

CowParade – Call to Artists Extended

Due to an increase in interest from artists wanting information on the CowParade, the event Steering Committee have decided to extend its deadline for art proposals until 22nd July.

AMRTA CEO Francine Errico said due to increased publicity over the past couple of weeks they have received substantial numbers of new inquiries from artists wanting to be involved.

“We therefore decided to extend the deadline for artist’s submission from 11th July to the 22nd July, which still gives us plenty of time to order the cows and have them ready for our event dates.”

Approximately 100 artists will have the opportunity to transform a cowing into ‘moo’ving’ pieces of art as part of the CowParade event taking part in the Margaret River Region. Once completed, the cows will be on public display throughout the region from March to June 2010.

“The event is an excellent opportunity of artists to showcase their creative talent to approximately 650,000 local and international visitors that are expected to visit the Margaret River Region during the event period. The event will also attract a great deal of media exposure, through event sponsors GWN, Channel 7, Nova Radio, and Radio West.”

Ms Errico said hosting an internationally acclaimed event such as CowParade in this region would not only raise the profile of the destination but also create new reasons for people to visit and increase their length of stay, bringing increased economic benefits to local business and the community.

The CowParade has been held in over 50 cities around the world including ‘udderly’ fabulous destinations such as Paris, Tokyo, London and New York. Each event is unique and although the shape of the fibreglass cow sculptures does not change from event to event, local artists are challenged by the works of previous CowParade artists and inspired by their own cultural contexts and personal vision of what a cow should look like.

“The event is a win-win for everyone and it is wonderful that the cows will be auctioned off at the end of the event to raise money for charities, including Telethon and Take 5 for kids, and regional projects such as the Jewel Cave Preservation and Redevelopment Project”.

Artists, individuals or groups interested in submitting an application to paint, sculpt or decorate a cow are invited to contact Sharon Batley on (08) 9780 5904 or Arts Margaret River on (08) 9758 7316.

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More information is available at: www.margaretriver.com/pages/cowparade-2010

For further information please contact

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