GoGo SAFARI
NORWICH & NORFOLK 2025

Artist Welcome Pack
Summer 2025 will see not one but FIVE majestic sculptures stampeding their way into Norwich and Norfolk as part of Break’s next exciting art trail.

Seeing the inspiring creativity of the eye-catching designs you submit is one of our favourite parts of the project and we encourage you to let your imagination run wild, whether you want to portray a thought-provoking idea or just make people smile.

**This artist pack is designed to make sure that you know:**

- The process of submitting your designs.
- Timeline of activity and events leading up to the auction.
- Artist frequently asked questions.

If you have any questions that this pack doesn’t cover, then please ask. We can’t wait to see your fantastic designs.

**The GoGoSafari Team**
Walking alongside young people from care

Break is a charity working across East Anglia to give care experienced young people the love, support and ambition they deserve. We believe that every child, no matter their start in life, deserves a bright future.

We are delighted to be back in Norwich, and even more delighted to be returning with such a magnificent menagerie! We can’t wait to see your creativity in action, working its magic to enable us to support children and young people with the homes and healing they need to thrive.

Our lifelong offer means that we walk alongside young people every step of the way on their journey towards independence. From fostering, residential homes, family support and mentoring through to our pioneering leaving care service, we will always be there – wherever and whenever we’re needed.

“When I first came to Break at 15, I didn’t trust myself to leave the house on my own. But now I’m feeling more comfortable to do this by myself now. Break has helped me so much and I’ve really felt like I’m part of a big family.”

- Tyler
How does the trail work?

**Businesses are invited** to sponsor a blank sculpture - a 3D canvas ready to be transformed into a fantastic work of art.

**New and established artists are invited** to submit designs that will transform the blank sculpture with individual and unique artworks, ranging from the traditional to new media, fine art to illustration, graffiti and mosaic.

**Our sponsors will then be able to view these** at an at an exclusive Art Selection Evening where they can choose their favourite designs. Successful artists are then commissioned to start bringing the sculptures to life!

**Schools, nurseries, colleges and other community groups will also join in the fun** by adopting and designing their own Mini G giraffe sculpture as part of the trail’s Learning and Community Programme.

**Once all the sculptures are decorated**, they will appear across the city and county on streets, in parks and open spaces, and in shopping centres and libraries to create the GoGoSafari 10-week art trail!

**Residents and visitors, young and and old, will explore the trail using the GoGoSafari map and mobile app.** They will discover new places and unlock exciting rewards and discounts provided by the sponsors.

**The adventure doesn’t stop there. Many of the GoGoSafari sculptures will then take centre stage at a glittering charity auction to raise vital funds for Break!**
Your safari journey!

2024

Until September 2024
Sponsors, artists, schools and community groups are invited to get involved.

November 2024
Art Selection Event. Design ideas by artists presented are presented to sponsors for selection.

November - February 2025
Sculptures are decorated by artists and schools.

2025

June - September 2025
GoGoSafari trail is live for 10 weeks.

September 2025
Sculptures auctioned to raise money for Break.
Why you should get involved

The aim of GoGoSafari is to not only raise essential funds for Break but also to promote the importance of creativity and the real social, cultural and economic value it holds.

Our previous Norwich trails (GoGoDiscover, GoGoHares, GoGoDragons and GoGoGorillas) have been enjoyed by hundreds of thousands of people, created a sense of pride and community cohesion, and have raised over £1 million to support the children and young people Break cares for.

This is an exceptional opportunity for you to play a significant part in an event which will create a real buzz around Norwich and Norfolk. Whatever the art form – from traditional to new media – we want your help in adding drama, fun and a creative flourish to the GoGoSafari trail.

The popularity of this type of event will ensure your creativity is showcased to a mass audience. Additionally, it will enable you to connect with other artists, businesses and the community. You will be acknowledged as the artist on a plaque attached to the concrete base and, where appropriate, in any GoGoSafari promotional materials (including the official trail map, app, auction catalogue and event website).

Don’t just take our word for it!

“This has been a pleasure and a privilege, an experience that I will always cherish. Thank you to the Break team for all the support.”

“Working on the trails has given me so much more confidence as an artist and has given me great creative inspiration.”

“It has helped me recognise how broad my creative abilities can be and given me the confidence to take on a wide variety of projects in the future.”
GoGoSafari Artist Submission Process

We ask that you submit a maximum of five designs in total, but for fairness only two sculptures per artist will be commissioned to become part of the trail.

1. Artists are invited by Break to enter a maximum of five designs for sculptures of their choice in any combination. For example, artists could submit five designs for a lion, or two for a lion and three for a giraffe, or one of each of the five sculptures.

2. Subject to being selected by the GoGoSafari panel, the artist design(s) will be presented to the sculpture sponsors at the Art Selection Event in November 2024. Successful artists will be commissioned following this event.

3. Once commissioned, the creation process will be sent to the successful artists along with a contract and an introduction to the sculpture sponsor.
All your questions answered

You can see more information in our Ts & Cs at the end of this document, but here are some of the most common questions we are asked by artists.

If you have any further questions not answered below, please get in touch via: arttrails@break-charity.org.

How many designs can I submit?
For fairness, we ask that you submit a maximum of five designs in any combination, but note that only two sculptures per artist will be commissioned to become part of the trail.

Will I get paid to paint the sculpture?
Yes. If you're selected, you will receive an honorarium of £1,000 including VAT upon completion of your artwork. Your work will be recognised across relevant printed material and event collateral for your sculpture including the sculpture plaque, official trail map, website and mobile app.

Where will I paint the sculpture?
There will be a designated painting space available to artists either in or close to Norwich. These details will be confirmed by the GoGoSafari team upon commission. You will be able to transport the sculpture to your own studio and back again to Norwich once completed, at your own cost. Please remember to take a look at the measurements at the end of this page to make sure the sculptures will fit in your space and to gather your own quotes for transportation before deciding if you will submit an application to take part.

Do you pay expenses?
Artist materials are not provided. Break will be responsible for varnishing all decorated sculptures before they go on the streets. If you are not able to paint the sculpture in the designated GoGoSafari painting space, you will be responsible for the cost of transporting the sculpture to your studio and the return journey back to Norwich.

Will I be asked to change my design?
If your design is chosen by a sponsor, they will sometimes have ideas they’d like to talk through with you. We will manage this process and will always bear in mind the integrity of your creation. Final designs will be signed off by the GoGoSafari team. You may also be ask to mock-up a design if your submission is chosen for a different animal to the one you submitted the design on.

Can I use logos on my design?
Corporate logos and advertising are not permitted. We also cannot accept designs which infringe on third party Intellectual Property, for example film, book or TV franchises, character brands or personalities. We will require you to sign our standard copyright agreement for each design.

Can I add 3D elements to my design?
GoGoSafari is an interactive event, so please keep in mind your sculpture will be repeatedly touched by the public. Artists may attach items to the sculpture but must make sure they are robustly attached, durable in an outdoor environment and that the finished work remains structurally intact. It is recommended that only artists experienced in working with fibreglass submit designs that use this process.
When can I tell people about my designs?
We know that it’s exciting but we ask that you keep your designs confidential at this stage – it helps build the excitement for the trail in Summer 2025.

What materials do you recommend I use?
The use of acrylic paints is recommended although artificial resin paint or two-component paint can also be used to paint or spray a design. While we welcome all art forms, experience has taught us that collage and/or sticking paper or paper-based products do not prove as effective as paring or mosaics due to the outdoor nature of this event. Please consider this before submitting your design. We will run an artist workshop for successful artists where we can discuss in further detail suitable materials and ask questions to experience sculpture artists.

Will I need to be available during the trail or to help with installation?
Artists will not be responsible for placing their sculpture on the streets or collecting them at the end of the event. We do, however, ask artists to be available during and after the event for any touch-up work that may be required. If the original artist is unavailable another artist will carry out this work.
How to submit your designs

Please use the sculpture templates provided at the end of this pack to create your designs. You can submit a maximum of five designs in any combination.

Once you have completed your designs, please complete the Artist Submission Form via the link below. Once you have completed the form, please email your designs to artrails@break-charity.org via WeTransfer or Dropbox, with each file clearly named to correspond with your design name(s).

Your submissions must be completed online by midnight on Saturday 31 August 2024. We cannot accept late submissions.

Designs must be high-resolution and in PDF or JPG format.

APPLY here!
Lion

H 1250 x L 1700 x W 600
Weight 40Kg
Lion

H 1250 x L 1700 x W 600
Weight 40Kg
Rhino

H 1340 x L 2250 x W 800
Weight 50Kg
Rhino

H 1340 x L 2250 x W 800
Weight 50Kg
Giraffe

H 2500 x L 1500 x W 50mm
Weight 40Kg
Giraffe

H 2500 x L 1500 x W 50mm
Weight 40Kg
Elephant

H 1600 x L 2200 x W 800
Weight 40Kg
Gorilla

H 1480 x L 1460 x W 850
Weight 40Kg
Gorilla

H 1480 x L 1460 x W 850
Weight 40Kg
Terms and Conditions

1. The project is open to all artists, amateur or professional.
2. You may submit up to five design applications on any sculptures of your choice.
3. All terms and conditions in this application form a part of the agreement between you and Break in connection with GoGoSafari and by submitting your work you are agreeing to be bound by all terms and conditions in this application form.
4. You must be the sole author and owner of all intellectual property rights of the work entered or, if the work is not your own in full, you must have sole permission in writing from the copyright owner/s to use his/her work. Source material or proof of permission in use of another person’s work must be made available on request by the selection panel. Break does not accept liability in the publication of any reproduced art.
5. The design must represent a piece of work that you have the ability to reproduce on the three-dimensional sculpture.
6. Any additions or modifications made to the sculpture must be sufficiently strong enough to maintain structural integrity of the sculpture and must not risk or cause injury.
7. To enter, the work must be received by Break by no later than the closing date of midnight on 31 August 2024. All entries must be accompanied by a fully completed artist submission form.
8. No allowances will be made for work that arrives later than the deadline.
9. By completing the Artist Submission Form and submitting your sculpture designs you consent that all data provided by you may be used by Break for marketing, communications and evaluation purposes unless you opt out in writing. We don’t and never will sell or pass on any of your details to another organisation for them to use for their own purposes. We may, however, use third party organisations to help deliver services on our behalf, for example, distributing our email newsletters or feedback questionnaires, or managing participant lists for our events. At all times we will ensure that we look after your details responsibly - and that any organisations using your information on our behalf do the same. For more information please see Break’s Privacy Policy at breakcharity.org
10. Copyright and all other IP rights in the design belong to and remain with the Artist. However, subject to Break paying all amounts due to the Artist under any final commissioning contract, the Artist grants to Break an irrevocable royalty free licence to use the completed artwork for Break’s purposes in connection with the Event, GoGoSafari.
11. You consent to the use of your work, name and photograph in any promotional material carried out by Wild in Art and Break without any further compensation.
12. Your work will be reviewed by Break prior to being shown to the Event Sponsors.
13. Work will be commissioned following confirmation by the Event Sponsors. This decision on all matters relating to the Work selected to be used is final. No further correspondence will be entered into.
14. Upon commissioning, Break will enter into a separate contract with you to include an agreed schedule and the terms and conditions of engagement.
15. Break will provide the sculpture at no charge to you. Cost of materials is your responsibility. If you are not able to paint the sculpture in the painting space, you will be responsible for the cost of transporting the sculpture to your studio. In the unlikely event that we cannot provide a painting space, the costs of transportation of the sculpture will be discussed on a case by case basis.
16. You will provide a list of artist materials – specifically paint, brand and colours used in the application on the sculpture. Please consider sending any leftover or spare paint used when you return your sculpture.
17. Break reserves the right to withhold any fee payable to you in connection with the event if in its sole opinion the quality of the finished work provided falls below that which can be reasonably expected for public display and/or is substantially different from the design you submitted.
18. The sculpture remains at all times the property of Break and must be returned in good order.
19. If the sculpture is returned unfinished by you or deemed irreparable due to damage while in your possession, you shall be charged the full replacement cost of the sculpture.
20. Break will award commissioned artists with an honorarium of £1,000 inc VAT. This will be paid on completion of the finished artwork, subject to sign off, and all relevant paperwork. Payment will be made within 28 working days of receipt of invoice. Artists must include a UTR reference number on their invoice or add a tax return statement available from the Break team upon request.
21. Break may from time to time produce facsimiles of the completed sculptures in both 2d and 3d form, excluding figurines. For the avoidance of doubt, any agreement reached in connection with any facsimile of your design should include any consideration to be paid to you by Break require transfer of rights to Break.
22. Subject at all times to your agreement Break may produce a figurine of the completed sculpture as part of the Event merchandise. If your design is selected to be a figurine, this will be subject to a separate figurine contract and may include a royalty fee.
23. Following the event, the sculpture will be either auctioned off or sold back to the sponsor to raise money for Break (Registered Charity No 2866650). Artists may be invited to renovate the sculpture subject to, and only if necessary, an agreed additional fee.
24. By entering your work for consideration for the Event, and for eligibility for payment of the honorarium, you warrant that you have all required rights and consents to submit the work and allow Break to use the work in connection with GoGoSafari. You also agree to grant an irrevocable royalty-free licence to Break and to use the completed work for the purposes described elsewhere connected with the Event.
Get in touch

If you have any questions about the submission process or would like to speak to a member of the team. Please email arttrails@break-charity.org or contact one of the team below.

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