



arts in
health
making the
difference



The Perception Project

Artist Brief

1. BACKGROUND

1.1 Commissioning body

The Women's & Children's Hospital Foundation (WCH Foundation) is dedicated to supporting world class care and facilities for the thousands of women, children and young people who are treated in the Women's & Children's Hospital every year. The WCH Foundation exists to raise money and invest in initiatives that support the care and future health of South Australian women, babies and children. The WCH Foundation in partnership with the Children, Youth and Women's Health Service (CYWHS) have developed an Arts in Health Program for the Women's & Children's Hospital.

1.2 Project partner

The Blind Sporting Council was established in 1996 to provide support to people who are blind or vision impaired participating in sport, recreation and community activities. The Blind Sporting Council exists to provide funding opportunities, support and promotion for blind or vision impaired persons, enabling them to participate in the sport, recreation or community activity of their choice. The Blind Sporting Council is a fundraising organisation uses its fundraising activities to generate funds for specific projects.

2. THE WORK OF ART

2.1 Concept

The WCH Foundation would like to engage an artist to develop an artwork specifically for children with visual impairment.

The work will contribute to the overall intent of the Arts in Health program and aims to:

- improve the hospital experience for children with visual impairment;
- raise people's awareness of the experience of children with visual impairment, both in and out of the hospital environment.

The work is to be an artwork or series of artworks that explores the concepts of identity and perception. The artwork needs to offer an experience primarily through perception such as touch, hearing, smell, balance, motion, temperature and emotion. The artist may create the work individually, as part of a team of artists, or choose to work with children with visual impairment to create the artwork.

2.2 Site for the commission

The work will be displayed within the Women's & Children's Hospital, 72 King William Road, North Adelaide, South Australia. The selection of the site for the display of artwork will be in collaboration with the artist, the Arts Coordinator and the Hospital Executive. In the creation of the artwork, the artist should consider the potential mobility of the work and its ability to be shown in differing locations within the hospital.

2.3 Target audience

The target audience is:

- children with sight impairment, their families and carers
- staff at the Women's & Children's Hospital
- other patients and visitors to the Women's & Children's Hospital

Each year over 4,500 babies are born at the Hospital, there are more than 30,000 admissions and more than 250,000 outpatients visits. Over 100 parents stay in hospital with their child every night and over 11,000 operations are performed annually, an average of 30 per day. In addition to this there are over a thousand staff onsite at the Women's & Children's Hospital campus.

2.4 Ambience of the work

The work will:

- reference the theme of 'perception';
- be appropriate for children, women, families and carers from diverse cultural backgrounds and specifically children with sight impairment;
- demonstrate a high level of artistic merit;
- be visually appropriate and relevant to the selected site;
- be of a scale relevant to the site;
- be easily accessed by those using wheel chairs.

2.5 Materials

The work will:

- meet all relevant safety standards and avoid dangerous protrusions and sharp edges;
- be durable and safe for children to interact with through touch for the duration of the exhibition of the work;
- have a specific lifetime determined by the artist in collaboration with the Arts Coordinator;
- require minimal ongoing maintenance and cost this into the original project budget.

3. STAKEHOLDER CONSULTATION

While it is not a specific requirement of this project brief for consultation to be undertaken by the artist, it is possible to arrange a meeting with the Blind Sporting Council and/or with staff from the Hospital (eg: Department of Ophthalmology) to assist artists with their concept development or to provide additional feedback regarding their outcome for the project.

The Department of Ophthalmology specialises in early detection and correction of visual problems in children from birth to 18 years. Frequent causes of poor vision are the need for glasses, turning eyes, lazy eyes and abnormalities present at birth. Other general health disorders and injuries may also cause poor vision or poor visual development. The earlier eye problems are detected the greater the range of treatment and education options. Orthoptic Clinics are held daily in the Eye Outpatients area. All aspects of visual function are assessed, including visual acuity (ability to see, especially for preschool and non-literate children), visual fields, ocular muscle balance and tone, binocular functions, strabismus and colour vision.

4. BUDGET

The total available project budget is \$8,000 (GST exclusive). The \$8,000 includes all costs associated with the design development, materials, fabrication and installation of the work, including artist fees. The budget must also include any ongoing maintenance costs.

Payment will be in a staged approach. Upon successful selection the artist will receive a first payment of \$4000, with a final payment of \$4000 being paid upon installation of the works. All payments will be made upon a receipt of invoice from the artist.

5. SELECTION PROCESS

Project Selection Panel

The panel will consist of:

- Julie-Anne Burgess Executive Director – Acute Services, CYWHS
- Veronica Maughan, Communications & Public Relations Director, CYWHS
- Jill Newman, Arts Coordinator, WCH Foundation
- Arts Industry Representative

6. COMMISSIONING PROCESS

6.1 Commissioning process – overview

Call for artists: Artists will be invited to submit expressions of interest, including a concept design proposal, through arts newsletters, local media and direct email.

Artist Selection: The Project Selection Panel will assess the concepts and make a recommendation to the WCH Foundation CEO (Sam Tolley) and the CYWHS CEO, (Gail Mondy) for endorsement, of the successful artist to undertake the commission.

Contracting: The WCH Foundation will engage the successful artist, through a contract, to develop, fabricate and install the recommended design proposal. The contract will clearly outline the responsibilities of all parties during the design, fabrication and installation of the work. The contract phase will confirm the site, budget and timeline for the work.

6.2. Expressions of interest

Expressions of interest shall be forwarded to Jill Newman Arts Coordinator, Women's & Children's Hospital Foundation, by Friday 30 July 2010.

Expressions of interest shall include:

- a written response to the artist's brief
- a concept design of the proposed artwork
- curriculum vitae (CV)
- maximum of 5 slides or images of relevant work
- slide list – indicate materials, dimension, location, commissioner, collaborative partners.

Expressions of interest are to be forwarded to: **Jill Newman, Arts Coordinator, Women's & Children's Hospital Foundation, Locked Bag 5 Adelaide SA 5001 or via email to jill.newman@wchfoundation.org.au**

6.3 Expressions of interest – assessment criteria

- be appropriate for children, women, families and carers from diverse cultural backgrounds and specifically children with sight impairment;
- demonstrate a high level of artistic merit
- invoke positive, pleasurable sensory and emotive experiences

7. TIMELINE

- Call for Artists closes 30 July 2010
- Artist short listing and selection August 2009
- Artist appointment & contract August 2009
- Design Development –artist further develops design and confirms site for artwork - Sept 2010
- Production of artwork – Sept-Oct
- Work to be installed - Nov 2010
- Launch of Perception Artwork – Nov 2010

For further information on this project please contact:

Jill Newman, Arts Coordinator

Women's & Children's Hospital Foundation

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