

Call for ARTWORK

seeking children's art for the new
Helen DeVos Children's Hospital

**Do you have children's artwork that you think
would look great in the new Helen DeVos Children's Hospital?**

Do you have artwork made by children? LaFontsee Galleries is seeking children's artwork in all sizes and materials to be displayed throughout the new Helen DeVos Children's Hospital.

The goals of the artwork are:

- To engage hospital visitors including patients, family, and caregivers
- To help create a therapeutic environment supportive of health and healing for children, parents, staff, and visitors
- To instill a sense of comfort and fun, naturalizing the experience of visiting the hospital and offering a respite to patients, families and staff
- To appeal to a youthful and diverse audience, embracing all cultures and religions
- To enhance the hospital's architecture through artwork made by or relating to children

How to apply

Complete the proposal form and submit with the required materials listed below.

Required materials for MAILED submissions:

(list for E-MAILED submissions on following page)

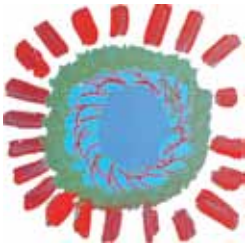
- Completed proposal form
 - Cover letter describing how the artwork was created or coordinated
 - Please include an image of each piece of artwork both on a CD and as color prints*.
- Submit digital image files indicating the submitter's name and size of the piece as the file name.

Please do not send original pieces of artwork.

*Note: photos of artwork printed out on your color printer at home will be just fine!

If mailing, send submissions to:

LaFontsee Galleries
Attn: Call for Artwork
820 Monroe Ave NW
Grand Rapids, MI 49503



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Required materials for E-MAILED submissions:

Please label the following sections and include in the text of your e-mail:

- Cover letter describing how the artwork was created or coordinated
- Completed proposal form. Please type and answer each question included in the proposal form.

Please attach to the e-mail:

- A digital image of each piece. Submit digital image files indicating the submitter's name and size of the piece as the file name. Please do not send original pieces of artwork. Note for preparing digital images: Longest dimension should be roughly 500 to 700 pixels. File sizes should not exceed 500kb each. If you have questions, please contact Marion at 616-451-9820 or by e-mail at marion@lafontsee.us

If E-mailing, send submissions to:

LG@lafontsee.us

subject: Call for Artwork submission

Timeline

- Submissions must be sent no later than June 30, 2010. Submissions received prior to this date will be reviewed as they are received and may be accepted early.
- Accepted pieces of artwork must be ready for installation by August 15th of 2010.

Selection process: when to send original artwork

- Phase 1 (this phase): Initial Call for Artwork. **Please do not send original artwork yet!**
- Phase 2: Top picks contacted and possibly asked additional questions. We may also ask you to provide original pieces of artwork for reviewing.
- Phase 3: Final selections will be made and plans will be discussed for when to bring in chosen original artwork.

Have Questions?

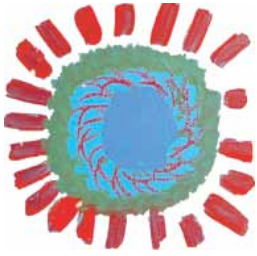
Please view the Call for Artwork Frequently Asked Questions on the last page of this document.

All submissions, including donations, will be considered by LaFontsee Galleries through a juried process. Selections are made objectively, with no other motive than following Spectrum Health's guidelines to procure the most appropriate art for healing while best enhancing the visual appeal and continuity of the entire Spectrum Health Healing Art Collection. All donated artwork must include a signed release form. Due to the revolving nature of the art collection in the HDVCH only some of the donations will be used at any point in time.

L A F O N T S E E G A L L E R I E S

820 Monroe NW, Grand Rapids, MI 49503 616.451.9820 LG@LAFONTSEE.US WWW.LAFONTSEE.US





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PROPOSAL FORM



Personal Information

Name _____

Organization involved in project (if applicable) _____

Address _____

_____ zip _____

Telephone _____

Email _____

Website (if available) _____

Artwork Information

Describe the artwork _____

How were children involved in the creation of the artwork? In creating the idea? In creating the artwork?

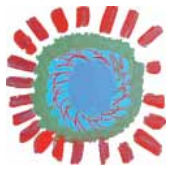
How many children were involved in the project and what age? _____

Medium of artwork (painting, fabric, wood, etc.) _____

Number of pieces _____

List of pieces and sizes (use additional piece of paper if necessary) _____

Other information: things you would like us to know _____



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Frequently Asked Questions

What does it mean to donate artwork to the Helen DeVos Children's Hospital (HDVCH)?

The HDVCH is looking to fill 14 floors with artwork and welcomes all ideas for review. Donating artwork to the hospital means that it will belong to the hospital, and may be displayed, rotated, and moved as needed.

Can I submit more than one proposal?

Absolutely.

Can I submit now and then again later?

Yes. It is worth noting, however, that promising children's artwork may be reviewed and accepted before the deadline; in other words, the earlier you submit your children's artwork, the better your chances are of being selected.

Will I need to frame the artwork?

No. If your project is chosen, we will be involved with the final presentation and will be addressing issues such as medical standards, construction criteria and architectural furnishings.

Are there any limitations in size and media?

It is imperative that the materials used meet health and fire restriction standards inside the hospital. In terms of size, we require two and three dimensional artwork in all media and sizes, from 16 x 20 inches to 10 x 10 feet.

When can I expect to find out if my children's artwork has been chosen?

Proposals are reviewed regularly, with the goal of considering the breadth of children's artwork submitted before making all the decisions.

Can I pass along the "Call for Artwork" to my friend?

Yes! You can fax, e-mail, print, mail, and copy the Call for Artwork to help spread the word.

Can I bring in original artwork that has already been made?

At this initial stage, rather than delivering original artwork, we require that an image and data sheet be submitted for consideration. ***Please do not send original artwork unless asked to do so.***



Frequently Asked Questions for Parents

Will my child's name be identified on their artwork if chosen?

This cannot be guaranteed. The artwork may be rotated throughout the hospital and labeling or identification may not always be possible.

Will I be able to pick up artwork that has not been selected?

Our goal is that most of pieces we request to be physically delivered to us will be selected. Please indicate on your proposal a request to pick up your submission if not chosen. Specific times will be determined for the retrieval of work.

Will I be contacted if my child's artwork is chosen for display?

This has not been determined yet. We would like to involve family and children in the celebration of the art collection and the opening of the new building. The details and logistics of this are complex, however, and may not be feasible.

If my child's art is displayed, will I know where to find it?

No. It is important to note that the hospital staff is not responsible for the location of the artwork. One of the objectives of the new HDVCH art collection is for it to be a working collection, meaning that it rotates and grows, so that staff, caregivers, patients and parents who frequent the hospital will see change in their environment.