

Almost Home

BROADLAWNS MEDICAL CENTER FOUNDATION

A Beautification Project Benefiting
Broadlawns Medical Center's Mental Health Services



Greater Des Moines Leadership Institute
Class of 2008-2009

The Greater Des Moines Leadership Institute, Community Leadership Program (CLP) Class of 2008-09, is pleased to announce a call for entries for Almost Home: A Beautification Project Benefiting Broadlawns Medical Center's Mental Health Services.

Artists living in the Greater Des Moines community are encouraged to submit a proposal package which must be e-mailed, postmarked, or hand delivered by April 10, 2009. Painting, drawing, works on paper, collage and photography will all be considered. There may be some opportunities for outdoor sculpture. No video or indoor sculpture submissions will be accepted.

Background

The Greater Des Moines Leadership Institute is a premier leadership organization, guiding graduates to greater public awareness, commitment and involvement – improving the overall quality of life in our community. Each year the current class of the Community Leadership Program selects a class project which will benefit the community. The class of 2008-09 has selected the mental health wing of the Broadlawns Medical Center for beautification. Currently, the décor in the mental health department is very sterile looking with an institutional feeling. The goal is to create an atmosphere that is more conducive to bettering mental health – an atmosphere that makes the patients feel they are in a place that is almost like home, and the services there set the patients on a road to wellness that will get them home. The artwork should be relevant and address the challenges of mental health issues while promoting its improvement. In an effort to support the local community through the project, the Class of 2008-09 has opted to hire artists from the Greater Des Moines community to create the artwork.

Eligibility

Artist currently residing in the Greater Des Moines community are encouraged to submit documentation of work created in the last four years and details for the proposed Broadlawns project. Artists will be considered regardless of age, gender, race, ethnicity, or sexual preference. If you need additional information, please contact Edwina Brandon (515-991-5622 or ebrandon@desmoinesartcenter.org) or Teva Dawson (515-208-0308 or TLDawson@dmgov.org).

Procedure for Submitting Proposals

There is no application fee. Artists must submit a resume, an artist's statement, and the following:

- 1) A contact sheet containing your full name, mailing address, preferred phone number, and e-mail address.
- 2) A selection of no more than fifteen 35 millimeter slides, clearly labeled to indicate the artist's name as well as the title, date, medium, dimensions of the work, and the slide's orientation. Please do not submit original slides. They will not be returned.

OR

A selection of no more than fifteen paper documents. These may include photographs, photocopies of sketches, or descriptive texts. No document larger than 9 x 12 inches will be considered. Please do not include any original works of art or original sketches. They will not be returned.

OR

A selection of no more than fifteen jpeg images, each clearly labeled to indicate the artist's name as well as the title, date, medium, dimensions of the work. Your CD will not be returned.

- 3) Proposed details for the Broadlawns project. These details should include a brief narrative describing your proposal, rough renderings, dimensions, and the proposed site for the artwork (see below for brief descriptions and photos of the areas where artwork will be incorporated). The renderings should be submitted as slides, paper documentation measuring no more than 9 x 12 inches, or jpeg images. **Artists are encouraged to submit proposals that reflect the spirit of this beautification project. A successful proposal will acknowledge the challenges of mental health issues while inspiring those who are afflicted to live a productive life. The proposals should also reflect the project's name "Almost Home."** Artists are also encouraged to submit proposals for any or all of the five proposed sites for artwork. Your proposed project can be a solo project, but you are also encouraged to consider community built projects that engage members of the community and/or Broadlawns patients. Please pay particular attention to the specifications for artwork detailed below. This is a medical facility so special needs do apply.
- 4) The fee for your proposed project(s).

Submit your completed proposal packet to:

**Greater Des Moines Leadership Institute
ATTN: Broadlawns Beautification Project**

**700 Locust Street, Suite 100
Des Moines, IA 50309**

or e-mail proposal packet to rbatcheller@gdml.com (please enter Broadlawns Beautification Project in the subject line).

Neither the Greater Des Moines Leadership Institute nor the Greater Des Moines Partnership assume responsibility for loss or damage to the slides or paper documentation while in their possession.

Deadline

All entries must be postmarked or hand delivered by Friday, April 10, 2009. You will receive an e-mail acknowledging receipt of your proposal. Notification date is Friday, April 17, 2009. Selected projects must be completed by June 5, 2009. No phone calls please.

Proposed Sites for Artwork

- 1) One of two main points of entry into the hospital – Where patients, families, and visitors check in. Artists are encouraged to submit ideas that may incorporate recognition for donors to the project.
- 2) In-patient common areas – this includes the break room where patients dine and partake in recreational activities; the room where patients meet with the medical staff, and the hallways that lead to the patient rooms.
- 3) Outpatient Areas – this includes the group meeting room and kitchen where outpatients have group therapy sessions and take breaks.
- 4) Family Waiting Room – where families can relax and wait while visiting patients.
- 5) North Outdoor Courtyard – where patients can step outside and take in fresh air.

Artwork Specifications

- 1) Wall hangings must be mechanically fastened to walls with tamper resistant fasteners.
- 2) Glass or other potentially hazardous materials are not allowed. Plexiglass or similar shatter resistant products must be used in framing for instance.
- 3) Art should be easily cleanable and durable to touch, etc.
- 4) Art should not protrude from wall as to create a hazard for visually impaired persons.

Proposal Review Panel

All proposals will be reviewed by the artwork subcommittee for the Broadlawns Beautification Project.