



CALL TO ARTISTS

for

**Community Hospice & Palliative Care Center for Caring
at Baptist Medical Center South**
Jacksonville, Florida

CALL SUMMARY

Community Hospice requests art to be displayed in the public and family areas for the new Community Hospice & Palliative Care Center for Caring at Baptist Medical Center South. Any medium other than textiles is acceptable as long as it can hang on-wall in corridors and waiting areas. Original works are preferred with no sharp edges. Work does not need to be framed as Community Hospice will handle to keep things consistent with interior standards. A preference is given to regional artists from Northeast Florida communities.

Key Dates

Call Date Tuesday 06/30/2020

Submission deadline Friday, 7/31/2020 5pm EST

Finalists awarded 8/21/2020, 50% deposit Net 30 from award date

Completed work due Tuesday 9/22/2020 with balance paid Net 30 from receipt

Facility Ribbon Cutting date November 2020 and opening December 2020

"Having the artwork distraction, during this difficult time, gave me peace and comfort."

Project Description

The Community Hospice & Palliative Care Center for Caring at Baptist Medical Center South is a 8,600 square foot, 10-bedroom inpatient care center. Located on the 7th floor of the hospital, this state-of-the-art care center has private rooms with bathrooms, comfortable and spacious gathering areas, family laundry and kitchenette areas and a quiet room for when patients or family members simply need a break. As in all Community Hospice & Palliative Care's Centers for Caring, family and friends are welcome to visit at any time, including overnight stays. Visits from family pets are welcome.

In addition to comprehensive inpatient hospice care, the Community Hospice & Palliative Care Center for Caring at Baptist Medical Center South will feature bereavement care and grief services, offering comfort to grieving families and loved ones. The services will be delivered by a team of compassionate health care experts, including physicians, nurses, social service specialists, home health aides, chaplains, and volunteers.

In their combined service to the community of more than 100 years – Baptist Health since 1955, Community Hospice & Palliative Care since 1979 – consideration of the whole patient, along with their loved ones, has remained central to their offerings and their commitment to touch every aspect of the communities they serve.

"The artwork surrounds you with comfort the moment you walk into the center."

[About Community Hospice & Palliative Care](#)

Established in 1979, Community Hospice & Palliative Care is an innovative national leader in palliative and hospice care, and provides programs and services to meet the diverse needs of the communities it serves. During its 41-year history, Community Hospice & Palliative Care has served more than 200,000 adults and children in the 16 county service area in northeast and north-central Florida. Through the support of more

than 900 employees and 1,000 volunteers, the organization helps approximately 1,600 patients per day to live better with advanced illness – at home, in long-term care and assisted living facilities, in hospitals, and at its nine inpatient care centers. The organization is committed to improving the quality of life for patients and their families, and to be the compassionate guide for end-of-life care in our communities. No one is ever denied care due to an inability to pay. To learn more about the support and services of Community Hospice & Palliative Care, visit CommunityHospice.com.

[About Baptist Health](#)

Baptist Health is a faith-based, mission-driven healthcare system in Northeast Florida comprised of Baptist Medical Center Jacksonville; Baptist Medical Center Beaches; Baptist Medical Center Nassau; Baptist Medical Center South; Baptist Clay Medical Campus; and Wolfson Children's Hospital – the region's only children's hospital. All Baptist Health hospitals, along with Baptist Home Health Care, have achieved Magnet™ status for excellence in patient care. Baptist Health is part of Coastal Community Health, a highly integrated regional hospital network focused on significant initiatives designed to enhance the quality and value of care provided to our contiguous communities. Baptist Health has the area's only dedicated heart hospital; orthopedic institute; women's services; neurological institute, including comprehensive neurosurgical services, a comprehensive stroke center and two primary stroke centers; a Bariatric Center of Excellence; a full range of psychology and psychiatry services; urgent care services; and primary and specialty care physicians' offices throughout Northeast Florida. The Baptist MD Anderson Cancer Center is a regional destination for multidisciplinary cancer care that is clinically integrated with the MD Anderson Cancer Center, the internationally renowned cancer treatment and research institution in Houston. For more details, visit baptistjax.com.

Art Goals/Criteria

Community Hospice & Palliative Care recognizes the importance of art in this stage of the caregiving process. Unlike other medical care, the focus of hospice care isn't to cure the underlying disease. The goal is to support the highest quality of life possible for whatever time remains. Facing death - whether one's own or that of a parent, grandparent, or other family member - is difficult. Art has been proven to provide a positive distraction, that is to say, it aids in reducing stress and bringing hope and comfort through positive imagery. In addition to physical care, comprehensive hospice care must include psychological, emotional, and spiritual support for both the patient and the family (*Hockenberry- Eaton, Barrera, Brown, Bottomley. & O'Meili, 2000*).

The art selection committee will place work with program goals in mind as follows:

- Comforting, soothing, supportive, positive imagery
- Focus on environment - help viewers understand a sense of home/place (regional imagery reflective on Northeast Florida is desired but not required)
- Clarity of imagery - handicaps to vision are common for patients
- Reflective - art that is psychologically captivating...viewer may see something different every time and/or cause viewers to ponder/think/reflect

Art Location Description

Call to Artists is for work to be placed in the family waiting room, consult room, and corridor areas.

- Please see [attached presentation with details/elevations](#). Locations highlighted in yellow are a part of this Call to Artists.
- Please see [attached visual of color board](#) for reference to color scheme. As soothing imagery is ideal, the committee will be looking for work that is inspired by nature (blues, greens, purples). Some warm tones are acceptable but hot, bold colors are discouraged.

Submission Requirements

- Artists may include a Statement of Interest with information on you and why you would like to be considered for this project
- May submit up to 10 low resolution digital images, labeled with the artist's name, medium, and the size. Alternatively, a Dropbox or Google drive link may be submitted.
- Art will be funded by the Community Hospice & Palliative Care Capital Campaign, The art selection committee will be cognizant of the overall budget, and certainly its goal is to be a good steward of the funds allocated for art. However, the committee understands the integral role of the arts and artists in our society, and it desires to be a part of the financial success of the artists in the community. Please include in your submission your standard retail pricing as well, if you are offering Community Hospice a “designer” or “non-profit” discount.

Deadline 7/31/2020, 5pm EST

Digital submissions and questions only to

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Call to Artists - 6/10/20

Fogle Art Consulting - leigh.fogle@fogleartconsulting.com 904-591-4968

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Leigh Fogle of Fogle Fine Art is the contact for this project and acting consultant for Community Hospice. The role of Fogle Fine Art is as follows:

- *Consulting only on the art selection and will not mark up the cost of the art but will coordinate framing and installation*
- *Coordinate 50% deposit within Net 30 days of acceptance and receipt of artists W9*
- *Payment of balance due Net 30 of delivery.*
- *1099 tax forms for 2020 purchases*