

urban occupation : ACTION

research : Cow Parade



but

Image: sponsored cow, Na Můstku 382/4, Prague, 2004

Source: <http://commons.wikimedia.org/wiki/File:CowParade>

authors / actors / participants:

For the cow pictured above:

Artist: Šárka Vokurková

Sponsor: Levné knihy Kma s.r.o.

title: KNIHOMILKA

location: Na Můstku 382/4, Prague, Czech Republic

date: September, 2004

manifesto:

The idea behind Cow Parade is quite simple. Basically it is a means of presenting public art, designed by local painters, sculptures, craftsmen and architects, from the amateur and unknown to the professional and famous. They often feature artwork and designs specific to local culture, as well as city life and other relevant themes. The cows are displayed throughout the host city. Its streets, parks, and other public places become an outdoor museum for the cows. All of the cows can be seen by the public, free of charge.

Cow Parade events have been staged in over 50 cities worldwide since 1999 including Chicago (1999), New York City (2000), Sydney (2001) London (2002), Tokyo (2003), Dublin (2003), Prague (2004), and Stockholm (2004), Mexico City (2005), Sao Paulo (2005), Buenos Aires (2006), Edinburgh (2006) Paris (2006), Milan (2007), and Istanbul (2007).

The choice behind why cows were chosen as the canvas is simply because the cow is a universally beloved animal. The cow represents different things to different people around the world. For example, they are perceived as sacred, they connect us to our past, but the common feeling is one of affection.

After the exhibition in the city, which usually lasts between 2-4 months, the cows are auctioned off and the proceeds are donated to charity.

techniques / tools: The tools and techniques used in this form of public art will vary depending on the artist. However they are all given the same canvas to work with which is a flame-retardant fibreglass shell which is supported internally by a steel structure. The cows weigh approximately 55kg before application by the artist.

action: The main action taking place is the distribution of the cows around the city, once they are in place they are not moved until the end of the exhibition. It could be said that simplicity is the beauty of the project.

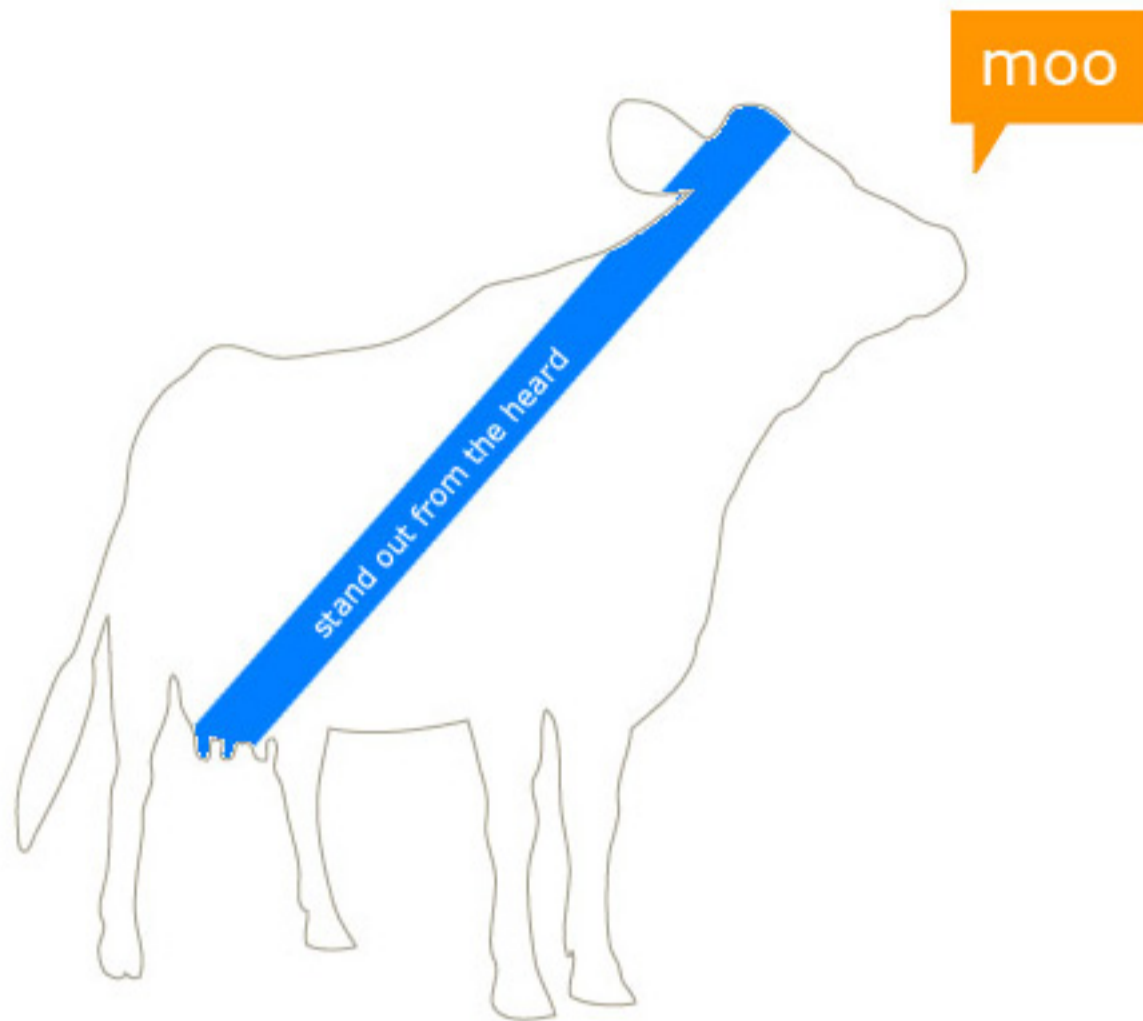
actual outcome:

The outcome of this project is that public will be able to enjoy and interact with a variety of different artwork throughout the city at no cost, which will at least evoke some sort of debate or emotion. Also, they may be a cause of interest and attract tourism which is a bonus for the host city. Furthermore, it gives local artists and designers a chance to have their work publicly displayed as well as gaining them a little extra cash as around \$1000 is paid out to the designer of each cow.

Besides contributing to the art community, the profits made from auctioning the cows has obvious benefits for the charities it is donated to and to date, cow parade has raised over \$20 million, most of which has been donated to charities helping children.

urban occupation : ACTION - research : Precedents

Finn, Ryan, 324571



sketch: Conceptual design
Source: Own work



Image: milking the cow - cow name : BUENA VISTA - Prague, Czech Republic - March 2009
Source: Own Work

bibliography:

http://en.wikipedia.org/wiki/Cow_Parade accessed: 25.04.09 - 22:00hr
<http://www.cowparade.com/WorldwideGallery.php?id=2154> accessed: 25.04.09 - 23:00hr
<http://www.cowparade.com/WorldwideGallery.php?id=2015> accessed: 25.04.09 - 23:00hr