



ARTIST GUIDELINES AND CONSTRUCTION REGULATIONS

San Francisco General Hospital Foundation
2789 25th Street, Suite 2028
San Francisco, CA 94110
Tel: (415) 206-5959 Fax: (415) 206-5965 E-mail: elan@sfgfh.net

This document outlines all the important information you will need to successfully participate in the project and to create your heart.

ARTIST LIAISON

Address all your questions to Artist Liaison Elaine Lan at (415) 206-5959 or elan@sfgfh.net.

PROJECT WEBSITE

www.sfgfh.net

Participating artists will be listed on the website. You can also view past artists' hearts and a history of the project.

TIMELINE

- ♥ **Wednesday, August 25, 2010** - Rendering Submission Deadline
- ♥ **September 2010** - Heart Delivery. You will be contacted by the SFGH Foundation office for delivery arrangements. SFGH Foundation pays for all delivery costs. Please make sure your workspace can accommodate the size of the Heart, including doorways.
- ♥ **Monday, November 1, 2010** - Completion Deadline. Note all Hearts **MUST** be varnished with topcoat.
- ♥ **Thursday, February 10, 2011** – Hearts at **HEROES&HEARTS** luncheon. Table Top Hearts auctioned at luncheon, Large Hearts to Major Sponsors.
- ♥ **Thursday, February 10, 2011 through September 2011** – Large Hearts on public display around The City until September 2011.

PROJECT DESCRIPTION

This project will present Table Top Hearts & Large Hearts on February 10, 2011 at the 6th annual **HEROES&HEARTS** luncheon gala at San Francisco's Union Square, and marks the seventh anniversary of *Hearts in San Francisco*. After being displayed at the event, the Hearts will be sold and/or auctioned, with all proceeds benefiting the San Francisco General Hospital Foundation. The Large Hearts will remain on public display before being delivered to their buyers.



HISTORY

Hearts in San Francisco is a Bay Area-wide “heart installation” which debuted in the spring of 2004. While similar to Chicago's “Cows on Parade,” the San Francisco version uses a heart icon, appropriate for a city that is recognized for its acceptance and tolerance, as well as being perennially open-hearted. The goal of this project is to become a unique hybrid of fund-raising, compassionate community involvement, and a positive nurturing of artistic expression at a time when it is so needed. The financial beneficiary of *Hearts in San Francisco* is the San Francisco General Hospital Foundation, whose sole purpose is to fund projects that will enhance patient care and comfort at San Francisco General Hospital and Trauma Center (SFGH). So far, the project has raised nearly \$3 million.

In 2004, 130 recognized and emerging artists transformed heart sculptures into unique works of art. These hearts were installed on sidewalks, plazas, parks, and street corners throughout the San Francisco Bay Area beginning February 14, 2004 and were on display through September of 2004. In early November a select number of Hearts were offered for sale at an auction event benefiting the San Francisco General Hospital and Trauma Center.

BENEFICIARY

The beneficiary of the Hearts project is the San Francisco General Hospital Foundation, whose sole purpose is to raise private support for the San Francisco General Hospital and Trauma Center. The San Francisco General Hospital and Trauma Center’s mission is to deliver humanistic, cost-effective and culturally competent health services to the residents of the City and County of San Francisco, regardless of their ability to pay. The funds raised from Hearts in San Francisco will enable the hospital to make the necessary capital and programmatic improvements to maintain the hospital’s status as one of the best hospitals in the country and continues to provide the following services:

- ♥ Only Trauma Center (Level I) in San Francisco
- ♥ Largest Acute & Rehabilitation Hospital for Psychiatric Patients
- ♥ Only Psychiatric Emergency Services
- ♥ General Community Hospital for San Francisco’s most needy
- ♥ Referral Center for the Department of Public Health and its affiliated partners

It has been on the forefront of critical and compassionate care for patients with AIDS, including an innovative and remarkable procedure developed to prevent the transmission of HIV from birthing mothers to their unborn infants. SFGH is also a teaching hospital, affiliated with the University of California, San Francisco, (UCSF) for over 125 years. It supports training and research programs for all four UCSF graduate schools: Medicine, Nursing, Dentistry, and Pharmacy.

HONORARIUM

Artists selected for participation will receive a \$500 honorarium (Table Top Heart) or a \$1000 honorarium (Large Heart) with the option to direct the fee to the beneficiary of *Hearts in San*



Francisco, San Francisco General Hospital Foundation. The honorarium is paid in two installments. The first installment of \$250 (Table Top Heart) or \$500 (Large Heart) will be mailed within 10 business days of artist's signed contract being received. The second installment will be mailed within 10 business days of approval of heart's compliance with original design submission (with changes if they were presented and approved during creation) and application of final varnish coats.

STUDIO SPACE

Hearts are delivered to the artist's studio or preferred workspace. You can arrange delivery of your heart by contacting **Elaine Lan at (415) 206-5959 or elan@sfgfh.net**.

GETTING STARTED

1. Submit a full color **design rendering** on an 8½" x 11" document or larger. Your design proposal will not be returned.
2. Complete and return the **Artist Biography Form**, **Artist Information Sheet** and **License Agreement** as soon as possible.

DESIGN RENDERING

Artists should submit a full color design rendering.

There are to be **no corporate logo of any type on the artwork**. You can decorate the base but note that plaques will be attached. Make certain that the artwork does not impact the sturdiness.

Your heart must be completed by Monday November 1, 2010.

To view designs from other public installation projects visit:

Cincinnati's Pig Event – www.bigpiggy.com

Lighthouses on Parade, – <http://www.thebigparade.com/lighthouses/photos.php>

Cow Parade Isle of Man, Scotland – www.goldenjubilustrust.com

HEART TEMPLATE

The renderings are at the end of this document.

TABLE TOP DIMENSIONS

17" wide by 14.23" and 8" thick 3-D

Weight is Approx. 20 lbs. with base

FIBERGLASS FULL ROUND DIMENSIONS

5' tall by 5'9" wide and 3'3" thick 3-D

Weight is Approx. 400 lbs. with base



REQUIREMENTS

1. Your heart **must be completed by Monday November 1, 2010.**
2. Please be careful not to alter the base or otherwise obstruct the base.
3. Your heart arrives with a coat of primer applied by the manufacturer. **Your completed heart must be finished with two coats of appropriate varnish or finish;** please see manufacturer Information and Recommendations section of this document for details. **Hearts that are returned unvarnished or incorrectly varnished may not be approved for exhibition.**
4. Keep a log of all the materials used on your heart, and provide us with a list of these materials when your heart is complete. In the event that your heart requires repair and you are personally unavailable to do this work, this will enable us to perform touch-ups correctly.
5. You can decorate the base, but a plaque will be applied which may cover some of your work.
6. Save any protective wrapping that come with your heart so that it can be used again in transporting your heart.

CONSTRUCTION DETAIL

Fiberglass Heart – The hearts are manufactured using a mixture of DCDP Laminating Resin and chopped strand mat fiberglass reinforcement over an initial sprayed on layer of polyester gel coat. Several layers of chopped strand matting fiberglass are hand laid, wetted with the laminating resin to the point of full saturation. We then secure all steel structural elements with a fiberglass roving/resin mixture where applicable. Steel is placed at specific stress points.

The heart will arrive sanded and primed. You can begin painting with Acrylic paints. Oil paints will take too long to dry.

Fiberglass – 1 ½ oz. Chopped strand mat (CSM), e-glass

Mold Release – mold release wax, PVA

Internal RE-BARS – steel structure per shop drawings

Gelcoat – white base polyester gelcoat

Resin – DCPD polyester laminating resin

Seaming Materials – Plexus structural adhesive

Filler – Fume silica

Primer – Grey automotive primer

Topcoat – none

Cutting – The best method of cutting the heart is to use a reciprocating saw such as a pneumatic saw or electric jig saw. You may have to drill into the heart first to allow access for



the blade depending on where you need to cut. Use carbon or high speed steel bits and blades because there is a chance you may encounter structural steel in the body. Extensive cutting of fiberglass will also dull blades. Drilling is possible with the size of the hole depending on the position on the heart. Any hole should be filled after use and completely sealed along the edges (using an epoxy of 2 part resin and cloth) to prevent warping, peeling and other deterioration of the fiberglass layers.

PAINTING RECOMMENDATIONS

Manufacturer Recommended CLEAR TOP COAT SEALER – Exterior Grade Sealer “Ceram Coat” by Delta Industries, Product #07007 for Satin and Product #07008 for Matte. This sealer is durable, non-reactive, non-toxic (i.e. childproof), UV resistant, and waterproof and comes in flat, satin or semi-gloss. Because it is non-reactive, it can be used with just about any paint base including, lacquer, acrylics, urethane based and epoxy materials. Artists should avoid using mixtures of Satin and Matte or Matte alone for outdoor application, as these finishes are more likely to retain dirt and dust. Additionally, they are more susceptible to marring if rubbed and chances are high that the public will want to touch the heart.

You may also choose to use another brand of varnish. We strongly recommend one that is non-reactive, non-toxic, waterproof and UV resistant. LASCAUX Colors produces appropriate varnishes, or your local art supply store may be able to recommend other suitable brands.

IMPORTANT: If your heart is not properly varnished, it may be damaged by the weather.

CUTTING HOLES IN THE HEART - (Must be pre-approved by Hearts Committee)

See above information about the re-bar. Otherwise the heart is hollow.

Drilling is possible with the size of the hole depending on the position on the heart. Any hole should be filled after use and completely sealed along the edges (using an epoxy of 2 part resin and cloth) to prevent warping, peeling and other deterioration of the fiberglass layers.

Finishing – Seams can be filled using a mixture of the resin and powdered silica (Cab-O-Sil) or automotive filler such as Bondo. Allow ample time to cure before sanding. You may wish to spray a light coat of primer on the area to allow you to see any imperfections. Repeat the fill and sand procedure until you have filled all the imperfections. Spot putty can be used to fill pinholes and scratches.

Painting – A good grade of primer is recommended. We generally use a water-based primer produced by Surface Protection Co (#9701), however, depending on the application, i.e., where the heart will be located (indoors, outdoors, etc.) you can use a polyurethane or epoxy primer for even greater protection. For small spots a spray can of primer from a local building supply store should suffice. Lightly sand the primed area before applying the final color coats.



Final Coats – The best finish will be achieved with a polyurethane paint; however, many artists have personal preferences for other finishes. A two-part clear coat (reduced as needed with urethane reducer) will give excellent gloss, depth, buff ability and durability. Any local automotive paint supply store should be able to make a recommendation that best suits your desired results. Marine chandleries have brushable grades of polyurethane.

GRAFFITI PROTECTION

It is the recommendation of the manufacturer to use a clear polyurethane coating (similar to Dupont 611P), followed by a Paraloid B72 or Permalac clear coating for such a purpose. This latter coating is a sacrificial clear coat that is easy to remove along with the graffiti paint, and that is easy to reapply. The artwork remains well-protected and untouched beneath it.

TAKE CARE OF YOURSELF

The hearts are heavy and can be awkward to move. Please be cautious when working on your heart.



ARTIST INFORMATION SHEET

**Return to Elaine Lan as soon as possible.
Phone: (415) 206-5959, Fax: (415) 206-5965, Email: elan@sfgfh.net
2789 25th Street, Suite 2028, San Francisco, CA 94110**

Name (as you want it to appear in printed materials): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Website: _____

Can we link from www.sfgfh.net to your website? Yes No

Would you like to direct your honorarium to the San Francisco General Hospital Foundation?
 Yes No

If no, should honorarium checks be mailed to the above address? Yes No

If no, please specify preferred address:

Mailing Address: _____

City: _____ State: _____ Zip: _____

Who should the check be made out to? _____

Social Security Number or Tax ID Number: _____

ADDRESS FOR HEART DELIVERY

Address: _____

City: _____ State: _____ Zip: _____

Special delivery concerns: _____

Title of your Heart as it should appear in printed materials: _____

Materials and Chemicals to be used in production: _____



RE: License Agreement for HEARTS IN SAN FRANCISCO Artwork

Dear Artist:

The attached license agreement between the San Francisco General Hospital Foundation (the "Foundation") and you is intended to facilitate the ability of the Foundation to raise funds to improve the care and comfort of patients at San Francisco General Hospital. The agreement ensures that the Foundation will be able to raise money by selling merchandise that depicts the HEARTS IN SAN FRANCISCO artwork.

The agreement includes the following provisions:

1. The agreement provides assurances from you that you in fact own all rights to the HEARTS IN SAN FRANCISCO artwork provided.
2. The agreement grants a perpetual, nonexclusive license from you to the Foundation to reproduce, distribute, perform and display the artwork, and to prepare derivative works from the artwork. The license granted to the Foundation is for use in connection with the HEARTS IN SAN FRANCISCO campaign. Please note that you retain all rights in the work and are free to grant licenses to other parties in addition to the license granted to the Foundation. The Foundation agrees that it will not alter the physical artwork itself. The Foundation may transfer or sublicense its rights to others.
3. The agreement contains several standard legal clauses concerning the state laws that govern the agreement, amendment of the agreement and the effect if a provision is found to be invalid. The agreement also states that it constitutes the complete agreement between the parties and that the agreement supersedes all other negotiations, understandings or agreements between the parties, including this letter.

The Foundation encourages you to have your own attorney review the agreement and discuss it with you. We very much appreciate your interest and participation in the HEARTS IN SAN FRANCISCO project.

**Please sign and return to:
San Francisco General Hospital Foundation
Attn: Elaine Lan
2789 25th Street, Suite 2028
San Francisco, CA 94110
A completed copy will be sent to you.**



LICENSE AGREEMENT

THIS LICENSE AGREEMENT (“Agreement”) is made and entered into as of _____ (the “Effective Date”), by and between the San Francisco General Hospital Foundation, a California non-profit corporation having a place of business at 2789 25th Street, Suite 2028, San Francisco, CA 94110 (“Foundation”) and _____, an individual residing at _____ (“Artist”).

In consideration of the mutual promises and undertakings set forth below, the sufficiency of which is acknowledged by the parties, the parties agree as follows:

1. Artist warrants that he or she owns all rights, title and interest in and to the copyrights to that artistic work described in Exhibit A attached hereto (the “Work”).
2. Artist grants to Foundation a perpetual, nonexclusive, transferable license to reproduce, prepare derivative works from, distribute, perform and display the Work in any media in connection with the Hearts in San Francisco campaign. Foundation may sublicense its rights under this Agreement to any person or entity without limitation. Foundation agrees that it will not alter or change the physical Work itself in any way, though Foundation’s rights under this Agreement to prepare derivative works is without limitation.
3. This Agreement shall be governed by the laws of the State of California without regard to choice of law principles. This Agreement may only be amended by a written instrument signed by both parties. This Agreement constitutes the complete agreement of the parties and supersedes all prior and contemporaneous negotiations, understandings and agreements of the parties with respect to the subject matter hereof. In the event any provision hereof is declared invalid or unenforceable in any court or other authority of competent jurisdiction, the parties agree that the invalidity or unenforceability of such provision shall not in any way affect the validity or enforceability of any other provisions of this Agreement.

SAN FRANCISCO GENERAL
HOSPITAL FOUNDATION

ARTIST

Name: _____

Name: _____

Signature: _____

Signature: _____

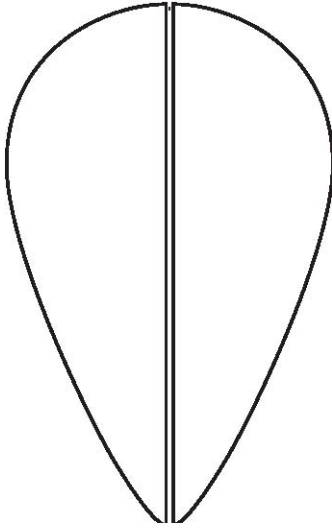
Date: _____

Date: _____



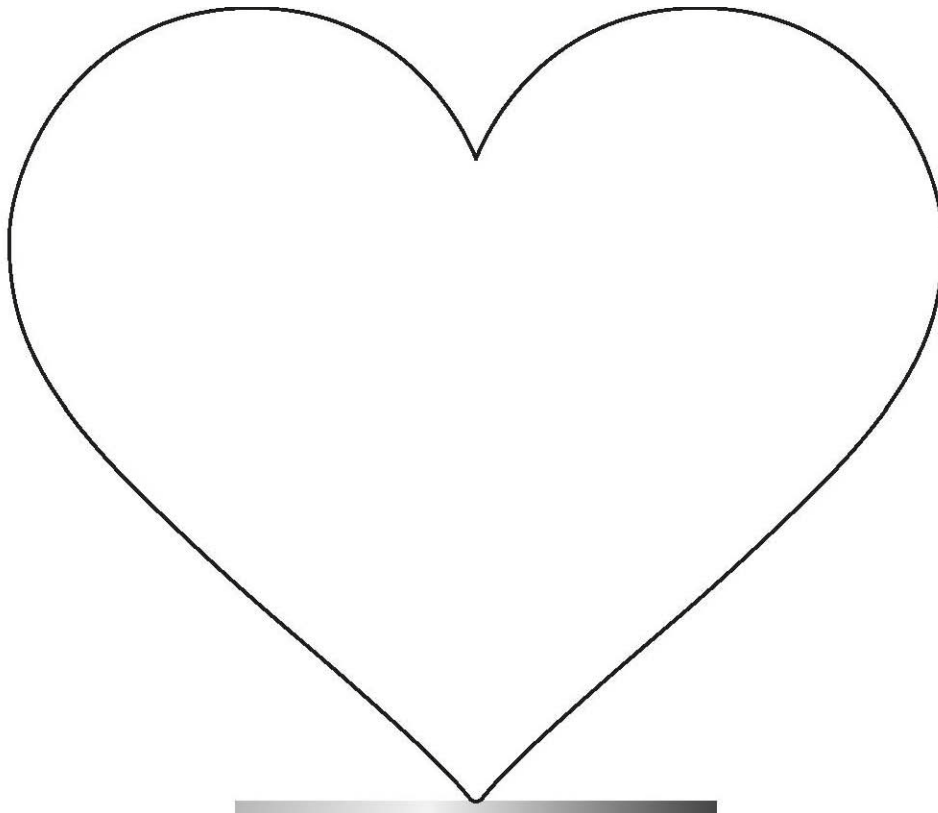
HEARTS
IN SAN FRANCISCO

FIBERGLASS FULL ROUND HEART



**5'-0" Tall x 5'-9" Wide x 3'-3"
Thick 3-D Weight is Approximately
400 lbs. (Including Base)**

SIDE ELEVATION



FRONT ELEVATION