.

Materials Allowance and Sales Commission

Whilst there are no costs associated with receiving a Moor Otter, all selected artists will qualify for a materials allowance of up to £100 on request. Please keep your receipts associated with this project. This will be payable at the point of receiving the artists' optional 10% sales commission on the final hammer price.

Some practical stuff

Protection

Please apply an exterior grade varnish to your sculpture so that your work is best protected. Moor Otters will be positioned in outdoor venues as well as interior locations. You will need to give them a good coat of varnish for protection - we both want them to last.

Location

Individual National Park locations as well as Gateway Town locations (both interior and exterior) will be chosen by the organising committee of Moor Otters for your creation to be positioned.

Delivery and Collection

A Moor Otter will be delivered to and collected from the single nominated address that you indicate. If you wish to then work in a different studio or location, the Otter is compact enough to fit into a standard car.

Restoration

Should any Otter be damaged, you are the best person for any restoration required. We hope this will not be required, but should it be, we would appreciate your help in repairing it before the 'Live Auction' which takes place in September 2017. In the case of work required to be undertaken on your Moor Otter, we will have it delivered to you in order to make the repairs. Once the repairs have been undertaken, we will then collect it from you.

Promotion

The Otter will remain the property of Dartmoor National Park throughout the process (until being adopted or sold via auction). On completion, the Otters will be photographed, catalogued and promoted on the website for auction. Dartmoor National Park has the right to photograph, film and replicate the Otters in any way it deems fit in accordance with its own wishes. You are free to organise any photography or film for your own purposes.

Artists, Craft Makers & Designers – Biographies

Accompanying your submission, please complete a 150-250 word personal biography on page 13, with as much detail as possible of exhibitions and accomplishments so that we can promote you to potential sponsors and buyers.

Sign up and benefit from:

- An interesting, challenging and worthwhile project offering exposure in national, regional and local media for you and your work.
- A unique canvas and public platform for you to work on.
- Your name, prominently displayed everywhere we can think of alongside other prominent artists, makers and designers.
- A prominent location for your work on the Moor Otter Trail.
- A high profile project with high profile collector interest.
- A chance to contribute to the invaluable work of Dartmoor National Park.
- A materials allowance of up to £100 - keep your related receipts safe.
- A 10% commission on the final price realised for your Moor Otter, because we appreciate your involvement.

Now what?

[CLICK HERE TO APPLY ONLINE \(Jotform\)](#)

- Complete and sign the Contact Details & Design Agreement on page 10
- Design Submission on page 11
- Design Overview on page 12
- Your Biography on page 13

Get them all back to us via **online Moor Otters - information and application pack**, email, in the post, with a courier or by hand – you decide.

Once the November deadline has passed, the Expert Selection Panel for Moor Otters will review all design submissions. We may contact you to discuss any matters which might arise in relation to the realisation of your design.

Now, let's have some fun and raise some money.

And welcome aboard.



The Moor Otters Sculptures

Height: 3 feet (915mm) from base to tip of ears.

Width: 1 foot (304mm) at the widest part.

Weight: circa 9kg undecorated.

1. Contact Details & Design Agreement

(to be returned)

Please complete the following 4 pages and submit by:
Clicking on the Hyperlink, page 8.
Emailing to dave@moorotters.co.uk
Or via Post or Courier to the address listed on page 2.

Artist, Maker or Designer Name/Pseudo:

Full Name:

Address:

Mobile:

Email:

Website (If applicable):

I/We agree to the terms and conditions as set out by Dartmoor National Park

Signature:

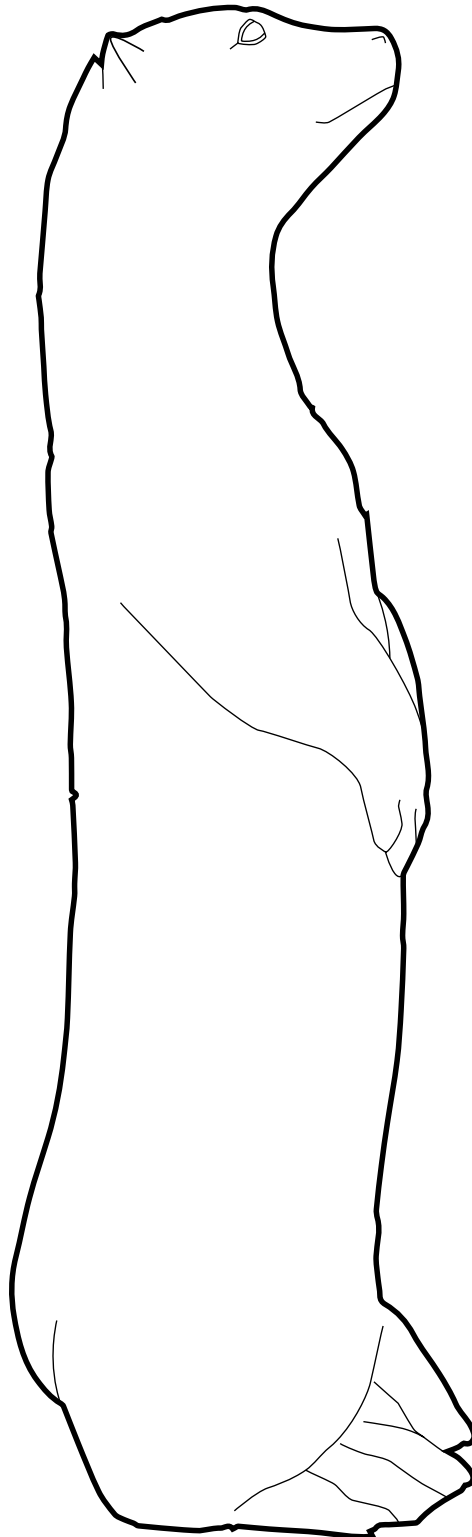
Date:

Pages 10,11,12 and 13 of this document are interactive and can be filled in and emailed with support information to dave@moorotters.co.uk

2. Design Submission

(to be returned)

Please depict a visual of your design concept



Approximate Key Dates

(These dates are listed to give approximate timelines – exact dates will be confirmed in due course)

Oct 2016	Open Call to Artists, Craft Makers and Designers to get involved and submit a design
Oct 2016	Design Guidelines & General Information packs distributed
Oct 2016	Sponsors start to preview portfolio of Moor Otter designs
Nov 2016	Moor Otters – Official launch
11 th Nov 2016	Cut off date to receive design proposals and 4 pages of information back from Artists, Craft Makers and Designers – ideally via online submission, by email or in the post. <ul style="list-style-type: none">• Contact Details & Design Agreement• Design Submission (Line drawing sketch)• Design Motivation• Biography
18 th Nov 2016	Artists', Craft Makers' and Designers' submissions considered and rated by the Expert Selection Panel
Dec 2016	Moor Otters distributed to chosen Artists, Craft Makers and Designers
Jan/Feb 2017	Artists, Craft Makers and Designers paint/decorate individual Moor Otters
Feb 2017	All completed Moor Otters brought back into storage
Mar/Apr 2017	Official photographs of Moor Otters
Jun 2017	Artists, Craft Makers and Designers: Public Launch at The Contemporary Craft Festival, Bovey Tracey
Jun 2017	Moor Otters go on display at locations around Dartmoor National Park and Gateway Towns
Jun-Sep 2017	The Moor Otters trail to be opened (online auction goes live)
Sep 2017	All 100 Moor Otters displayed in central location for Public viewing
Sep 2017	Meet and Greet Function arranged for Artists, Craft Makers and Designers (Sponsors, Adopters and Helpers to attend)
Sep 2017	Live Auction for 20-25 Golden Moor Otters (online auction bids form the reserves for Live Auction)
Sep 2017	Online Auction Closes
Sep-Oct 2017	Moor Otters delivered to their new owners

For further information on how to get involved, please contact:

Dave Southern, Moor Otters – Project Manager

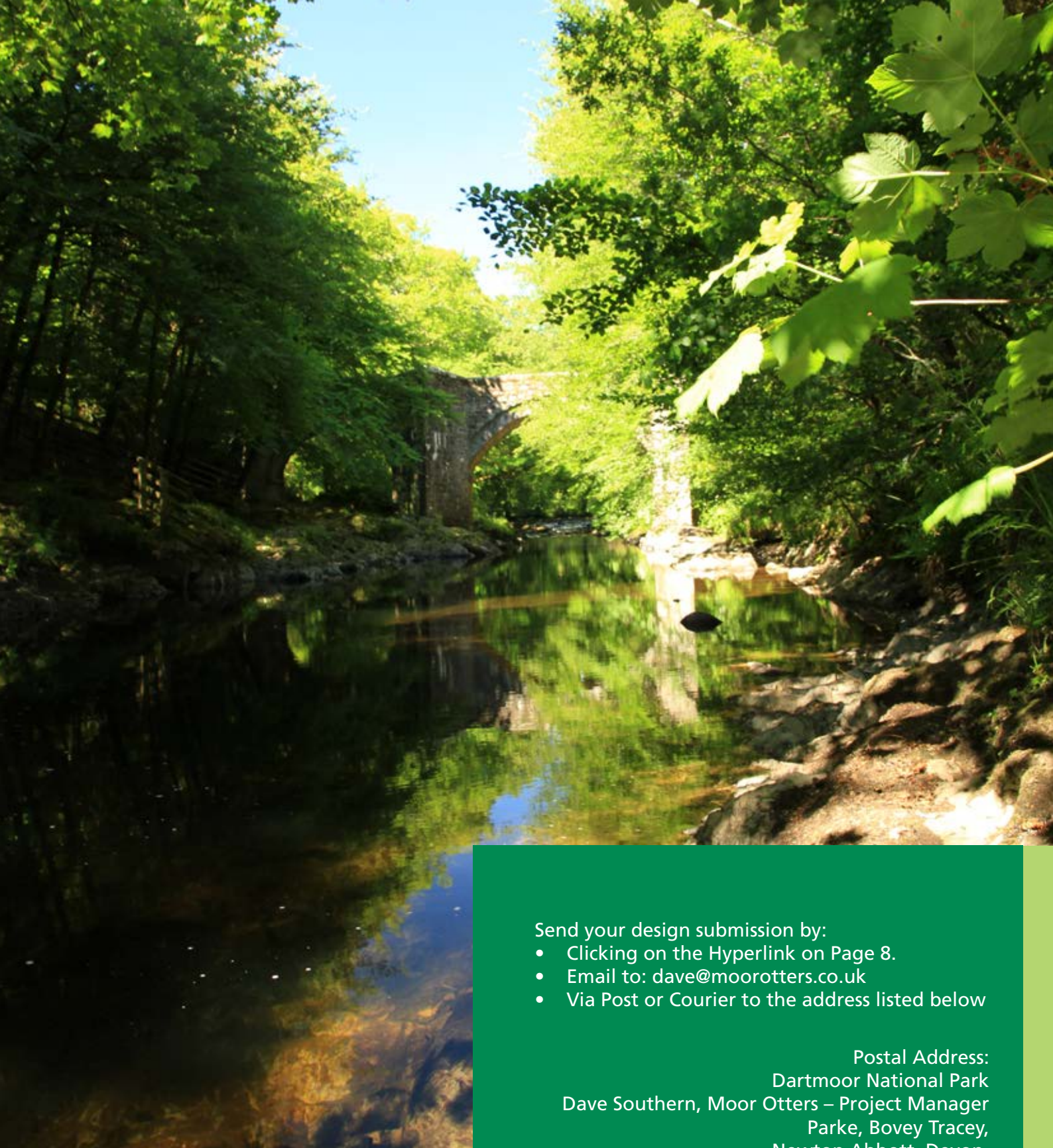
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Dartmoor National Park





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