

WILDER SIDE OF WONDERLAND
Art Folio Information Document for Artists

I. **Introduction**

Welcome, artists, to the Wilder Side of Wonderland!

I am thrilled to be collaborating with all of you on this gorgeous, yet explicit, art folio just in time for Halloween! I'm sure many of you had a feeling that when you heard about an art pack appearing on October 31 that it would be Halloween-themed, and you are close!

But first, a little bit of a background on this project.

This project was somewhat spur-of-the-moment that started sometime in mid-August. After I decided to get into sculpting, I also decided to reward some of my friends from Colt Cuddler with sculpts of their pony characters. But I had a hard time deciding whether I wanted to sculpt their characters doing what they do best...or take a few liberties and sculpt them as characters from "Alice in Wonderland."

I've always been very fond of Lewis Carroll's story, and after all the time I spent with my Colt Cuddling friends I began to see qualities in them that made them suitable to be weaved into a **lewd** iteration of the story. (And by **lewd**, I meant there would be a lot of gay sex and male-on-male butt-touching. This is Colt Cuddler, after all. And no, I didn't bold the word "**lewd**" on purpose for emphasis. My computer just does that with that particular word.) From there I started writing my thoughts down and matching each character with a character from "Alice," writing small bios and wondering what they would look like dressed as the Mad Hatter or the Cheshire Cat.

And then it went further...to a visual novel coded in Ren'Py. However, this was quickly struck down for a few reasons. First, a VN with a cast made up completely of OCs would be undesirable to the general audience. No one would know who the characters are, how they relate to the characters they are portraying, etc. The only audience that would enjoy it would be Colt Cuddler, which is whom I would have made it for, so this is somewhat of a moot point. But the one reason why it never got off the ground is because of how incomprehensibly complex it would be. A Colt Cuddler VN, spearheaded by Sidekick, was under development for a while before it was sent to development hell. Some of the writers had to take a leave from the project for various reasons, and without them Sidekick couldn't move on with the coding (or the art) for the scenes they were writing. But even that was chock-full of special features and Easter eggs that blew my mind, and that had three different storylines.

I was envisioning 15 for mine.

FIFTEEN. DIFFERENT. STORYLINES. All crisscrossing and taking you, the player, down some winding road to an ending you'd never expect. All with special features, graphics, and one of-a-kind art for various scenes.

With many of us (myself included) in Colt Cuddler soon heading back to college, none of us

would have the time or energy to devote to such a massive project and keep up with our real-life obligations. So the idea was scrapped relatively quickly. I didn't even do any work on it, I pitched it to Colt Cuddler before all the reasons why it would never get off the ground started sinking in.

I still wanted this idea to take off, but I figured that if I wanted to be successful with it, it would have to stay at a small scale. A short time after, I started speaking with some artists (Sidekick included) about creating an art pack involving the artists from Colt Cuddler, but we didn't have enough artists to contribute into making a large-enough pack that would grab enough interest. So I expanded my horizons to include more artists, mostly from tumblr but some from /mlp/'s Drawthread.

And now, welcome aboard! I am thrilled and excited to be working with all of you on this art folio, and be drawing and creating art alongside all of you. Some of you have been featured in other art packs, in which case this will help to propagate your art and your talents further. But for some of you, this will be the very first time you're featured, in which case, you will receive your complimentary champagne shower mailed to you in an inconspicuous manila envelope within two to three weeks.

You're all very talented people, and I can already tell this is completely within your zone of comfort. I do hope that it's something you'll enjoy and hope you have fun working on it and meeting your fellow artists as we all work together.

Thank you so much for taking the plunge down this rabbit hole into the Wilder Side of Wonderland~

Sincerely,

Aerialift (“Lifty”)

II. Nature of the Art Folio

As I've stated before, The Wilder Side of Wonderland is an explicit MLP art folio that features the My Little Pony characters in salacious, sexy situations and centered around the theme of “Alice in Wonderland.”

Since the story has been published, there have been many, many retellings of the story, some more faithful to the original than others. But despite how close they've all tried to mimic the original tale, they've all injected the story with their own character and detail that makes the story unique and very much alive. With that in mind, I also look to you, the artists, to be a little creative in how you interpret the story, and if you wanted to give a nod to one of the many iterations of “Alice,” I look forward to that as well.

With a diverse team of artists working together on this, I'm well aware that many of you are more comfortable working with one pony gender than the other, and that's okay. Some of you love working with straight pairings, others prefer gay pairings. That's great! Don't stress yourself out on working outside of your comfort zone here. No matter if your NSFW art is straight or gay, work on what you feel comfortable doing. This will ensure that you don't get

burned out and also ensure a diverse array of art pieces to excite and titillate our audience.

Lastly, as this is an explicit art folio, I'm giving you, the artists, carte blanche to create art pieces that cater to various fetishes. If you're struck by inspiration at 3AM to create a foot fetish pic, JUST DO IT!

III. Composition and Resolution Requirements

All pieces submitted can be either in greyscale or in full color. Sometimes leaving a picture without full color fits the overall mood of the art piece better than giving a picture a splash of color. However, please do not post lineart or sketches.

Single-character pinups are okay, as an orgy involving many characters is as well, it's all up to what you're mused by at that moment when you're struck with inspiration. And as I said earlier, the art can depict gay or straight sex. Not only that, but Rule 63 (genderbending) will also be allowed.

As for resolution, please make sure that all submissions are at least 1280 x 960 with 350dpi. The closer your submission is to this size, the better. Though, PLEASE do not crop your picture to fit the criteria.

IV. Submission Quantity

How many pictures you submit to the art folio is up to you, so long as it's at least one piece.

V. Communication

Skype is the primary means of communication for all artists and is integral for all artists to fill out their Skype details so I may be able to add them and include them in all Skypechat sessions. However, it is also encouraged that artists also contact me via e-mail if necessary and if Skype is unavailable for whatever reason.

If you need to get ahold of me, my e-mail is aerialiftart@gmail.com, and my Skype username is aerialift.art.

PLEASE make sure you have one (Skype) or the other (e-mail) open for communication!

VI. Distribution

The art folio will be released as a free download on the folio's Tumblr on October 31. We will discuss on our September 20 Skypechat meeting whether or not to also create a Premium folio featuring exclusive content for those who donate \$5 or more to a charitable cause. The Tumblr will be open for 48 hours after the download link has been posted starting at midnight CST on October 31, 2014 and will close at midnight on November 2, 2014.

In the tradition of creating content that you can only view when you download the folio, please DO NOT share any finished work until after the art folio is released.

Due to the fact that the art folio is primarily released digitally for free, there is nothing any of us can do to prevent content (Premium or otherwise) from being released for free online by others.

If it happens, it happens. If we do decide to create Premium content, I will personally contact the admins of Derpibooru, e621, and other art websites to place content marked “DNP” on their Do Not Post list, and to actively take down posted art that is marked “DNP.”

On that note, I do ask all of you to refer to each other for help and advice on your submissions first before sharing with others outside the project. As this is a *collaboration*, the idea was for us to work together. There's so many talented artists working on this folio that between us we can make your submission from good to magnificent, and from “slightly off” to “on the mark.” So make sure to contact any of us first if you need help.

VII. Promotion

As this is to be primarily released through Tumblr, most of our promotion of this art folio will take place there and will have to make use of whatever features and channels Tumblr has to offer for us.

All artists will be given a Publicity Teaser that will be sent to the artist shortly after their first work is submitted to give the folio and their involvement in it some publicity to their Tumblr watchers. Between the 14th and the 19th a full list of all artists will also be posted on the Wonderland Tumblr.

We will also be discussing other suggestions for promotion during our September 20 Skypechat meeting.

VIII. Anthro, OCs & Underage Characters

Anthro is okay.

However, please avoid using any Original Characters in your art submission, even if the OC is well-known and recognized within the fandom. This includes mascots! I know this was originally intended to be nothing but Colt Cuddler OCs but let's stick to the characters that appear in the show (for now).

Lastly, the submission of art that depicts underage characters in sexual situations is prohibited. Please do not submit any art that features foalcon, as it will not be featured in the final product.

IX. Schedule

20 August	Preliminary Artist Scouting begins
1 September	Preliminary Artist Scouting ends, “Wonderland” Tumblr is open, Open Enrollment for artists begins
14 September	Open Enrollment ends, artists are selected and contacted
20 September	First Skypechat Session (Meet and Greet, ask questions, debate/vote on Premium content)
18 October	Second Skypechat Session (Submission reminders, exit interviews)
21 October	ALL SUBMISSIONS DUE BY 11:59:59 PM CST!
22 October	“Packaging” begins, all submissions are posted with the “Wonderland” logo and the artist's name on their submission. Any publicity teasers that have not yet been made will also be released at this time.

31 October Art Folio is released
2 November "Wonderland" Tumblr closes.

X. Submitting

Any completed submissions can be submitted either to my e-mail, aerialiftart@gmail.com or to my Skype.

Please make sure that ALL art you wish to submit is submitted by the submission deadline: **October 21, 2014 at 11:59:59 PM CST**. To prevent interruptions in the packaging process, submissions turned in after this deadline will be returned and not featured in the art folio.

XI. Questions?

If there is anything that is unclear or if you have any questions about this project that wasn't discussed in this TL;DR document, feel free to contact me by the following:

1. E-mail: aerialiftart@gmail.com
2. Skype: aerialift.art
3. Tumblr: aerialift.tumblr.com
4. DeviantArt: aerialift.deviantart.com

All inquiries will be responded to within 24 hours.

Thanks for reading, and thank you very much for being a part of the Wilder Side of Wonderland!