

GENERAL PRINCIPLES

Presentation

“MonaCow Parade 2005” is an exhibition of decorated cows that will take place in the streets of the Principality from June 20th to September 16th 2005.

It is up to you to acquire the cows and to have them decorated, by whom you wish.

At the end of the exhibition, you can sell your cow if you wish to, and help the Association Monégasque contre les Myopathies (Monegasque Association Against Muscular Dystrophy).

How to participate

Select your cow:

The cows are presented “life-size” in three different positions. They are made of white fibreglass and are ready to be decorated.

Decorate your cow:

Once purchased, you shall adorn your protégée or have her dressed by whom you wish, artists known or not. The organisation can propose decoration projects to help you out.

Premises to decorate your cows are placed at your disposal.

The decoration is completely free, but any “direct” advertising or displaced inscriptions are prohibited.

Exhibit your cow:

Your cow will then be on exhibit during the three summer months, from June 20th to September 16th 2005, on the thoroughfares and other public places in the Principality. Visitors will be given a map allowing them to admire the whole exhibit.

Sell your cow

The event will close with an auction sale, and if you wish to you will be able to do something helpful by selling your cow that has become a work of art.

Half of the amount of the sale will go to the Association Monégasque contre les Myopathies (Monegasque Association Against Muscular Dystrophy). A quarter will go to you and the last quarter to the organisation.

A FANTASTIC IMPRESSION !

The cows let loose in the Principality next summer will leave no one indifferent. They will bring beauty, brilliance, movement and animation, all impregnated with, elegance, cleverness, humour, charm or poetry. They will delight residents and visitors, man and women, young and old people.

The “MonaCow Parade” will offer the whole Monegasque population the possibility of taking part in an exhibition that will once again allow placing the Principality in the foreground.

The institutions, the societies, the associations, the shopkeepers, the companies, private citizens and students, in a word, all the local actors will associate to make the Principality the site of one of the largest open air exhibitions in Europe.

The organisation will give a full coverage to the event in the area, in France but also in Europe and, thanks to our website www.monacowparade.com, the whole world will know about this exhibition.

By giving artists, known or not, the possibility of expressing themselves in an unexpected manner, we will all take part in the Principality’s cultural radiation.

At the end of the exhibition, the cows’ owners will have the possibility of doing charitable work by putting their ruminant on auction. Half of the amount of the sale will go to the Association Monégasque contre les Myopathies (Monegasque Association Against Muscular Dystrophy), a quarter will go to the owner and the rest to the organiser.

You will see, you will love those little cows...

... especially yours!

A LONG STORY

It all started in Zurich in 1998.

In that year, so as to promote Art and trade in the city, 812 fibreglass cows were dressed by numerous artists and exhibited in busy thoroughfares: shopping areas and pedestrian streets, stations, public parks, sidewalks, squares, ...

The event's was brilliantly successful.

After Zurich, many cities such as Chicago, London, New York, Las Vegas, Atlanta, Houston, Tokyo, Sydney, Stockholm, Cape Town, Prague, or Manchester welcomed the "Cow Parade".

All were able to note an increase in the attendance of tourists and a positive impact on their reputation. The inhabitants, the tourists, the patrons, the sponsors, the shopkeepers, were all unanimous: they were crazy about the exhibition of colourfully dressed cows.

You want to know more about these previous editions?

Visit our website: www.monacowparade.com.

THE COW AS AN ARTISTIC SUPPORT

The cows are delivered “life-size”.

At first, they are sold exempt of any decoration. They are made in fibreglass, coated with polyester. It is up to each owner to have his cow decorated by the artist of his choice, at his expense.

The cows are available in three different positions: cow “lying down”, cow “walking” and cow “grazing”. It is the owner who selects the model he prefers mainly according to the decoration to be brought.

The artistic dressing project can include the adding on 3D elements. The artist can also transform the positions of cows. But this is under the owner’s responsibility and expense.

In order to maintain homogeneity during the exhibition, “MonaCow Parade” places a “list of specifications” file at the disposal of acquirers. This agreement covers all the points to which parties shall bring their attention.

It is notably prohibited to decorate a cow for strictly advertising ends or according to a topic that could undermine public integrity.

The owners of cows shall submit their dressing project to the organisers of the “MonaCow Parade” before carrying it out. In order to make sure that the list of specifications and the code of ethics are respected.

THE ARTISTS

The "MonaCow Parade" is open to the spontaneous candidature of artists who wish to take part in the project without forasmuch acquiring a cow.

The "MonaCow Parade" is open to all: artists confirmed or not, beginners, stylists, graphic artists, art school students, youth centres, ... in one word, to all the people who wish to take part in this unique exhibition in the Principality.

Everyone will thus have the opportunity of submitting decoration projects. These will be presented to the owners who if they wish, will be able to select the project of their choice. Then, the organiser will put the two parties in touch and the parties shall then come to the agreement they wish.

During the "MonaCow Parade" event, our heroines will be set on a concrete base with a numbered metal plate notably indicating the artist's name, that of the owner and of course that of the cow.

The decorating possibilities are as numerous as they are varied. It is up to you to prove your imagination...

THE COW, WORK OF ART, USEFUL WORK

As already explained, “MonaCow Parade” does not have the ambition of being a cultural event reserved to an intellectual elite. On the contrary, “MonaCow Parade” will go to meet the public to be a public artistic exhibition accessible to all.

Furthermore, and it is important, “MonaCow Parade” wants to bring its contribution to a charitable cause.

To do so, at the end of the exhibition, an important part of the cows, with their owner’s consent, will be sold in auctions during a prestigious event closing the exhibition.

Most of the amount of the sales (50 %) shall be given to the Association Monégasque contre les Myopathies (AMM) (Monegasque Association Against Muscular Dystrophy).

It struggles with conviction and efficiency to notably gather funds to finance research programmes specific to muscular dystrophy. This disease is a form of generalised progressive muscular dystrophy. In France, every year one baby out of 3.500 is born with it, and more than one million children suffer from it throughout the world.

The amounts gathered at the sale will among other things allow organising new round table cycles, much in demand by the international scientific and medical community. This will allow international experts to debate on convergent or contradictory points of view on the major subjects related to this pathology.

The various owners will be solicited to offer their cow on sale. The cows will be exhibited together for a few days before the actual sale.

They will thus benefit of additional advertising owing to the promotion that will be done around the auction sale (Internet site, catalogue, newspapers, “live” presentation of the cow during the event...)

DATES TO REMEMBER

- March 1st 2005

Cows are delivered to artists.

- March 1st – June 10th 2005

The organisers shall place at the disposal of the artists an enormous workshop located under the football field of Cap d'Ail. Principality of Monaco oblige, the emplacement will be transformed into a deluxe **** stable, a place of storage and a gigantic workshop at the height of the biggest open-air exhibition. That is where you will be able to decorate your cow.

- June 10th 2005

Deadline date for the decoration of cows

- On Friday June 17th 2005.

Private viewing of the cows' workshop.

- Saturday June 18th. Sunday June 19th.

Installation of the cows in the streets of the Principality.

- From June 20th to September 16th 2005.

Exhibition of the cows in the Principality of Monaco

- Monday, September 19th, 2005.

“Auction sales” of the cows.

PLACES OF EXHIBITION.

The cows' stroll will take place throughout the Principality.

The cows will be installed in busy thoroughfares, in common agreement with the cow's owner and the organiser.

The attribution of exhibition places shall be done, as the expression goes, according to the first registered. Here is a summary indication of a few emplacements that could be retained.

<u>Place Sainte-Dévote:</u>	The bus stop. Centre of the crossroad.	<u>Monaco embankment :</u>	Port entrance.
<u>Avenue d'Ostende:</u>	Theatre Pcess Grace. Av. de Monte Carlo.	<u>Quay Kennedy:</u> <u>Quay Albert 1^{er}:</u>	Facing the Port Hotel. Esplanade.
<u>Place du Casino:</u>	Facing the Café de Paris. Centre du Camembert.	<u>Quay Antoine 1^{er}</u>	Facing the Stars 'n' Bars. Facing the Quai des Artistes : Yacht Club.
<u>Garden of the Casino:</u>	Disseminated. Entrance of the Sporting d'Hiver.	<u>Bld Albert 1^{er}</u>	Esplanade. Swimming pool's diving platform.
<u>Hotel Hermitage:</u>	The square.	<u>Entrance of the Tunnel de Fontvieille.</u>	
<u>Avenue des Spélugues :</u>	Entrance of Galerie Charles III. Entrance of the Metropole. Hairpin bend of the Monte-Carlo Grand Hotel. Entrance of Monte-Carlo Grand Hotel.	<u>Bld du Jardin Exotique :</u>	Entrance of the gardens. Moneghetti. Interchange Sainte Dévote.
<u>Interchange Av. des Spélugues / Av.Pcess Grace.</u>		<u>Bld de Belgique :</u>	Park Princess Antoinette.
<u>Avenue Princess Grace:</u>	Centre of the avenue. Grimaldi Forum.	<u>Bld Rainier III :</u>	Interchange. Old station entrance.
<u>Roquebrune Cap. Martin :</u>	Interchange.	<u>Place du Canton :</u>	Roundabout.
<u>Boulevard des Moulins :</u>	Place des Moulins. Tourism Office.	<u>Place d'armes :</u>	On the plantation area.
<u>Monaco railway station:</u>	Outlet of Pont St Dévote.	<u>Fontvieille :</u>	Stade Louis II. Heliport. Big top. Park / Rose garden. Entrance of Carrefour. Outlet toward the tunnel.
<u>Nice Airport:</u>	Arrival hall 1.		
<u>Place de la Visitation :</u>	Central roundabout.		
<u>Oceanographic museum:</u>	On either side.		

The cows can only be exhibited at the places indicated by the organisation in compliance with the administrative authorities.

STATUS OF THE ACQUIRER OF A COW

The acquisition price of a cow is set at euros 6,850 exc. of VAT (six thousand eight hundred and fifty euros exc. of taxes (19.6%).

This entitles you to:

1. An unpainted cow with no decoration, choice of: grazing, walking or lying.
2. The delivery of the cow to the workshop at the end of February 2005 at the latest.
3. The disposal of a workshop from the 1st of March 2005 to the 10th of June 2005.
4. An access for 4 people to access the cows' workshop.
5. An invitation for four people to attend the official inauguration of the event that will take place on June 17th 2005 and to which invitations will be sent to the city's authorities, the media, the partners, the sponsors, the patrons....
6. The installation of one's cow during the exhibition period, placed at the chosen emplacement by common agreement with the organiser.
7. The setting of a metal plate on the cow's base giving the following information:
 - The Cow's name
 - The Artist's name
 - The Owner's name

Besides the compulsory mentions foreseen by the organiser, being: "MonaCow Parade", part of the Cow Parade Family, presented by (main Sponsors) www.monacowparade.com

8. The exhibition of the cow from June 20th 2005 to September 16th 2005.

9. The benefit of the following advantages:

- Replacement of the cow by a new unpainted cow in case of theft.
- Replacement of the cow by a new unpainted cow in case of total destruction, meaning at the time where for practical or aesthetic reasons, the cow should be removed from the exhibition.

Attention:

- Decorative touching up is at the owner's expense.
- These advantages are valid only if the cow is on an official emplacement of the cow parade's path.

10. Being present

- In the exhibition's official album.
- On the geographic map of the exhibition distributed free of charge outlining the path of the cows in the Principality.
- On the Internet site: www.monacowparade.com

11. Being offered an official album of the exhibition per cow purchased.

12. For the cows proposed on auction sale: the transfer of one's cow in the state at the end of the event, being after September 16th, in profit of the auction sales that will take place on September 19th 2005.

In this case, the owner's advantages will be the following:

- The cow will be shown on the official Internet site of the event, at the "auction sales" page.
- Presentation of the cow on the chosen place, on the day of the auction sale.
- Retribution of the owner who will receive 25% of the amount of the sale, after deduction of expenses.

ORDER FORM

(To be returned to MonaCow Parade
Ermanno Palace, 27 Bd Albert 1er
98.000 Monaco)

Company:

Person responsible:

Job title

Address:

Postal or zip code, locality:

Phone #:

Mobile phone #:

Fax:

Email:

Quantity, Price and Terms of payment:

The undersigned places an order with the Sprint Communication and Management Company for the following cow(s) at the terms listed below.

_____ "Walking" Cow(s) at the unit price of euros 6,850 exc. of VAT (19,6%)

_____ "Grazing" Cow(s) at the unit price of euros 6,850 exc. of VAT (19,6%)

_____ "Lying" Cow(s) at the unit price of euros 6,850 exc. of VAT (19,6%)

Being a total of:

This order shall be validated only after settlement of a down payment of 50% of the total price of the order. The payment should be made at the latest 10 days after having signed this order form. The remainder of the said order shall be paid in the following way: 25 % for December 31st 2004 and the rest for February 28th 2005 at the latest.

Emplacements:

Decoration:

We will do the decorating of the cow(s) ourselves: **yes / no / not yet known**

We would like your help for the decorating of our cow(s): **yes / no**

We acknowledge having read the enclosed list of specifications that we are enclosing with this order form, bearing our signature and the written indication "read and approved".

Signed in:

on:

Owner's signature:

THE LIST OF SPECIFICATIONS

1. Objective and conditions

Sprint Monaco, in agreement with the authorities of the Principality of Monaco organises in 2005 an attraction event called the "MonaCow Parade".

As a main attraction, cows "dressed" by artists are exhibited along the various thoroughfares and on the main public squares of the Principality. This act may be completed by various other events.

By signing the order, the owner commits to the acceptance and the payment as well as to the exhibition of the cows ordered according to the terms listed below.

2. Nature of the cows

The cows are made of a mixture of fibreglass and of polyester and are sturdy enough to support the weight of a child. The attaches of the ears and horns are reinforced.

The surface of the objects can be lacquered.

The cows are set on a base that guarantees their stableness.

3. Dressing of cows

The dressing of cows is done by the people (artists, graphic artists, students) appointed by the owner who is in principle free to make the choice of the designs.

Are however excluded all political motives as well as those susceptible of hurting the integrity of third persons. Furthermore, the cows exhibited in public places cannot show any advertising inscriptions. Such an inscription can only appear on the plate set on the cow's base.

If the acquirer wishes it, the organisers can advise the acquirer concerning the dressing of cows and / or on the appointing of an artist or a graphic artist, on the way the writing of messages is allowed as well as on the materials to use for the dressing. This advice is free. The cost of the dressing of cows shall in all cases be at the acquirer's expense.

All dressing projects shall receive the organiser's prior approval before execution.

To protect the work from vandalism, (tags, claws...) cow owners are requested to have their cow coated with a special anti-tag lacquer.

Furthermore, any adding of 3D elements and/or changes of the initial form of the cow is made under the exclusive responsibility and expense of the acquirer.

4. Cow dressing technical characteristics

Our advice is to paint the surfaces in the following manner:

- a. Clean the surface and slightly roughen it with dry emery paper (grain 220)
- b. For finer quality, spread the surface with an adhesive prime coating.
- c. Do the painting with acrylic paint (water soluble or similar)
- d. Apply a protective coating of waterproof transparent lacquer, with two components (for example, with a polyurethane base).

5. Emplacements of cows

The choice of emplacements for the cows is done as far as possible according to the wishes expressed by the owners. The attribution of places of exhibit shall be done according to the traditional formula of "first come first served".

However, the organisers of the "MonaCow Parade" reserve the right of doing modifications in the case where legal or regulatory provisions were opposed to the choice expressed. In the same way, an emplacement harmful to the general aspect of the action can be refused. The organisers also reserve the right of temporarily displacing the cows. These shall be on exhibit from the 20th of June to the 16th of September 2005.

6. Storage and removal of cows

On delivery, the cows are gathered in a central storage place.

The owner has the choice of:

- Either sending on the spot the person(s) in charge of dressing the cow,
- Or of committing to take the cow within 10 days after having received notification on the part of the organiser and in view of having it dressed by an artist. Once the decoration done, he shall return the work to the central storage place on the date indicated.

On the owner's request, the transport of the cow to and/or from the artist's workshop will be able to be done by the organiser.

The cow's transportation expenses, from the storage place to the artist's workshop and return, are at the acquirer's expense.

The transportation expenses in relation to the assembling and dismantling of cows exhibited are at the organiser's expense.

7. Ownership of cows

At first, the cows are the property of MonaCow Parade. Afterwards, the cows purchased become the property of the acquirer. In all cases, at the time of the auction sales or when purchased, the transfer of ownership is only effective after the complete payment of the purchase price.

The organisers, have foreseen a Theft and Complete Destruction insurance of objects that obliges them in both cases to replace the damaged or stolen cow by a new non decorated cow, against an excess of euros 200.

The organisers' responsibility cannot be invoked in the case of partial destruction (legs, ears, horns...) or in case of vandalism (graffiti, tags...) that cannot be repaired or restored.

The owner is however free to take out a further insurance for partial damages as well as for damages caused by vandalism.

Important: The repair of a cow does not include that of dressing it, which remains at the owner's expense.

8. Payment of objects

The owner commits to pay for the cow(s) ordered on the condition of the carrying out of the action.

Half of the purchase price is paid on ordering. 25 % shall be paid for the 31st of December 2004. The rest shall be paid at the reception of the cow(s) in rough state, being at the latest on February 28th 2005. In all cases, the cow shall only be remitted to its owner after complete payment (euros 6,850 tax exclusive) of the invoice.

9. Copyrights

The rights to use images of dressed cows belong to the organiser and to the acquirer. The owner of a cow can in no case turn against the organiser for having used a cow or its image, whatever the reason for having used it.

As concerns cows transferred for the auction sales, the owners authorise the organiser, in a definite way, for the whole world and gratuitously to reproduce and communicate the “dressed cow” to the public in any manner, and any supports whatever. This authorisation is understood in the most complete manner authorised by the law and includes all modes and all forms of reproduction as well as all modes and all forms of communication to the public.

If the owner did not do the dressing of the cow, he commits to obtain the authorisation, of the person(s) who did the dressing.

10. Jurisdiction

In case of litigation, the contracting parties recognise the competence of the Courts of the jurisdiction of the Principality of Monaco.

Signed in Monaco, on / /
the parties acknowledge having read theirs.

in two original copies, each of

Name and signature
MonaCow Parade

Name and signature of
the cow's owner