



# Call for Artists

## REQUEST FOR PROPOSAL

### UCS Healthcare **#BeThe1** Art Installation

UCS Healthcare is seeking proposals from Iowa-based artists for an art installation and accompanying stickers for display at their booth at the **2020 Capital City Pride Fest, July 17-19** in downtown Des Moines.

#### WHAT

Live/interactive art installation displayed at UCS's booth at Pride Fest. After the festival, the installation will be moved to a more permanent location at UCS Healthcare's office for year-round display.

#### BACKGROUND

**The concept for the UCS Healthcare booth is #BeThe1.** Its purpose is to encourage people to show up and support others when they are needed. To "be the one person" that can be counted on during times of trial, transition, stress or change. We'll often hear "if it wasn't for \_\_\_\_\_, I might not have made it through this tough time." While we all have problems – or maybe we don't think we're qualified to provide support – we can all #BeThe1 for someone.

#### STICKER COMPONENT

PrideFest attendees will be engaging with the booth by writing the name of their "1" on stickers. Artist should design four different stickers to complement the design of the art installation.

#### HOW WILL THIS BE INTERACTIVE?

Visitors to the booth will choose their favorite sticker design and fill out two stickers – one to place on the art installation and one to make into a button they can take with them.

## INSTALLATION REQUIREMENTS

This is your chance to get creative! We're open to various ideas on what this art piece will be. Maybe it's a wall hanging or something dimensional. Perhaps it spells out #BeThe1 through the stickers. A few requirements to keep in mind are you are preparing your proposal:

- Installation should fit under a **20 ft. wide by 10 ft. tall tent**.
- Be free standing or provide material to make sure it can safely stand up within the booth.
- **Prominently feature the hashtag: #BeThe1**. The lettering characters must be large enough so the stickers can fill in the letters of the hashtag.
- Must be able to transport the installation from the booth back to the UCS Healthcare offices.
- Installation should be on material that stickers can adhere to for an extended period of time.
- Artist to provide four different sticker designs for UCS to print.
- Artist must be available to help set up, take down, and transport the installation.

## BUDGET

A maximum of \$3,500 commission for the artist(s) selected to realize their work. This includes any hard costs associated with developing the piece.

## DEADLINE

Proposals are due **Tuesday, May 26 by 5 p.m.** Please submit proposals via email to [annappleseth@ucsdsm.org](mailto:annappleseth@ucsdsm.org).

## ABOUT US

UCS Healthcare delivers comprehensive health care services including medical and behavioral health diagnosis education and treatment including therapy, psychiatric services, substance use disorder therapy and medication assisted treatment. Our patients tell us that we are caring, professional, casual, respectful, positive, comfortable, and honest. **Learn more at [ucsonline.org](http://ucsonline.org).**



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