

Cattle-logue of Commonly Asked CowParade Questions

How did CowParade begin?

Started in Zurich, Switzerland in 1998, CowParade® is a unique public art exhibit that has quickly gained international recognition. Designed to showcase the local arts community and raise funds for local charity, CowParade exhibits have been wildly successful wherever they roam. Atlanta now joins Las Vegas, Auckland, New Zealand and Dublin, Ireland as the latest international cities to participate.

Why are cows and CowParade so popular?

- Cows are cute, friendly and universally loved.
- CowParade is the “original” public art event – not a copycat.
- Cows provide a wonderful proven “canvas” for artists.
- CowParade attracts both notable and amateur artists.
- CowParade is now an international art competition.
- CowParade has received worldwide recognition.
- CowParade is a distinctive art exhibit with a sense of humor.
- CowParade has proven tourist and economic draw.
- CowParade is an excellent funding source for local charity.
- CowParade brings a community together.
- CowParade makes people smile!

How much money do you expect to raise?

CowParade Atlanta’s goal is to match the money raised by our beneficiary’s fundraisers, the American Cancer Society’s Cattle Baron’s Ball and TechBridge’s Digital Ball. That goal is approximately \$750,000.

Who benefits from CowParade?

The primary beneficiary of CowParade Atlanta is the Southeast Regional Division of the American Cancer Society in conjunction with its 2003 fundraiser, the Cattle Barons’ Ball. The secondary beneficiary is TechBridge, a non-profit providing subsidized technology consulting and development services to Georgia charitable organizations.

Who are the sponsors?

Each cow, or herd of cows, has a sponsor or patron. Sponsors may participate on one of four levels, from Herd Sponsor to Parade Cow Patron. Sponsors may select designs from those submitted through the CowParade “Cattle Call” or sponsors may commission artist(s) to design their cow(s). (Commissioned art is undertaken at the sponsor’s expense.) Sponsors include corporations, community groups, individual merchants and private citizens.

Who are the artists?

CowParade Atlanta 2003 will feature artists from the undiscovered to the highly acclaimed. Design submissions are being requested from Georgia artists, architects, designers and other creative individuals. The deadline for submitting designs is Feb. 28, 2003. Previous designs have been incredibly whimsical and creative, from "Picowssso" and "Mooozart" to "Moona Lisa" and "Lady Cowdiva."

How is a design selected?

Artists' submissions are reviewed to ensure they meet the basic guidelines of CowParade. Designs must have broad appeal to all ages and be appropriate for public display. Upon approval, designs will be offered to sponsors for their review. Sponsors then select the designs they would like to have transformed into public bovine art. Once a sponsor has selected a design for production, the artist will be notified immediately. Prominent members of the arts community and sponsors will be reviewing design applications on an on-going basis throughout the spring. Therefore, it is possible that some artists may not be contacted until as late as May. Artists whose designs are selected for exhibition are paid a \$1,000 honorarium within thirty days of the conclusion of the live auction. The live auction is scheduled for late October.

How does the auction work?

Sotheby's will administer a live auction of select bovines after CowParade Atlanta 2003 closes to the public in September. Tickets to the October auction will be available for purchase, and auction attendees will have the opportunity to bid on the cows. In addition to the live auction, there will also be an on-line Internet auction.

Where will the cows be placed?

CowParade Atlanta is currently looking for the best locations to put herds of cows in both public and private venues. Data from past CowParades shows that herds are more popular and attract more traffic and interest than single cows.

What are the cows made of?

CowParade cows are life-sized and made of fiberglass reinforced with re-bar (hollow on the inside). Modeled after the Brown Swiss breed, a traditional milking cow from Switzerland, they come in three poses: standing, grazing, or reclining – but artists can change the poses using their artistic license. Standing cows reach a size of 8 feet long by 5 feet high by 2 _ feet wide. The hefty unpainted heifers weigh in at 100 lbs. before being mounted on a 500-pound concrete base to keep them from "grazing" on their own.

Why do the cattle have both horns and udders?

CowParade herds may cause confusion with their seemingly contradictory horns and udders, but worry not – it's all scientifically sound. Brown Swiss cows have both horns and udders because owners don't remove the horns at birth, unlike many American milking cows you might see.

How can I find out more?

Go to www.cowparadeatlanta.com. If you'd like to keep up with the cow's journey, sign up for the Moozletter at info@cowparadeatlanta.com.