



Buzz in the City

Artist information pack



buzzinthecity.co.uk



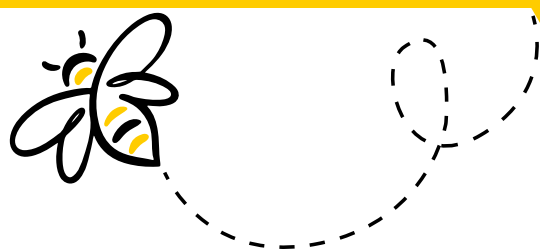
Registered Charity No. 284670



There will be a huge **Buzz in the City** when 40 giant bee sculptures land in Chelmsford for 10 weeks in the summer of 2025, and we would love you to 'bee' part of it!

The brilliant bees will be installed outside places of interest. Each one will be decorated with a unique design by a talented local artist, forming the **Buzz in the City art trail** through the city centre.

This will be the first sculpture art trail held in Chelmsford. Farleigh Hospice is looking for artists, amateur and professional, to create designs for each of these giant bee sculptures, which will capture the imagination of thousands of people as they follow our outdoor art trail through the city.



Call for artists!

Artists are invited to submit up to five designs for the bees between September 2024 and the deadline of Friday 31st January 2025. Those approved and shortlisted will be presented to sponsors and project partners at a design exhibition with 40 final designs being commissioned by the end of February 2025.

Commissioned artists can request to have space at a central location in Chelmsford to paint the bee sculpture or

When the art trail closes, an auction of the sculptures will be held to raise money for Farleigh so that we can continue to care for local people facing the end of life and bereavement. (farleighhospice.org)

Farleigh Hospice is working in partnership with the bespoke art trail creators at Making Trails on the **Buzz in the City** project. (makingtrails.co.uk)



take the sculpture to decorate at their own studio, in which case they must arrange transportation or cover the cost of transporting the sculpture.

We are happy to receive submissions from artists in all locations, but priority will be given to artists from Essex.

How will it work?



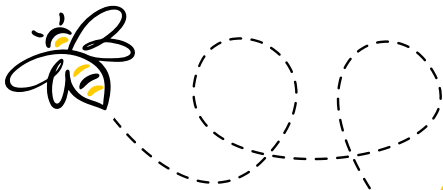
Sponsorship - Businesses and organisations are being invited to sponsor each bee, which will sit on a plinth bearing the sponsor's name, logo and details.

The live event - sculpture trail will go live in early July 2025 and for 10 weeks the bees will attract visitors and locals to the streets, open spaces and public areas of Chelmsford.

Ongoing publicity - Commissioned artists will get publicity via our social

media channels before and during the trail, as well as on our mobile app and website and through events during the trail.

Auction - After the trail, there will be an auction with the bee sculptures being sold to the highest bidders. All the money raised will go towards the care that Farleigh Hospice offers in mid Essex.



*Painted Bee sculpture not to scale

What's in it for me as an artist?



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Brand exposure - Commissioned artists will reach a sizeable audience online and in person. You will receive positive publicity on the project website and our social media channels in the run-up to the event. Artists will be credited in the printed map produced and distributed during the trail and also on the mobile app. As a commissioned artist, you will also be able to use the official Farleigh Hospice art trail logo on your own website and marketing materials.

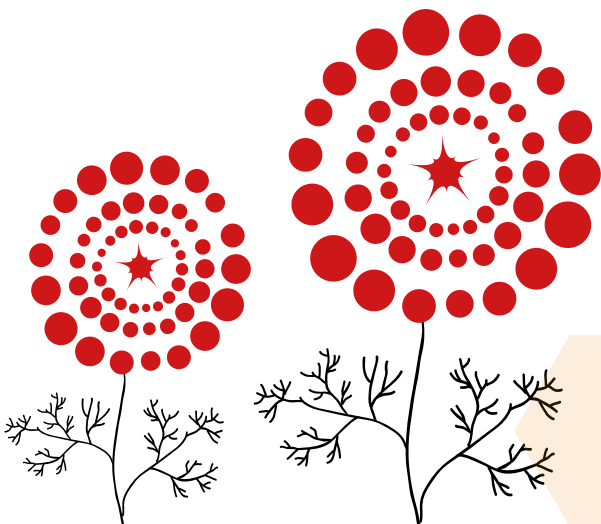
Networking - Commissioned artists will be invited to the events in the lead up to the art trail and to press and PR opportunities. You will have networking opportunities with the other artists, businesses and project partners at the official launch of the trail and the closing event and auction.

Media coverage - Art trails can attract positive publicity from local media, publications and television as well as from

influencers who produce content about the trail. We expect the same with this art trail as well as a buzz on social media. Buzz in the City has its own social media team who will be regularly posting. As a commissioned artist, you can make the most of the opportunities to highlight your involvement in this positive project on your own online channels. We will make every effort to involve artists in media opportunities as and when they arise.

Showcasing creativity - By showcasing your creativity, you will be raising the profile of the vibrant arts industry locally, while also highlighting the plight of the bee in our world.

Honorarium - Commissioned artists will receive an honorarium of £750 per design on completion and approval of the artwork on the sculpture.



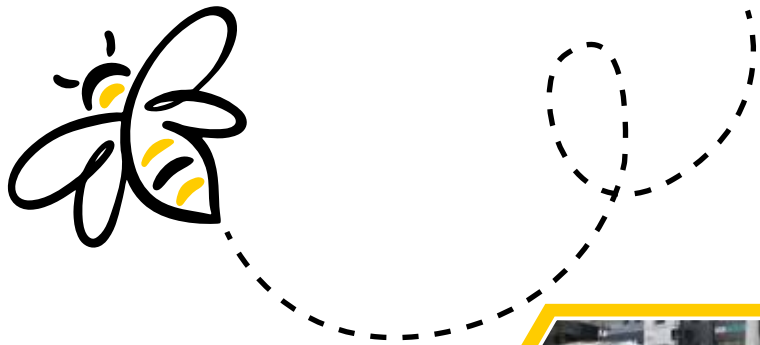
Design and materials

1. We cannot accept designs that infringe on third party Intellectual Property, e.g., Disney, The Football Association, etc.
2. You may submit up to five designs, but each one must be accompanied by a signed Artists Submission Form.
3. No corporate logos or advertising for commercial organisations can be included in the designs.
4. Designs must be appropriate for public display for an audience of all ages. Designs that are overtly political or religious will not be approved.
5. Space for you to paint your bee will be made available at a central location in Chelmsford. You can also take your bee to your own studio or another location if you wish. If you choose to take your bee away, you will be responsible for its safekeeping and if it becomes damaged or stolen you may be liable for the cost of replacing it. We cannot reimburse travel expenses or transportation costs for artists.
6. Collage and paper-based products attached to sculptures are not likely to withstand weather conditions outside, so we recommend that you use acrylic paint and mosaics with approved adhesives only.
7. When positioned on the trail, each bee will be securely fastened to a concrete base that will be wrapped in foamex and include the name (or names) and details of the sponsor and the name of the artist.
8. Artist materials cannot be provided or reimbursed. The use of water-based acrylic paints is recommended. You must use two coats of this varnish www.urbanhygiene.com/product/anti-graffiti-coating/ - which you will need to order. We will provide instructions on how to use this varnish for the commissioned artists.
9. The dimensions of the bee sculpture are 162cm high, 50cm wide, 115cm deep.
10. The Making Trails team will regularly check all of our bees during the live art trail and manage any necessary running repairs.

Questions?

Should you have any questions, please direct these to arttrail@farleighospice.org





*Painted Bee sculpture not to scale

