

HEARTS IN SAN FRANCISCO ARTIST APPLICATION GUIDELINES

Thank you for 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 2025 Heart Sculpture.

PLEASE NOTE: Artists can submit only one application with a maximum of four unique Heart designs. Applicants who submit more than four designs will be disqualified.

PROJECT OVERVIEW

San Francisco General Hospital Foundation's **Hearts in San Francisco** project debuted in 2004, inspired by two dedicated women, Nancy Bechtle and Ellen Magnin Newman. That year, 131 Heart sculptures, created by local Bay Area artists, were displayed throughout San Francisco for the public to enjoy while raising critical funds for the San Francisco General Hospital Foundation to benefit our city's public hospital, Zuckerberg San Francisco General Hospital and Trauma Center.

Through the San Francisco General Hospital Foundation's annual **Hearts in SF** fundraising Gala and auction, the proceeds from each Heart support grantmaking to advance patient care and invest in equitable and accessible health care that is available to all San Franciscans. To date, over 550 Hearts have been commissioned for the annual fundraiser.

Each year, the Foundation puts out a call for local artists, connecting with hundreds of Bay Area artists for the chance to design a Heart. From 2nd graders to grateful patients to ZSFG staff to the internationally known, these artists use their talent to raise critical funds for the hospital.

Application Checklist

- Heart Artist Application (can be found online [here](#))
- Artist Bio (upload online as part of your application)
- Artist Statement (upload online as part of your application)
- Heart Artist License Agreement (upload online as part of your application)
- Full-color design; templates are available. This design should not be a computer rendering. (upload online as part of your application)

Please submit application and all required attachments via the online portal by 11:59 PM on August 12, 2024.

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 2025 are as follows:

July 15, 2024	Application Opens
August 12, 2024	Application Closes
August 30, 2024	Applicant Notification via Email
September 1, 2024	Delivery of Heart Sculptures to Artists Begins
October 25, 2024	Delivery of Completed Sculptures to SFGHF

Table Top 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

Large Heart Sculptures: 5' tall x 6' wide x 40" depth; 400lbs

Table Top Heart Sculptures: 16" tall x 17" wide x 8" depth; 25lbs

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. Please plan to clean and prep the surface before you apply your decorative paint.

Topcoat: No

CONSTRUCTION RECOMMENDATIONS AND REQUIREMENTS

Medium

Acrylic paints are recommended. Oil paints will take too long to dry. Golden or Nova acrylics are recommended. Each acrylic layer should be allowed to fully dry before applying additional layers.

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 varnish/clear coats yield 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. Water-based polyurethanes are recommended.

Important: Large Heart Sculptures must be properly finished to avoid weather damage. Hearts that are 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.



ARTIST FAQs

Q: Where do I work on the Heart sculpture?

A: Artists must provide their workspace. Please ensure that your workspace is adequately ventilated and can accommodate the size of your Heart Sculpture.

Q: When will the blank Heart sculpture be delivered to me?

A: SFGHF will deliver the Heart sculptures beginning the week of September 1, 2024.

Q: When are completed Heart sculptures due back to SFGHF?

A: Completed Heart sculptures must be ready to be returned to SFGHF by October 25, 2024.

Q: How long does it take to design a Heart Sculpture?

A: While you will have approximately two months to complete the sculpture, the time it will take to design your sculpture varies by artist. Some take several days, others 4-6 weeks. Pace yourself, have fun, and stay on deadline!

Q: Can I get reimbursed for materials or renting space?

A: No, you cannot get reimbursed for materials, rental space, or any costs associated with your Heart. However, the honorarium can be used to cover these expenses. The honorariums are as follows: \$2,500 (Large), \$1,000 (Table Top), and \$500 (Mini).

Q: How do I receive and return the Heart Sculpture?

A: San Francisco General Hospital Foundation will work with each artist to schedule delivery and pick-up. The Foundation covers the delivery and pick-up expenses.

Q: What happens to the Heart sculpture once it's back with the Foundation?

A: The Heart Sculptures are either selected by sponsors or auctioned online, and the proceeds go to the Foundation to support and fund excellence in equity, patient care and innovation at ZSFG. Various sculptures are put on public display. Please note that, unfortunately, we will be

unable to tell you who received your Heart and the amount your sculpture raised for the Foundation.

Q: Do I have to apply a topcoat?

A: All Hearts need a topcoat applied to protect the artwork. All large Hearts must be finished with an anti-graffiti topcoat and other appropriate varnish. If the anti-graffiti topcoat is not applied, the Heart will be considered unfinished and will not be put on display, sold, or provided to sponsors as a sponsor benefit.

Q: Can I document my process on social media?

A: Yes, and we highly encourage it! Tag @SFGHFoundation, and use the hashtags #HeartsinSF2025, #heartsinsanfrancisco and #HeartsinSF.

Q: Will artists be able to attend any Hearts in SF events?

A: Artists will receive two complimentary tickets to *Hearts After Dark* on February 6, 2025. Additionally, artists will be invited to the unveiling of the Heart sculptures at the San Francisco Ferry Building in January 2025.

Additional questions? Please contact Elaine Robertson, Associate Director of Events, at events@sghf.org.