



ARTIST APPLICATION GUIDELINES

We appreciate your interest in the San Francisco General Hospital Foundation's **Hearts in San Francisco** project. Please review this document as it outlines the information you need to successfully submit an application for a 2024 Heart Sculpture.

PLEASE NOTE: Artists can only submit one application with a maximum of four unique heart designs. Applicants that exceed four designs will be disqualified.

PROJECT OVERVIEW

San Francisco General Hospital Foundation's **Hearts in San Francisco** project debuted in 2004. Under the leadership of Nancy Bechtle and Ellen Magnin Newman, 131 beautiful and inspiring Heart Sculptures were created by local artists. The project generated a new level of exposure for the Foundation's mission and also worked to highlight Zuckerberg San Francisco General Hospital's vital role in our community.

San Francisco Bay Area artists create a limited series of Heart Sculptures each year. The Heart Sculptures are the highlight of the Foundation's annual February *Hearts in SF* Gala. Heart Sculptures are auctioned to raise critical funds for the Foundation or selected by *Hearts in SF* partners as a sponsorship benefit.

Application Checklist

- ☐ Heart Artist Application
- ☐ Biography
- ☐ Artist Statement
- ☐ Heart Artist License Agreement
- ☐ Full color design rendering; templates are available if needed
- ☐ Submit by mail, email, or online by 11:59 PM on August 11, 2023
 - ☐ Online: www.sfghf.org/create-a-heart
 - ☐ Mail: San Francisco General Hospital Foundation
PO Box 410836
San Francisco, California 94141
 - ☐ Email: Elaine Robertson at events@sfghf.org
 - ☐ Subject Line: 2024 Artist Application

SELECTION PROCESS, TIMELINE & LOGISTICS

Artists are selected by the Hearts Sculpture Committee, which may consist of Foundation staff, board members, art dealers, gallery owners, and artists. The number of Heart Sculptures and artists varies each year. Important dates and deadlines for 2024 are as follows:

July 11, 2023	Application Opens
August 11, 2023	Application Closes
August 25, 2023	Applicant Notification via Email
August 28, 2023	Delivery of Heart Sculptures to Artists Begins
November 13, 2023	Delivery of Completed Sculptures to SFGHF

Tabletop and Mini Heart sculptures are delivered and picked up by Flash Messenger, a local courier.

Large Heart sculptures are delivered and picked up by UOVO Art Storage and Services. The workspace doorway width must be 40 inches or wider. If your workspace is not located on the ground level, elevator access must be available for delivery.

HONORARIUM

Heart Artists have the option of receiving an honorarium to help cover the cost of supplies. They may also choose to donate this honorarium back to the Foundation.

Large Heart Sculpture artists receive \$2,500
Table Top Heart Sculpture artists receive \$1,000
Mini Heart Sculpture artists receive \$500

HEART DETAILS

Dimensions

(2) Large Heart Sculptures: 5' tall x 6' wide x 40" depth; 400lbs
(5) Tabletop Heart Sculptures: 16" tall x 17" wide x 8" depth; 25lbs
(10) Mini Heart Sculptures: 7" tall x 6" wide x 2" depth; 5lbs

Material

Heart Sculptures will arrive sanded, primed, and on a base. The sculptures are manufactured using a mixture of DCDP Laminating Resin and chopped strand mat fiberglass reinforcement over an initial polyester gel spray coat. Several layers of chopped strand matting fiberglass are hand laid, wetted with laminating resin to the point of full saturation. Steel structural elements are secured with a fiberglass roving/resin mixture where applicable. Steel is placed at specific stress points.

Fiberglass: 1½ ounce chopped strand mat (CSM), e-glass
Mold Release: Mold release wax, PVA Internal Rebars: Steel structure
Gelcoat: White base polyester gelcoat

Resin: DCPD polyester laminating resin
Seaming Materials: Plexus structural adhesive
Filler: Fume silica
Primer: Grey automotive primer
Topcoat: No

CONSTRUCTION RECOMMENDATIONS AND REQUIREMENTS

Medium

Acrylic paints are recommended. Oil paints will take too long to dry.

The use of paper-mâché as a medium is not allowed.

Constructing a sculpture using another medium must be pre-authorized and approved by the Foundation.

Design Elements

No corporate logo of any kind can be integrated into the Heart Sculpture design and artwork. Artists may decorate the base of the Heart Sculpture, but the Foundation will attach a plaque after completion. Design and artwork must not impact the stability and sturdiness of the Heart Sculpture.

Any design changes to the sculpture that differ from the submission must be provided to the Foundation for approval.

Cutting

Any holes or punctures made into the Heart Sculpture must be pre-approved by the Foundation during the application process.

The best method for cutting the Heart Sculpture is to use a reciprocating saw (i.e., pneumatic or electric jig saw). Drilling may be required to allow access for the blade, depending on the location of the cut. Carbon or high-speed steel bits and blades should be used in case the structural steel is hit (the Heart Sculpture is hollow but has steel rebars). Extensive cutting of fiberglass will dull blades. All holes should be filled after use and completely sealed along the edges (with an epoxy of two-part resin and cloth) to prevent warping, peeling, and other deterioration of the fiberglass layers.

Finishing

Seams can be filled using a mixture of resin and powdered silica (Cab-O-Sil) or automotive fillers such as Bondo. Allow ample time to cure before sanding. A light coat of primer on the area reveals imperfections. Repeat the fill and sand procedure until all are filled. Spot putty can be used for pinholes and scratches.

Final Coats

Polyurethane paint yields the best finish. However, many artists have personal preferences. A two-part clear coat (reduced as needed with urethane) will give excellent gloss, depth, buff ability, and durability. Local automotive paint supply stores can make recommendations, and marine chandleries have brushable grades of polyurethane.

Important: Heart Sculptures must be properly varnished to avoid weather damage. Hearts that are unvarnished or incorrectly finished may not be approved for display.

Anti-Graffiti Protection (Required for Large Heart Sculptures)

Wasser's MC — Antigraffiti 100 is a single component, low VOC, non-sacrificial, moisture-cure, aliphatic urethane topcoat. It is an ideal topcoat meeting ASTM D-6578 for graffiti resistance on concrete, metal, and all surfaces requiring superior UV protection, excellent chemical resistance, and easy graffiti removal, inside or out. It must be applied in a well-ventilated area, and artists must use a ventilator.

Additional questions? Contact the Events Team at events@sfgfhf.org.