



Design Guidelines

Classic Buddy Bears

The Buddy Bears – their significance and core values

For many years now, the Buddy Bear sculptures have been globally popular figures. On the one hand, they are recognised as an unofficial symbol of Berlin. On the other hand, through the many United Buddy Bears exhibitions, the bears stand for tolerance, international understanding and living together in peace.

Along with these two core values, their popularity also originates in their friendly-looking bear shape and their diverse artistic designs.

In order to safeguard these symbolic values and for the benefit of all the owners of Buddy Bear sculptures on all 5 continents, we aim to preserve – and if possible increase - the level of popularity enjoyed by the friendly bears through minimum requirements with regard to the artistic standards of their design.

The design

Therefore, each bear ought to be a unique work of art that can be designed with a high degree of artistic freedom. In particular, this can be expressed through very different styles (using a graphic or structural design, painting or drawing on the bear, choosing an abstract or photorealistic form of expression, etc.).

Yet overly simplistic paintings showing the bear with a shirt and trousers or in overalls are prohibited, because in most cases, they make a bear look plain, frequently clownish and not very sophisticated. Equally, it is not necessary to paint a face on the sculpture, because the bear's facial expression is already predetermined by the three-dimensional shape of the head.

Furthermore, motifs with a political content or motifs that offend public morality or infringe third-party rights are excluded.

Moreover, it is not allowed to include a company logo or brand logo, website addresses or printed advertising in the Buddy Bear design. The same applies to the additional installation of promotional signs on the sculpture.

However, names or company logos referring to the owner or the sponsor of a Buddy Bear can be added to a designated sign that can be added to the base the bear is attached to.

Nevertheless, establishing a connection to corporate core values and image factors is possible when creating the artistic design of a Buddy Bear for companies or institutes. The main elements of the respective range of services, product areas or core competencies can be represented in an artistic format. This might include combining colours pertaining to an organisation's corporate identity, but no company logos, brand logos for specific products or corporate claims.

Compared to ordinary advertising media, the value of the benefit generated by Buddy Bears with a sophisticated design is much higher for their owners, since they produce a higher level of awareness and are very popular with the viewers. Ultimately, this popularity is due to the fact that it is not a random advertising presence. For that reason alone, we are obliged to prohibit any abusive use of the Buddy Bears out of consideration for our other clients,

Buddy Bears are art objects. Using them for any purposes directly linked to advertising or commercial objectives is therefore prohibited. In particular, this ban also applies to any representation of the sculptures in an environment directly linked to advertising, for example in adverts, on merchandising products, on vehicles or integrated into a corporate design, corporate stationery or a company logo.

In line with the General Terms & Conditions of the Buddy Bär Berlin GmbH (in particular §3 + §4), a draft design has to be presented to the BBB that has to be authorised by the BBB. In order to ensure the artistic standards of the unique Buddy Bear sculptures, the BBB reserves itself the right to reject a design draft that does not meet these artistic standards. Potentially, this restriction particularly applies to a design showing a Buddy Bear wearing clothes.

For examples of Buddy Bear designs, please refer to: www.buddy-baer.com/classicshow

The Buddy Bär Berlin GmbH, the ordering party (the client) and the artist have to agree the transfer of the copyright as well as the unrestricted and exclusive rights of use and exploitation the artist holds due to creating the artistic design / painting the sculpture. You will receive a model agreement regulating these rights.

The sculpture

Buddy Bear sculptures are handmade, joining several parts made of GFRP (glass-fibre reinforced plastic / polyester).

Height 200cm / Width 120cm / Depth 80cm / Weight 50kg



To secure the bear (particularly for outdoor use), it either has to be anchored firmly in the ground or it needs to be attached to a heavy base. We can provide you with a drawing for guidance. Please consider ordering the concrete base (weight: 140kg) that we offer for this purpose. A steel base can be used as an alternative, but is only suitable for indoor use.

Painting and varnishing

On a blank Buddy Bear, the seams are still visible. Minor tolerances and some unevenness may occur along the seams.

The following two points (polishing and application of the primer coat) are only applicable to blank Buddy Bear sculptures without primer coat:

Polishing and cleaning:

Remove all residue, for example any filler that is still attached to the blank sculpture and start sanding it with sandpaper_(or alternatively with a grinding machine). Subsequently clean the sculpture with industrial acetone and close any small holes (air pockets) with polyester filler / spray putty. Leave the blank sculpture to dry, sand again, remove any dust and wash the sculpture with water.

Applying the primer coat:

In order to achieve the best possible painting results, the sanded sculpture needs to receive a base coat of white acrylic primer (e.g. Lascaux Uni-Primer). You need 500ml for the primer coat of a 2m tall bear.

Please note:

Already primed blank Buddy Bear sculptures are already sanded and a primer coat has been applied in preparation for the application of the paints. However, before they are ready to be painted, the sculptures have to be washed with water (to achieve a surface without any layers of dust or grease).

Recommendations for the colours:

In order to achieve a multi-coloured, brilliant painting result, we recommend using exclusively acrylic paints, particularly since they are very lightfast. They also have the same thermoplastic properties as the GFR material of the bear. This prevents the formation of hairline cracks if the material expands when subjected to very high temperatures (thermal expansion). Specialist shops selling art materials offer acrylic paints in different price ranges and quantities, for example

- Guardi- acrylic paint (also in larger quantities exceeding 2l)
- Amsterdam- acrylic paint (around 35 different shades; medium price segment)
- Lascaux Studio- acrylic paint for artists (approx. 44 different shades; higher price segment)

We advise against using oil-based paints, crayons or felt-tip pens, since these colours might fade over time. Depending on the colour application (different painting technique of the artist), about 2.5 - 3 litres of acrylic paint are needed. The total surface of the bear is about 4.5m².

Please note: If corrections are necessary during the painting process, please note that dark colours and particularly all shades of red and lines drawn with felt-tip pens need to be removed – if at all possible, without leaving any traces. Otherwise, they might show through after varnishing.

Gluing on the sculpture:

If the design involves gluing something on parts of the Buddy Bear or the entire Buddy Bear, the surface has to be completely free from grease. It needs to be sanded and washed with acetone. In our experience, if certain materials (such as paper) are glued on the sculptures, they are not suitable for permanent outdoor use. Foil printing used for cars, etc. is a more durable and lightfast method. However, these should be applied by a specialised company. Due to the concave-convex bear shape, this is also only possible in smaller individual parts.

We generally advise against using this method on a Buddy Bear sculpture intended for longer-term outdoor use.

Varnishing:

The final stage involves varnishing the painted bears with a 2-component clear varnish (varnish & hardener) – either gloss or silk-matt. We recommend using UV-resistant varnish. It is important to apply the varnish very thoroughly to prevent the colours from fading due to sun exposure, to protect the sculpture against climatic conditions and the accumulation of dirt and to ensure easy cleaning. You will need (depending on the type of application - spray gun or brush) about 1.5 litres of lacquer and approx. 0.5 litres of hardener.



(Example)

Varnishing can either be done manually or by professional varnishers – for example by painters or car-body painters. Since varnish for cars ensures high-quality fixing with a durable surface hardness, it is particularly suitable as a final layer, protecting the colours underneath.

Care and cleaning

If the Buddy Bear sculpture is sealed with a 2-component clear varnish, it is weatherproof for years – even for outdoor use. Nevertheless, it should be washed on a regular basis. Depending on the level of air pollution, we recommend cleaning the bear approximately once a month. Normally, a soft cloth and water are sufficient for this purpose. You may add a dash of washing-up liquid. Please do not use aggressive household cleaners *under any circumstances*, since they damage the varnish.

Please remove any bird droppings as soon as possible, since they also damage the varnish. Major soiling or daubing can be removed by polishing the surface with a cotton-wool ball, applying acetone or nail varnish remover that contains acetone.

Please contact us if you have any further questions:

Buddy Bär Berlin GmbH / +49 (0)30 8877 2681 / info@buddy-baer.com

