

Sentara Healthcare
Seeks to commission an artist to design and create
Exterior Mural Artwork
for the new
Sentara Brock Cancer Center Parking Garage

SUBMISSIONS DUE: September 1, 2021

LOCATION/CONTEXT: Sentara Healthcare is a not-for-profit healthcare organization serving Virginia and North Carolina. It is based in Norfolk, Virginia and offers services at 12 acute care hospitals with 3739 beds; 853,000 members in its health plan; homecare services; outpatient therapy centers; diagnostic services, primary care physician practices and specialists' groups.

The new Sentara Brock Cancer Center is a 253,000 square foot collaborative cancer treatment and care facility. The center offers medical innovation, excellence and cooperative services to cancer patients and their families under one roof. Resources include state-of-the art treatment, physician offices, testing, labs, prosthesis and wigs, restorative services, a full program of art, music and physical therapies, individual and family consultations, seminars, workshops, and professionally led support groups. Medical professionals from Virginia Oncology Associates, Eastern Virginia Medical School Medical Group, other community providers, as well as Sentara Healthcare, staff the new cancer center. **Adjacent to the Center is the new parking Garage, site for this mural. See photos attached.**

PROJECT DESCRIPTION: The Sentara Brock Cancer Center Art Committee seeks to hire an artist to design and create exterior mural artwork that represents healing, hope, and resiliency. The work should be elegant, sophisticated, and visually stimulating. The work should complement existing architecture and design elements on the interior and exterior of the building and convey a sense of peace and serenity, to lift up the patients, families, and staff who come to the building. Artists may want to explore organic, natural themes and shapes that compliment the architecture of the building, and especially the adjacent Healing Garden.

PROJECT SITE: The beautiful, contemporary glass and stone building was designed as a place of healing. Artwork, plants, and furnishings embellish a light-filled interior that

evokes calmness, with clean sophisticated design. The Parking Garage sits next to the main building. The Healing Garden with a fountain is adjacent to the parking garage. ***Viewing the garage mural should be considered as seen from the street, the Healing Garden, and especially from the second floor clinic overlooking the garden. Here, patients will receive infusions, often hours long.*** Applicants are encouraged to visit the site when considering their proposal.

SIZE/MEDIUM: The artwork should be at a scale to complement the parking garage exterior. The available wall space for the mural is 1100 square feet, but does not have to cover the entire available footage. We encourage artists to come up with creative solutions to maximize the impact of the mural within the available space. The mural will be painted on MDO boards, (2' x 4'), and will be affixed to the parking garage exterior by Sentara Brock Cancer Center.

WORK SPACE: Covered, protected space can be made temporarily available within the parking garage itself during the month of October 2021, to receive delivery of MDO boards, and complete the painting of the mural. The timeline will be coordinated with Sentara's and the artist's schedule. The target date for painting the mural will be the month of October 2021, with installation to take place in November 2021.

ARTIST FUNDS: The total budget to the artist for the completed, painted artwork is \$18,000. This fee will cover the artist's honorarium, all materials, MDO boards, painting supplies, and all insurance costs.

The selected artist must carry a Commercial General Liability Insurance Policy naming Sentara Healthcare as additional insured and must provide certificates of insurance to that effect guaranteeing thirty (30) days written notice before any changes to the policies become effective. Insurance can be purchased, and a certificate presented after the first payment is made. If the artist employs anyone in connection with this work, the artist must carry a worker's compensation insurance policy and an automobile liability insurance policy if appropriate. The artist shall also be responsible for assuring subcontractors, if there are any, meet the same insurance requirements.

INSTALLATION: The cost of installing the MDO boards to the garage wall will be paid by Sentara.

SELECTION PROCESS: Finalists will be selected to be interviewed, in person or virtually by the Sentara Brock Cancer Center Art Committee. (TBD.) The finalists are not expected to complete a design at this stage but will be interviewed about past work

and their creative process. Applicants may submit preliminary sketches of ideas specific for this site, but are not necessary at this stage. The committee reserves the right to select the successful artist without a finalist process. The artwork will be housed on Sentara Healthcare property and owned by Sentara.

CALENDAR: *This calendar is subject to change.*

August 2, 2021: Call to Artists released

September 1, 2021: Deadline to receive proposals

Mid September 2021: Finalists notified

October 2021: Month for project painting

November 2021: Mural installed

SELECTION CRITERIA AND AWARD CONSIDERATIONS: The commission will be awarded based on many factors such as the aesthetic value, creativity, and relevance of the proposed piece. Sentara Brock Cancer Center will consider the diversity of beliefs and values and general standards of decency of the citizens who fund the commission and purchase public art for Sentara. The award will be made to the responsible offeror whose submission is determined in writing to be the most advantageous to the Sentara Brock Cancer Center taking into consideration the evaluation factors set forth in this Request for Proposal. The following criteria will be used in the proposal evaluation process:

- Artistic merit (excellence, originality, creativity) as evidenced by submitted materials
 - Professional artistic experience to fulfill the requirements of this project either in studio, educational, community, employment and/or art projects and the ability to undertake the design, creation, and installation of the artwork
 - Appropriateness of materials, style, and concepts in relation to this prospectus
- **Special consideration will be given to artists residing in the Tidewater area who are available to complete this project during the month of October 2021.**

PROPOSAL REQUIREMENTS: Submission must be made to the Submittable address.

The following materials are required:

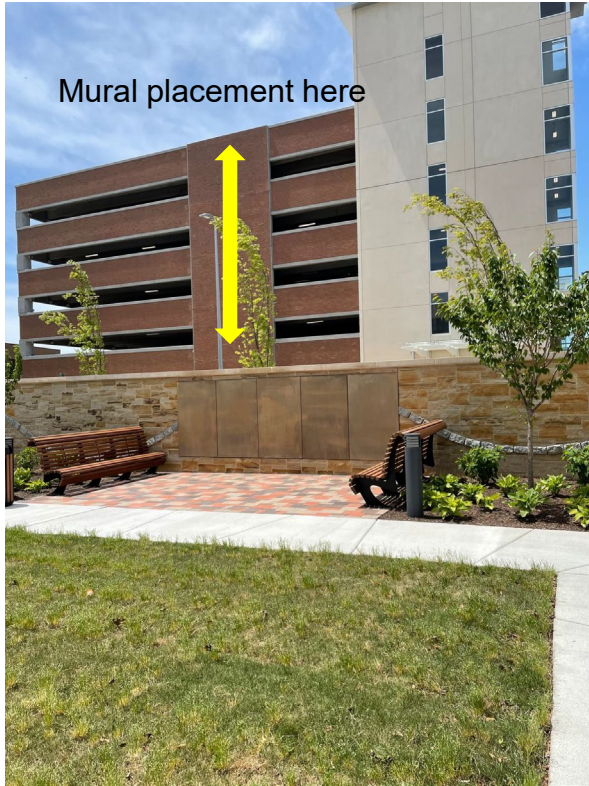
1. **Statement of Understanding**, online agreement of compliance to all State of Virginia codes. See last page of this document for Statement of Understanding.

2. **Letter of Interest.** Please outline your interest in this project and how you will approach the artwork design and creation. (200-word max)
3. **Resume,** maximum of two (2) pages, outlining your professional accomplishments. If submitting as a team, please include resumes for each team member, with each resume not exceeding two (2) pages.
4. **Artwork Images,** minimum of five (5), maximum of ten (10) images representing artworks most relevant to the scope of this opportunity.
5. **References,** three (3) professional references, including name, affiliated organization (if appropriate), email address, phone number, and relationship to each reference.

QUESTIONS/FOLLOW UP: Questions about this project may be directed to smkatsia@sentara.com

Signature _____

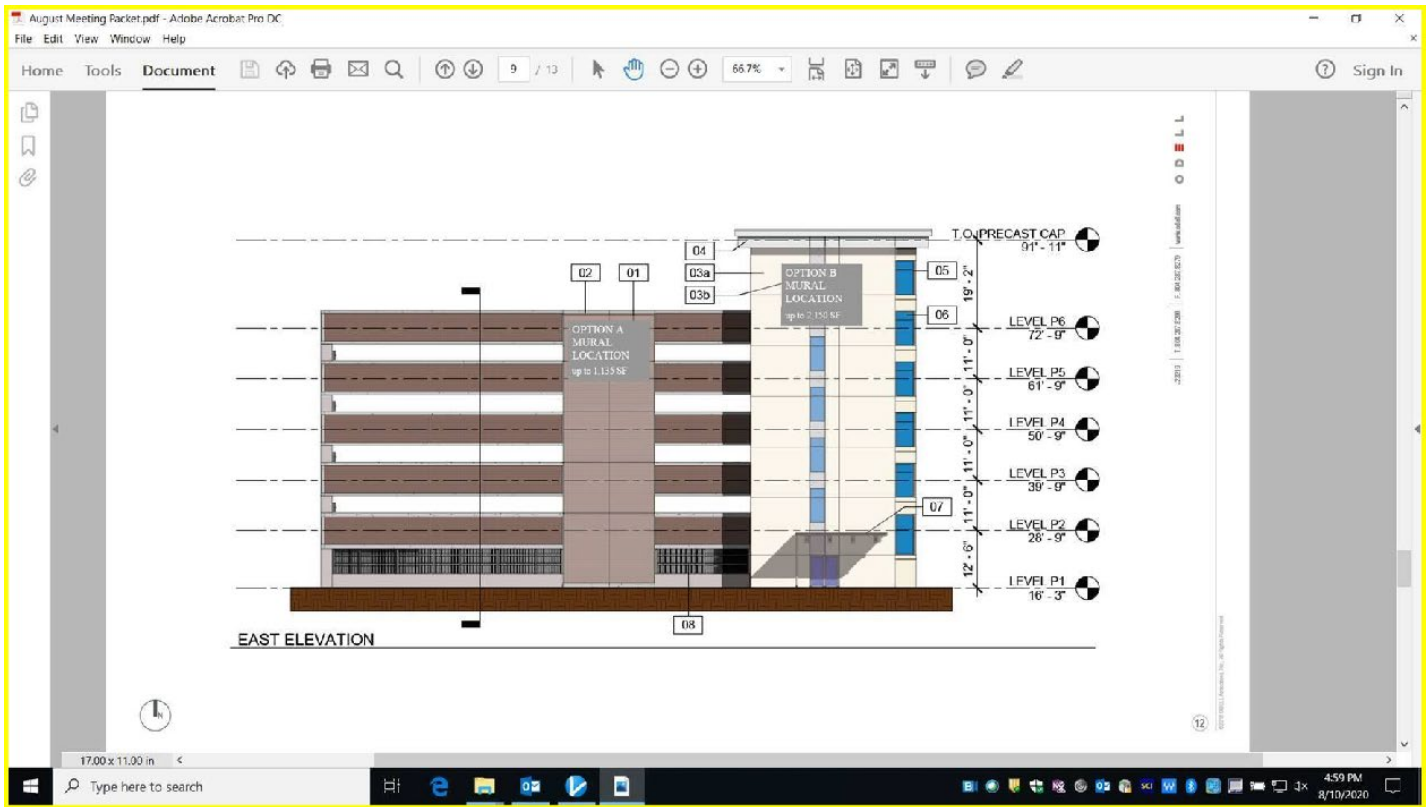
Date _____



Exterior view of the parking garage; Mural to be placed on vertical rectangle of brick surface.



Exterior view of Sentara Brock Cancer Center



Schematic view of Parking Garage. Option A is mural location.

Sentara Brock Cancer Center

TO ALL OFFERORS: Statement of Understanding

Fill out, sign, and submit with your proposal.

All information submitted in this proposal is true and artwork represented is accurately attributed.

In the preparation and submission of this proposal, I did not directly or indirectly enter any combination or arrangement with any person, firm, or corporation, or enter into any agreement or act in any way to conspire to rig bids.

In compliance with the Code of the City of Norfolk, Virginia Section 33.1-9, trade secrets or proprietary information submitted by Offerors in connection with a procurement shall not be subject to public disclosure under the Virginia Freedom of Information Act; however, the contractors must invoke the protection of this section prior to or upon submission of the data or other materials, and must identify the specific area or scope of data or other materials to be protected and state the reasons why protection is

necessary. An all-inclusive statement that the entire bid is proprietary is unacceptable and will not be honored. A statement that costs are to be protected is unacceptable and will be disregarded.