



## HEADS UP ALABAMA! PSYCHOLOGY PROMOTES HEALTHY LIVING

Alabama Psychological Association Foundation

P.O. BOX 430011

Birmingham AL 35243

Project Description for Artists

Deadline for application: May 3, 2010 3 p.m.

**WHAT is Heads Up Alabama?** "Heads Up Alabama!" is an innovative public education/ public art project for Alabama citizens, by the Alabama Psychological Association Foundation (aPAF). The objective is to improve the community by harnessing the power of artistic expression to communicate ideas about extremely important health topics to children, parents and all adults.

**WHY do this project?** We have clear evidence that behavior and emotions affect our health. Simple changes in our lifestyles, our emotional outlook, and how we handle day to day issues can significantly improve our long-term physical health. Raising awareness of these psychological components can help to improve the overall health of the community. The Heads Up Alabama project enhances the overall quality of life in Alabama through the pairing of professional art and important health information, thus addressing critical community needs.

Five chronic illnesses, including heart disease, cancer, and diabetes, account for 2/3 of all deaths each year, with millions more new cases diagnosed annually. We know these illnesses can be reduced or prevented through simple behavioral changes in diet, exercise, and our day to day routines. Research also shows that psychological components, such as depression and stress, play an important role in the development of, and recovery from, major illness. Consider these findings: 60% to 90% of all doctor visits are for stress-related illnesses; people with heart disease who are depressed have an increased risk of death after a heart attack; and, appropriate treatment of depression in stroke patients can enhance quality of life, reduce pain and minimize disability.



**HOW is art involved?** Public art, in the form of three foot tall fiberglass heads (from an original design by Louisville artist Tom Pfannerstill) will be mounted on three foot black fiberglass pedestals. Displayed on the side of each pedestal will be information that highlights the role of behavior and emotions in healthy living. Topics to be covered include: psychological aspects of obesity and weight control; psychological components in the treatment of chronic disease; stress management; psychological benefits of exercise; health benefits of forgiveness, etc (entire list of topics is included in this packet).

**WHEN AND WHERE will this project be done?** The Heads will be clustered in public locations across the Birmingham area in the summer of 2010, and then will travel to Huntsville, Florence, and other Alabama communities. Under consideration is the creation of a photographic traveling display of the project, to be used as part of curriculum on "Psychology and Health" for grades K-5. The traveling display would be loaned to schools in the Jefferson county area. The Heads will be on public display in Birmingham from July, 2010 through October, 2010. Other cities in Alabama will be given the opportunity to host the Heads after the Trail of Heads around Jefferson County.

**What about the DESIGNS?** Each artist (or group) may submit a maximum of two designs for review. Artists at all stages of their development may submit a design. Designs need not be limited to any specific topic. Designs are sought that will be visually intriguing to the public, and congruent with the psychological theme. The project will be limited to twenty (20) heads. Although the project is geared to professional artists, there are no entrant requirements and there is no fee to participate. The aPAF committee will review designs to insure that design criteria have been met. A jury will then review the designs and choose the winning heads. Designs that are congruent with the theme of the project are strongly encouraged (see attached list of topics). The Heads are the property of the aPAF.

**Is there a STIPEND?** Artists will be paid a stipend of \$700 for the completed head. The initial payment, upon artist selection, of \$200 can be used for supplies, with \$500 will be paid upon delivery of the Head to the aPAF location. A "BIG" discount will be offered to the selected artists when they purchase supplies for Head production at Forstall Art Supply in the Palisades.

**How will this project be PROMOTED?** Heads Up Alabama will be widely promoted through various media and through the school programs. The initial exhibit and Preview Gala will be at the downtown Birmingham Public Library on July 22. A project website ([www.headsupalabama.org](http://www.headsupalabama.org)) will include features on the Heads, artists' bios and vision for the piece.

## SUBMISSION / REVIEW PROCESS

**By no later than 3 p.m. on May 3, 2010**, artists need to deliver a complete submission to the Cultural Alliance office located at 1731 1<sup>st</sup> Avenue North, Suite 190, Birmingham, AL 35203-2078. Artists may submit a maximum of two (2) designs. Both individuals and groups are welcome to apply.

A complete submission consists of:

1. A sketch of the design using one or both of the enclosed templates (There is only ONE version of the head. Templates show a side view or three-quarter view.) Artists who feel that both views are needed to convey their concept should clearly label them with "View A" and "View B" following the title. Designs must be mounted as described in the "Design Template Instructions" section below.
2. A written statement (one page maximum) describing the proposed design. The statement must highlight the type of materials used and should explain the artist's "vision of the work". It should also describe the role of other creative professionals, if any, involved in the project
3. Project title and a 1-2 sentence (30 word maximum), artist description/statement needs to appear ON the design template, as noted in Template Instructions below.
4. Artists may include a resume' (one page maximum) including exhibition history, major accomplishments, education, and relevant considerations. In the event that other artists are collaborating in this project, attach additional resumes as needed. All resumes need to include name, address, phone number, fax number if applicable, and email address.

\*Artists interested in submitting two separate entries need only submit one resume, but must submit two design templates and artistic statements.

**Consultation** is available from the Heads manufacturer, Icon Poly of Nebraska. Email address is [iconpoly@rcm-ne.com](mailto:iconpoly@rcm-ne.com), and phone number is 308 468 9411 (CST). Daniele or Kyle will be glad to help you with technical issues regarding design and decoration of a three foot fiberglass head. It is highly recommended that you consult with them if any attachments to the Heads are part of the design.

### **Design Template Instructions:**

The design template must be prepared as follows (no exceptions):

1. The design template is to be mounted on a black matte poster board with 1.5" margins around.
2. The project title must be neatly printed or typed on the design template in the area just below the image of the head.
3. A 1-2 sentence description (30 word maximum) must be neatly printed or typed on the design template in the upper right corner.
4. The artist's name (or initials) should not appear anywhere on the front of the design or matte board. Instead, artist's name, address, phone number and email address must be affixed to the back of the matte board.

### **The review process will involve:**

- aPAF Review –Heads Up Alabama committee members will review each proposal for completeness. aPAF reserves the right to reject any design that may be deemed grossly incompatible with the public education aims of the project. aPAF further reserves the right to seek additional clarification regarding any design that raises public safety concerns. The artist will be given an opportunity to respond to those concerns prior to the jury review.
- Jury Review – The jury will be charged with the responsibility of identifying submissions of artistic merit.
- Artist Notification – All artists will be notified of the status of their proposals following the jury review. Winning artists will be contacted by email or telephone, others by mail within 5 days of the jury review. PLEASE do not contact aPAF regarding your proposal unless you have not received notice by May 17. All designs, whether selected or not, become the property of aPAF and Heads Up Alabama.

## **Modifications**

Designs may include two-dimensional or three-dimensional elements, including structural modifications (consultation with Icon Poly highly recommended). Any modifications to the head form cannot interfere with the mounting of the head to the pedestal, nor cover any portion of the pedestal. (Heads are mounted to pedestals under the base of the bust.) Applicants should be mindful of issues of public safety in the choice of materials and the manner in which the Heads may be physically altered. The jury will consider safety issues in the course of its deliberations. It can reject or indicate conditional approval of designs that raise concerns. aPAF is prepared to work closely with artists to satisfy any concerns, but ultimately aPAF reserves the right to insist on adequate design modifications and/or place conditions on where the work is placed and how it is installed. Head designs will also need to be stable enough to allow moving them between venues.

## **Sponsors**

Premier Sponsors will select designs from the pool chosen in the jury review. Premier sponsors (contributions of at least \$5000) will own a decorated Head outright. Other sponsors will be given the opportunity to purchase a Head, with additional funds contributed by those sponsors. Heads not chosen by regular sponsors can be purchased by the sponsor or will be available for auction at a later date, to be announced. Please note that completed Heads must conform to the juried design and may not be modified to reflect the sponsor's organization or activities.

## **Installation**

aPAF will oversee the placement, installation, movement, and removal of the Heads. As the owner of the Heads, aPAF reserves the right to use the Heads prepared for the summer installations in promotions or other installations that could be organized in late fall 2010 or at any point thereafter.

## **Artist Responsibilities**

The selected artists are responsible for pick up and delivery of the Heads while adhering to the project's timetable. (Late delivery may result in fine or penalty.) Artists are responsible for the cost of all materials related to completing the selected design. Artists are expected to cooperate with aPAF's efforts to publicize "Heads Up", including publicity photographs of the artist at work. Artists will be responsible for completing touchups and/or repairs to the piece if needed during the summer installation. Iconpoly has offered technical support to artists who are chosen to produce the Heads. Artists will be provided with clearcoating to be used on the Heads after the decorations are completed, and before delivery to aPAF on July 5.

## **Payment**

Artists chosen from the juried competition will receive a stipend of \$700 for their completed head. aPAF will provide artists with an initial payment of \$200.00, that can be used for supplies, upon the finalization of the artist's contract. A "BIG" discount will be offered to selected artists when they purchase supplies for Head production at Forstall Art Supply in the Palisades. A second payment of \$500.00 will be issued to the artists when the finished Heads have been delivered to aPAF by the deadline date, and it has been confirmed that the head is consistent with the design that was submitted to the jury. If the completed head deviates significantly from the approved design, the remainder of the commission may be forfeited. aPAF reserves the right to refuse payment for work not up to jury standards.

## **Additional Benefits**

Artists will receive a complimentary photograph of their completed head for their portfolios. aPAF will feature information about the artists on its website and in other promotional materials. Artists will be asked to supply a photograph of themselves and a short biographical sketch to be used for promotional materials. Artists who have a Head in the Preview Gala will receive two complimentary tickets to that event.

## **Special Considerations**

- The Audience is the General Public

Artists should note that the art is meant for public display and designs should be appropriate for a broad-based audience of all ages. Additionally, photographs of the Heads will be used in curriculum for school-age children. aPAF reserves the exclusive right to reject designs that are overtly religious, sexual or political in nature.

- Head Detail

The fiberglass Heads are approximately 36" high x 24" wide and weigh about 20 lbs. Once placed atop the 36" pedestal, the total height will be approximately six feet. Thus, the TOP of the head will not be viewable by the majority of the public, and artists may wish to consider this factor as they develop their design.

- Guidelines for Painting and Embellishing Heads

1. The Heads must withstand weather conditions outdoors. aPAF will provide the artists with clearcoat to be applied by the artists before delivery to aPAF on July 5.
2. It is especially important to follow correct procedures to ensure that the Heads remain in perfect condition for their travels across Alabama.
3. PLEASE NOTE: Oil paint is not compatible with automotive clearcoat.

**Alabama Psychological Association Foundation  
P.O. Box 430011  
Birmingham, Alabama 35243**

**TIMETABLE for ARTISTS**

May 3, 2010	3 p.m.	Final Deadline for artists' submissions Cultural Alliance of Greater Birmingham 1731 1 <sup>st</sup> Avenue North, Suite 190 Birmingham, Al 35203
Week of May 3, 2010		Jury meets to select designs
Week of May 10, 2010		All artists notified of decisions
May 13-14, 2010 (plus morning of May 15)		Winning Artists pick up Heads onsite in Birmingham area (1731 1 <sup>st</sup> Avenue North, 10 a.m. – 5 p.m. Birmingham, Al).  <b><u>Heads cannot be shipped to other locations.</u></b> NOTE: Heads will ONLY be available for pickup on these dates.
July 5, 2010	3 p.m.	Final Deadline for artists to return Heads to aPAF (1731 1 <sup>st</sup> Avenue North, Birmingham, Al)
July 22, 2010		"Heads Up Alabama" Preview Event at the Downtown Birmingham Public Library
August 11, 2010		Heads Up Alabama goes to Aldridge Gardens in Hoover
August-October, 2010		Heads on public display in Birmingham area and beyond
September, October, 2010		Heads travel to Huntsville and other Alabama cities

For additional information, please see the Heads Up web page at [www.headsupalabama.org](http://www.headsupalabama.org) or contact aPAF at [Headsupalabama@gmail.com](mailto:Headsupalabama@gmail.com).

## Brochure/Poster Topics for Heads Up Alabama

Audience	Topic	Brochure Title
General Adults	Coping with cancer	Coping with Cancer
	Coping with Chronic Illness	Coping with Chronic Illness
	Coping with Chronic Pain	Coping with Chronic Pain
	Forgiveness	Forgiveness: Good for the Soul, Good for the Body, too
	Goal-setting	Making the Most of your Goals
	Healthy Sleep Hygiene	Can't Sleep? Tips for Healthy Sleep Without Drugs
	Psychological aspects of diabetes management	Living Well with Diabetes
	Psychological/behavioral tips for managing and preventing heart disease	Feelings Really Can Break Your Heart
	Strategies for successful aging	Successful Aging: Beyond the Norm
	Strategies for exercising regularly	Feel good through exercise!
	Weight management strategies	Reach and Keep a Healthy Weight
	Work-related stress	Stress on the Job
	Children	Exercise
Sleep		Sleep Tips for Kids
Stress Management		Coping with Stress
Goal-Setting		Finding Your Strengths
Resilience		Resilience—Bouncing Back from Problems
Parents	Earl childhood stimulation	Helping your Child to Learn
	Raising empathic children	Raising Kids who Care
	Suicide prevention	Teens and Suicide
	Sleep	Night-Night: Tips that will have your Child Sleeping Soundly at Any Age

DESIGN ENTRY FORM

Deadline: May 3, 2010 3 p.m.

PLEASE TYPE OR PRINT CLEARLY.

SEPARATE ENTRY FORMS MUST BE SUBMITTED IF ENTERING TWO DISTINCT DESIGNS.

Artist's Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Email \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Fax/ 2nd Phone: \_\_\_\_\_

Proposed Title: \_\_\_\_\_

Additional Artists/ Collaborators: \_\_\_\_\_

\_\_\_\_\_

I understand that winning artists MUST pick up the Head in Birmingham, Al, at the location to be specified with notification, and that the Head cannot be shipped. Artists are responsible for the delivery of the completed Head within the specified time frame to the location in Birmingham.

**Assurances and Terms**

By signing this application, I understand and agree to all terms of this Application. I certify that the submitted design is my own work, or the work of the above collaborators and is an original design. I further certify that all statements made in this application are true to the best of my knowledge. I acknowledge that Heads Up Alabama and aPAF are not liable for damage or loss of designs submitted and that all submitted designs are the property of aPAF and will not be returned.

\_\_\_\_\_  
Artist's Signature

\_\_\_\_\_  
Date

Submission Checklist:

- \_\_\_\_ Original of Signed Entry form
- \_\_\_\_ Design, mounted and labeled as specified in Design Template Instructions
- \_\_\_\_ Written one-page statement describing proposed design
- \_\_\_\_ Resume' (one page maximum)—info about yourself if you do not have a resume'
- \_\_\_\_ Two slides of prior work (digital photos or CD is acceptable)

**Deliver Entry Forms and supporting materials to:**

**Alabama Psychological Association Foundation  
c/o Cultural Alliance of Greater Birmingham  
1731 1<sup>st</sup> Avenue Northm suite 190  
Birmingham, AL 35203-2078**

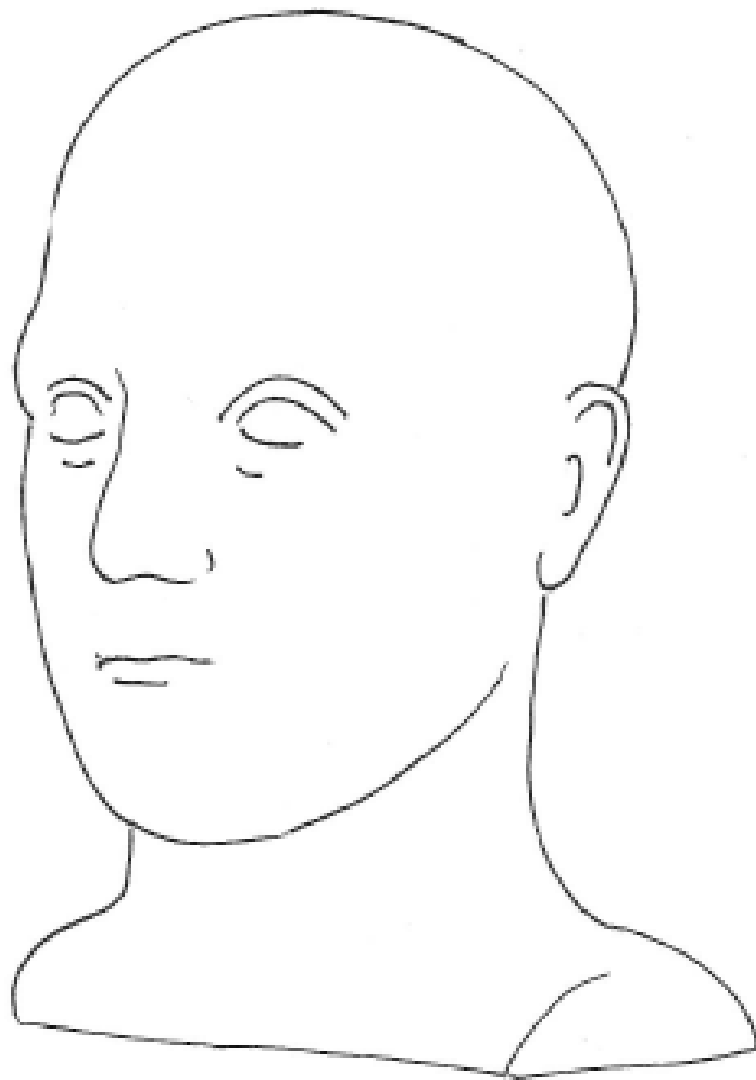
For additional information, please see the Heads Up web page at [www.headsupalabama.org](http://www.headsupalabama.org) or contact aPAF at [Headsupalabama@gmail.com](mailto:Headsupalabama@gmail.com).

If you could like to know that we received your 'completed' entry, please include a stamped, self-addressed envelope, marked ENTRY in the lower left corner.

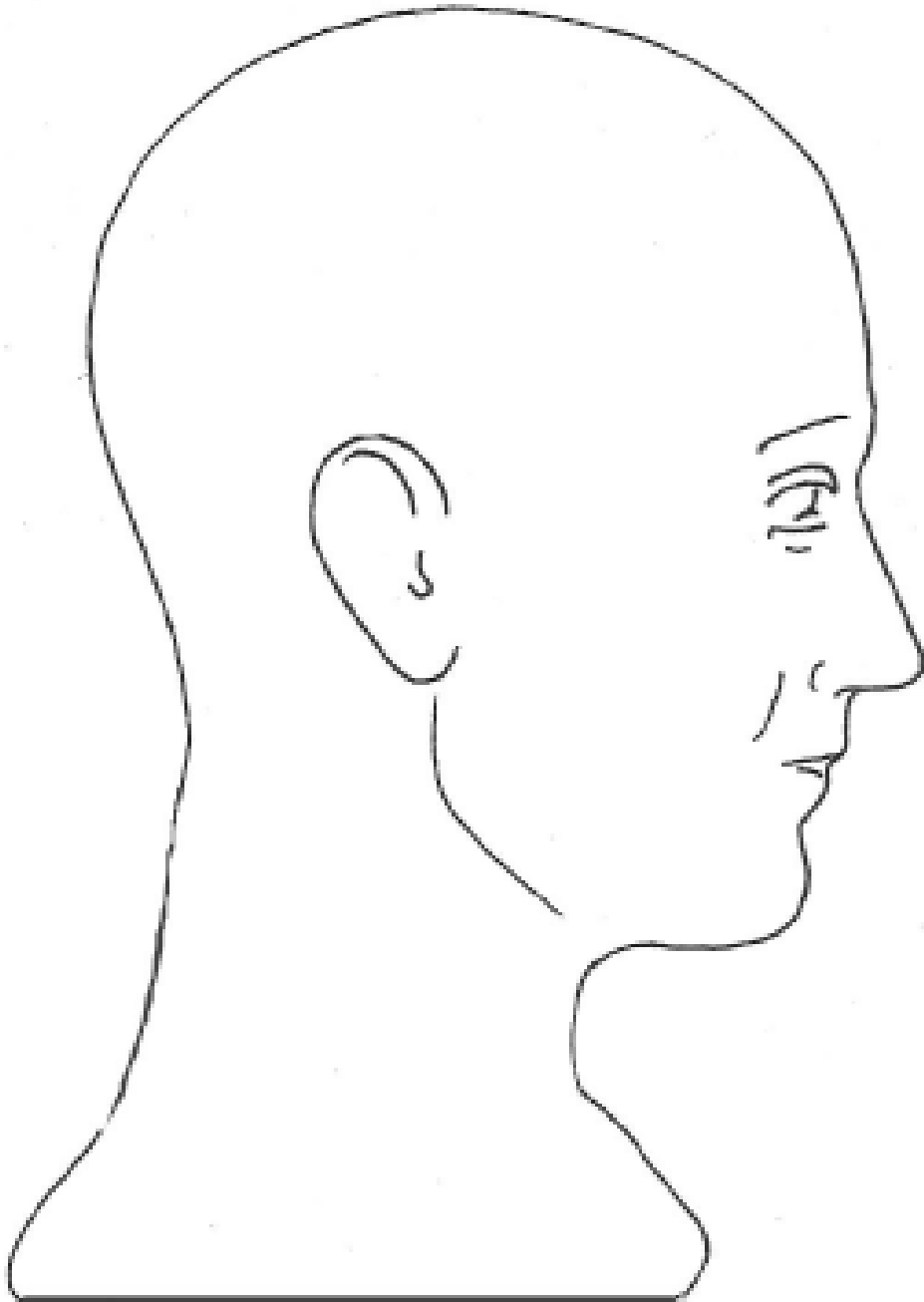
For additional information, please see the Heads Up web page at [www.alapsych.org](http://www.alapsych.org) or contact aPAF at [Headsupalabama@gmail.com](mailto:Headsupalabama@gmail.com). If you could like to know that we received your 'completed' entry, please include stamped, self-addressed envelope, marked ENTRY in the lower left corner.



The actual fiberglass head is approximately 3 feet tall



View A



View B