



CALL FOR ARTISTS  
Cottage Health System Facilities  
Goleta and Santa Barbara, California  
February 4, 2010

The Project

The Healing Arts Advisory Committee at Cottage Health System in Santa Barbara, California is seeking submissions for a variety of artwork to be approved and considered for future purchase and installation for Cottage Health System facilities in Santa Barbara and Goleta.

About Cottage Health System

Cottage Health System, formed in 1996, currently functions as the not-for-profit parent organization of Santa Barbara Cottage Hospital -- and its affiliated Cottage Children's Hospital and Cottage Rehabilitation Hospital -- Goleta Valley Cottage Hospital, and Santa Ynez Valley Cottage Hospital. It is guided by a volunteer board of directors from the greater Santa Barbara community and provides the residents of the Central Coast and inland regions with exemplary health care, continuous improvements in medical practice, and cost-effective delivery.

With a combined total of more than 500 beds, 21,000 annual admissions, 63,000 annual ER visits and 2,600 births each year, the Cottage Health System hospitals excel at patient care and patient satisfaction. We provide renowned maternal-child and pediatric services; comprehensive cardiac, neurosurgical, and oncology programs; emergency services including the only Level II Trauma Center in the region, and outpatient services that include sophisticated diagnostic radiology, surgery, psychiatric and chemical dependency services, and a comprehensive eye center.

Our medical staff of more than 700 physicians includes specialists in all major clinical areas, many of whom participate in the training and education of some of the top medical residents in the country through our internal medicine, general surgery, and radiology residency programs.

Art Criteria

The committee is seeking artists who reside in the area as far north as San Luis Obispo, as far south as Ventura and as far east as Bakersfield, California, who may be interested in providing artwork for the campuses. Artwork should follow the guiding principles of healing art and evoke messages of hope and healing for the patients, visitors, and staff that will be using the new facilities now under construction at Santa Barbara and Goleta and as an option for future expansion projects.

We are looking for artwork in a wide variety of mediums including sculpture, two-dimensional and three-dimensional artwork, original art, oil, watercolor, and acrylic paintings, limited edition prints, giclee prints, mixed media art, glass, mosaics, wall sculpture, fabric art, collages, and photography. Existing and commissioned artwork will be considered. Art will be placed in the gardens, elevator lobbies, corridors, sacred spaces, waiting and consultation rooms, patient rooms, and a variety of other public areas. Imagery that represents elements of nature or water and landscapes will be considered. Inventive, yet sensitive, works are encouraged.

The overarching theme for visual art at **Santa Barbara Cottage Hospital** is the vibrancy of the Central Coast. The pristine community of Santa Barbara is nestled between the picturesque Santa Ynez mountain range on one side and the panoramic Pacific Ocean on the other. This unique setting and its historic settlers, their descendents, and those who have migrated here have contributed to a community rich in Spanish colonial architecture and gardens replete with a broad array of remarkable landscapes. There will be a number of galleries within the new facility which will focus on singular aspects of the Santa Barbara region, including, but not limited to:

1. Architecture
2. Gardens
3. Natural seascapes and coastal scenes, including ocean life
4. Natural landscapes, including those for the Santa Ynez Valley and beyond
5. Themes representing the heritage or history of the area
6. The diversity of the children of the Central Coast

The theme for **Goleta Valley Cottage Hospital** is – Building Well. Being Well. The teams of clinical and administrative professionals at Goleta are proud of their unique and distinct culture. Working closely together, they embrace medical innovation, and alternative healing strategies. The Goleta Valley enjoys the benefits of UCSB, a world-class research university, and the hospital staffs take pride in knowing that they serve as UCSB’s hospital. The area has a rich agricultural heritage with abundant lemon, orange, and avocado orchards and also boasts a wealth of open space and breathtaking coastal views. In keeping with the theme noted above, art themes may include, but not be limited to:

1. Wellness
2. Innovation
3. The rich agricultural heritage of Goleta
4. Natural seascapes and coastal scenes, including ocean life
5. Natural landscapes

All art must conform to Healing Arts standards and the mission statement of Cottage Health System’s Healing Arts Program which is to “to promote an environment that inspires and comforts patients, visitors and staff.” In general, this means art that communicates a spirit of optimism, hope, and healing.

## Arts Mission Statement

Cottage Health System uses its healing arts program to promote an environment that inspires and comforts patients, visitors and staff.

### Goals and Objectives:

1. To use the arts to emphasize the core values of the institution: excellence, integrity and compassion.
2. To use evidence-based methodologies to select artwork that facilitates the healing process.
3. To compliment and enhance the interior design, wayfinding and architecture of Cottage Health System facilities.
4. To promote the arts of the region.
5. To use art to celebrate the beauty, history, heritage, and diversity of our communities.

## Representation

Aesthetics, Inc. of San Diego has been hired as the consultants for the project. The Aesthetics, Inc. project manager is Leah Goodwin, Director of Arts Programs, [goodwin@aesthetics.net](mailto:goodwin@aesthetics.net) (619) 683-7500.

## Artist Selection

Criteria used to select artists for commissions will be:

- Quality, creativity and strength of artwork workmanship as evidenced in images of past work and a professional resume.
- Ability to support the mission and guiding principles and support the desired population through letter of interest.
- Technical competence as evidenced by images of past work and a professional resume.
- Aptitude for planning, making budgets and working on teams as evidenced by a professional resume and references.

## Funding

All artwork is being funded through the generous philanthropy of the community who believe the arts are an important component of the healing journey.

## Art Descriptions

The fee quoted for purchased or commissioned artwork is all-inclusive and must cover design fees, travel expenses, all materials and fabrication costs, insurance costs, shipping or transportation to the site or framer, preparation for installation, taxes, personal documentation, and site visits. For future commissions, the stated budget will include installation.

Sample elevation drawings are available for the major commissions to assist you in understanding the scale of the project, this includes; the landmark and corridor art features, the main lobby feature, sacred spaces, and art niches. Please contact Pam Nickell, Arts Coordinator for Aesthetics, Inc., at 619-683-7500 or via email at [nickell@aesthetics.net](mailto:nickell@aesthetics.net) for drawings and for assistance with any questions you may have about the CFA.

## **Feature Pieces**

### A. Sculpture for Cloister Courtyard

1 @ \$45,000

At the Santa Barbara Cottage Hospital campus, the Cloister courtyard is in the middle of a formal garden and would benefit from a sculpture that is 8' to 10' on a pedestal base no larger than 60" in diameter to accommodate pedestrian circulation around it. The sculpture should inspire feelings of hope and healing, support the architecture and the rich history of the community, be representational and inspire those who are sitting or walking or interacting with it from the interior of the building. The cloister is open on the sides facing the courtyard and on the other two sides it faces the western nursing pavilion, with views to the open space interrupted only by five sandstone columns. A concrete path that completes the square, surrounding the pedestal, meant to hold a sculpture, traverses the courtyard itself.

### B. Sculptures for Public Gardens

16 @ \$10,000 each

At the Santa Barbara Cottage Hospital campus there is a series of gardens: a public garden, a private garden the west court and central courts and pathways that house the River of Life water feature. These courtyards are in the middle of the campus and may be viewed by visitors in the gardens as well as patients in the rooms and corridors. The healing garden will be open to the public and it is designed as a place of respite and renewal. We are looking for a variety of pieces of small (not larger than 2'-5') sculpture works that provide an experience of discovery in all genres from contemporary to traditional. Imagery should assist people while they are walking the path: small animals or contemporary inspirational pieces that evoke a feeling of wonder or healing are encouraged. Pieces must be able to be touched and created out of stone, wood, concrete, granite, mosaic, or bronze.

### C. Sculptures for Terraces

3 @ \$20,000 each

At the Santa Barbara Cottage Hospital campus there are three rooftop terraces on the third floor, one outside of Labor and Delivery, one near the pediatric unit and one over the main lobby adjacent to the executive conference rooms. We are looking for a variety of pieces to inspire patients, visitors and staff. For example the pediatric terrace can support a whimsical colorful and interactive piece of sculpture. The maternity

terrace may support a mother/baby theme, a nurturing or reflective or calm image. Near the boardroom a more contemporary piece that may be iconic of Santa Barbara culture may be specified. Work should be life size 4' -6'. Pieces must be able to be touched and could be created out of stone, steel, wood, concrete, granite, mosaic, or bronze.

D. Art Benches

6 @ \$5,000 each

At the Santa Barbara Cottage Hospital campus there are a series of gardens; a public garden, a private garden the west court and central courts and pathways that house at River of Life water feature. These courtyards are in the middle of the campus and may be viewed by visitors in the gardens as well as patients in the rooms and corridors. The Pueblo west courtyard is a thin piece of land between two buildings and is available to patients and staff only. The benches serve as the feature element outside of the landscaping. We are interested in finding a grouping of six art benches for this area which is designed as a place of respite and renewal

E. Goleta Valley Gardens

(7-10) sculptures at \$5,000 – \$10,000 each

At the Goleta Valley campus there are a series of gardens that can be enhanced by sculptural elements.

- The East Garden sits between the Medical Office Building and the hospital, between Patterson Avenue and the expanse of the main parking lot this garden has a branched, meandering stroll path for use of the staff and visitors to the site. There are benches provided along the edges of the path for users to rest and enjoy the gardens on either side of the walkway. There is an opportunity for a series of works that can create a journey that relates to wellness. Possibilities are works that include words or images.
- The Walled Garden is a small, room-sized view garden set behind a stone veneered wall at the hospital entry. It is visible from the interior of the entry vestibule. The garden is sparsely planted with Japanese Maple, a few Bamboo plants, and some flowering accent shrubs. The ground plane is composed of low growing flowering groundcovers. There is opportunity for a fountain or a small contemplative sculpture to provide a focal point from the vestibule window.
- The Chapel-View Garden is a north-facing niche garden between the chapel and main entry is visible from the waiting room. The garden is planted with showy accent plants such as Japanese Maple, ferns, and Iris. There is an opportunity for a small fountain or a sculpture to create a reflective space.

- The Restorative Garden is in conceptual design it will provide an opportunity for staff, patients, and visitors to enjoy the healing sounds of birds and water and feel the warmth of sunlight and cooling shade through a generous canopy of trees. Small open grassy spaces give children outdoor spaces for quiet play. Tucked behind colorful shrubs, private patios offer comfortable seating for families to visit with patients. A meandering pond enlivens the garden with the sparkle of sunlit water and the splash and bubble of small waterfalls. The garden is screened from the adjacent parking lot by an informal edge of a five-foot-high stucco wall, shrubbery and a row of Olive trees. This garden represents an opportunity for sculptors or teams of sculptors to create works that would engage visitors and patients and staff on a healing journey. Metaphoric works of art that relate either to the history of the community or the nature of the community of Goleta is possible.

F. The Olive Grove Garden/Bus Shelter

\$ 10,000.00

At the Goleta campus the area at the northern edge of the site, between the main parking lot and Hollister Avenue, and west of the Medical Office Building, is designed along the concept of emulation of Goleta's history as an agricultural center. Beside seasonal row crops and forage farms, the predominant agricultural features were fruit-tree orchards. There is a bus stop planned for that area. This is a wonderful opportunity for an artist to design either a bus shelter or a piece of art that can create the bus shelter into a landmark that is reflective of architecture of the hospital.

G. Sacred Space – Second Floor

In Santa Barbara @ \$20,000 for all works

A new sacred space is being built on the second floor of the hospital. We are looking for an artist or team of artists to impact this space. This room is designed for quiet, meditative respite. This room is a place for ecumenical worship and cannot have any imagery that would offend people of varied beliefs, for example: crosses, stars, animal or human imagery. There are two big and two smaller art niches for feature pieces. Images of nature, light or reflection in a variety of media will be considered.

H. Sacred Space – First Floor

In Goleta @ \$20,000 for all works

A new intimate sacred space is being created on the first floor of the hospital. We are looking for an artist or team of artists to impact this space. This room is designed for quiet, meditative respite. This room is a place for ecumenical worship and cannot have any imagery that would offend people of varied beliefs, for example: crosses, stars, animal or human imagery. There is wall space available for soothing and healing art pieces Images of nature, light or reflection in a variety of media will be considered.

I. Main Lobby Art Feature

Both walls @ \$32,000

In the main lobby of the Santa Barbara campus there is a large two-story area that has two large walls that are across from each other. These walls are slated for custom art pieces. The area of the wall that needs to be impacted is approximately 8 feet high by 24 feet long and 18 feet off the floor. We are looking to commission a pair of original pieces of art created by multi-panels. Art will be iconic and viewed from the main lobby as well as from the second floor balcony outside of the sacred space area. This is an opportunity for a major art pieces to impact the space and inspire visitors.

J. Landmark Art Features

7 @ \$20,000 each

There are currently seven large walls that are 27-31' wide by 9-10' tall across from the elevator lobbies and the chapel areas at Santa Barbara Cottage Hospital and one in the lobby at Goleta. These artworks will be located in a niche and there is the possibility of relief of up to 18" for these works. This is an opportunity for several major commissioned art pieces to impact the space and inspire visitors. We are open to all types of media including ceramic, woodwork, and paintings on board. Artwork must be durable, low maintenance and should not pose any safety risks, since this is a very public space.

K. Corridor Art Niches

4 @ \$8,000 each

There are currently four large walls in the corridors at the Santa Barbara campus where there is a custom wall niche cut out that is 24' wide x 9' high. This is an opportunity for a major commissioned art pieces to impact the space and inspire visitors. We are open to all types of media such as; ceramic, woodwork, and paintings on board. Artwork must be durable, low maintenance and should not pose any safety risks, since this is a very public and highly trafficked area.

L. Surgery Waiting Area Art

2 @ \$6,000 each

There is currently a need for two large dynamic art pieces for the Santa Barbara Cottage Hospital surgery waiting area. There is a 20' wall where a large panoramic landscape or plein air painting would be inspirational. This is an area of potential stress for families as they wait and rest. This imagery is designed to help the patient and visitor journey. We are considering large pieces for this area no less than 50" wide by 36" high, image size. We will consider individual pieces or a series of pieces that will provide a positive distraction for patients. All artwork should be consistent with the themes mentioned above.

M. Board Room Art

4 @ \$3,200 each (unframed)/\$3,500 each (framed)

There is currently a need for four dynamic pieces of art for the Executive Board room. This room is used for high-level meetings and presentations. There are four custom art niches 4'6" high by 7'10" wide. We are considering large original pieces in a series. All artwork should be consistent with themes mentioned above.

N. Murals

4 @ \$8,000 each

In the Neo-natal intensive care unit (NICU), well baby care and delivery rooms the environment will be enhanced by a mural element. A creative hand painted design that brings a sense of peace to the patient would best support the area. They should visually support the themes of the building. We are looking for creative designs from artists with a history of working in this genre.

**Other Art Pieces**

O. Waiting Area Art – Santa Barbara

60 @ \$1,700 each

There is currently a need for a variety of art to place in waiting rooms. These are large rooms that are areas of potential stress for families as they wait and rest. This imagery is designed to support the patient and visitor journey. We are considering large pieces with an image size of approximately 40" wide by 30" high. Original works on paper, silk-screened prints, giclees, photographs, watercolor or other similar art approaches will be considered or a series of pieces that will provide a positive distraction for patients. All artwork should be consistent with the themes of the building.

P. Waiting Area Art – Goleta

19 @ \$1,000 each

There is currently a need for nineteen (19) pieces of art to place in average size waiting rooms. These are areas of potential stress for families as they wait and rest. This imagery is designed to help the patient and visitor journey. We are considering framed pieces with an image size of approximately 30" wide by 24" high. Original works on paper, silk-screened prints, giclees, photographs, watercolor or other similar art approaches will be considered or a series of pieces that will provide a positive distraction for patients. All artwork should be consistent with the theme of being well.

Q. Corridor and Administrative Area Art – Santa Barbara

147 @ \$ 650 each (unframed)

Currently, the project needs one hundred and forty-seven (147) pieces of art in the corridors, administrative areas, and cafeteria spaces throughout the building. We are looking for artwork with an image size of at least 30" wide by 20" high.

These can be colorful pieces that visually support the themes listed above. Original works on paper, silk-screened prints, giclees, photographs, watercolor or other similar art approaches will be considered.

R. Patient and Exam Rooms – Santa Barbara

250 @ \$500 each (unframed)

There are currently two hundred and fifty patient rooms for the Santa Barbara campus. Original print works on paper, photography, or all originals will be considered. We are looking for works that are horizontal in the size range of approximately 30” wide by 24” high image size. We will consider one piece per room and will look for art that lends a sense of calm and peace to patients and their visitors. Peaceful landscapes where patients could find themselves in a restorative environment are preferred.

S. Patient and Exam Rooms – Goleta

97 @ \$ 500 each (unframed)

Original print works on paper, photography, or all originals will be considered. We are looking for works that are horizontal or vertical with an image size of approximately 30” by 24”. We will consider one piece per room and will look for art that lends a sense of calm and peace to patients and their visitors. Peaceful landscapes where patients could find themselves in a restorative environment that represent the Goleta community are preferred.

Project Schedule

Timeline: Art submissions for the Call For Artists must be received by

TUESDAY, June 1, 2010, 5:00 P.M. (P.S.T)

Post-marked by Saturday, May 29, 2010

Tentative Project Schedule:

January 30, 2010	Distribute Call For Artists
June 1, 2010	Call For Artists submittals due
July 14-16 (tbd), 2010	Art Advisory Committee initial review
August 2, 2010	Artists notified about submission results
August 2010	Commissioned <u>design</u> contracts released
October 2010	Commissioned designs submitted for approval
November 2010	Commissioned <u>fabrication</u> contracts released
January 2011	Purchase orders to artists for purchase of non-commissioned art
June 2011	Artwork submitted for framing
August 2011	Framing completed/installation of two-dimensional art
September 2011	Delivery and installation of commissioned art

All artists will be notified about the results of their submissions. The Art Advisory Committee is not obligated to notify artists when incomplete entries are received and incomplete entries will not be reviewed. It is the responsibility of the applicant to ensure that entries are complete and arrive by the deadline.

### Submission Guidelines

Please closely observe the requirements and guidelines for the application. Handwritten materials will not be reviewed. Artists who wish to be considered for the project must submit the following materials (collated and in this order):

#### 1. Cover Letter

Indicate on a cover sheet your interest in the project. We will consider your artwork across project areas and themes. If there is a particular area you are submitting for, please provide that information along with which submitted images refer to that submission area. Please add a brief artistic statement or your thoughts on arts in healthcare if you like.

#### 2. Professional Resume

Submit a current professional resume (five pages maximum) including information regarding past public art commissions, design team experience, exhibitions, awards, grants, and education if applicable.

#### 3. Digital Images

- a. Submit digital images (jpegs) of past work with annotations on a compact disc (CD). Only submit images with maximum dimensions of 1024 x 768 pixels and minimum dimensions of 720 x 480 pixels. 35mm slides; prints or photographs of artwork will not be accepted.
- b. Submit a maximum of 20 images showing at least five different artworks on a CD. This 20-image maximum is per entry. In your cover letter, indicate information about the images and whether any represent a series that is available for purchase or commission.
- c. Label the CD with the artist's name, phone number and website. Do not include the name of the artist's gallery, assistant, or representative on the label.
- e. Include a print out, in color, of your images, maximum of four to a page on regular copy paper. Indicate the title of artwork, medium, dimensions, date artwork was created, and location if it is already sold.

#### 4. Self-Addressed Stamped Envelope (optional)

If you wish to receive your CD back, please submit a self addressed stamped envelope (S.A.S.E.) large enough for the return of the submitted materials. Materials submitted without an S.A.S.E. will not be returned. Text materials will not be returned.

The Healing Arts Advisory Committee will make every effort to protect submitted materials; however, it will not be responsible for any loss or damage to the materials.

Please submit completed applications to:

Pamela Nickell, Arts Coordinator  
ATTN: Cottage Health System/SB/Goleta Project  
Aesthetics, Inc.  
301 Spruce Street  
San Diego, CA 92103

Please ensure that your full name, address and phone numbers are included on all materials. Incomplete entries will not be reviewed. Applications submitted in response to this request will be screened by Aesthetics Inc. and then presented to members of the Cottage Health System's Art Advisory Committee for approval and purchase.

#### Responsibility for Submissions

Although we will make every effort to protect the materials you submit, Aesthetics Inc. /Cottage Health System are not responsible for the loss or damage of any application materials submitted. Artists submitting applications without a Self Addressed Stamped Envelope will not receive materials back.

**Responsibility for Application Costs:** Cottage Health System is not liable for any cost incurred by any person responding to this invitation. The applicant is fully responsible for all application costs. Cottage Health System does not assume any contractual or financial obligation as a result of the issuance of this request, the preparation and submission of an application by a respondent, the evaluation of an accepted application, or the selection of finalists.

**Application Acceptance/Rejection:** Cottage Health System, at its sole discretion, reserves the right to reject any or all submissions received and to accept or reject any or all of the items in the application. Cottage Health System reserves the right to negotiate with any respondent after applications are opened, if such action is deemed to be in Cottage Health System's best interest. Cottage Health System's acceptance and review of an application and/or submitted application, artwork concept, or artwork design does not constitute a commitment on the part of Cottage Health System to award a commission to any artist.

Decline to Award: Cottage Health System, at its sole discretion, reserves the right to not award the commission to any artist (or artist team) due to inappropriateness of art.

Copyright: A version of the following language will appear in the contracts between Cottage Health System and artists: The Artist retains all copyrights to any and all of the Artist's Submissions and, except as provided below, to the Artwork.

Irrevocable License to Reproduce for Non-Commercial Purposes: The Artist hereby grants Cottage Health System, without charge to Cottage Health System, irrevocable license to make, or cause to be made, photographs and other two-dimensional reproductions of the Artwork or the Artwork Design for educational, public relations, tourist and arts program promotional purposes without payment of a royalty to the Artist. For the purposes of this Agreement, the following are among those deemed to be permissible reproductions for the above cited purposes: in brochures and pamphlets pertaining to Cottage Health System; in exhibition catalogues, books, slides, photographs, postcards, posters, and calendars; in art magazines, art books and art and news sections of newspapers; in general books and magazines not primarily devoted to art; as well as on slides, CDs, DVDs, film strips, video, computer websites and television.

Important Note: This Call for Art may be amended from time to time as additional art opportunities become available. This Call will be available in its most up-to-date form on the websites for Aesthetics, Inc. [www.aesthetics.net](http://www.aesthetics.net) and Cottage Health System [www.cottagehealthsystem.org](http://www.cottagehealthsystem.org). Artists are encouraged to check the website from time to time for updates or modifications to this call.