

IDEA ART AWARD

OVERVIEW & CONTEXT

Vancouver General Hospital, like all hospitals, is a place you might not consider visiting unless you are acutely ill and then it is the very place that you want to be. Known for outstanding medicine, VGH also has a significant art collection that speaks to the strong link between art and healing. The collection of over 1000 pieces contains works by Gordon Smith, Gathie Falk, Jack Shadbolt, Scott McFarland, Stephen Waddell, Christos Dikeakos, Jock Macdonald and many other established and emerging artists. The art works in the hospital's collection help create a positive environment for visitors and staff and provide much needed distraction in challenging circumstances.

The IDEA Art Award was established in 2009 through a generous donation by two anonymous donors in consultation with the Healing Art Committee at VGH and UBC Hospital Foundation and Emily Carr University of Art and Design. The annual award allows for the purchase of an art work by an emerging artist that will be displayed within the hospital and will become part of the permanent collection. Each year a specific area of the hospital is selected for the IDEA Award's winning work.

The 2012 IDEA Art Award will focus on helping to transform and humanize the Psychiatry Unit located at the Detwiller Pavilion at UBC Hospital which is part of VGH. One in five of us will face mental illness during our lifetime and patients of the Psychiatry Unit facing the challenge of hospitalization can benefit immensely from a visually pleasing environment. Research shows that art work that is soothing and inspiring can help assist in the healing process.

To this end, images that are overly challenging, confusing or disturbing will not be considered for submission to the IDEA Art Award.



The winning artwork will be hung in the lobby area of the Detwiller Pavilion. The area will be given new furnishings in order to create a quiet, restful atmosphere and the new art work will be the defining feature of the room. *Ideally, it will encompass a 4 feet by 8 feet horizontal area and must be able to be mounted to the brick wall and work with the room's existing lighting.* In keeping with the display of public art, the work should not be fragile.

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The IDEA Art Award affords artists the opportunity to consider their work within an environment where it can make a real difference by acting not merely as a source of visual distraction but also as a source of inspiration in a difficult time. It offers emerging artists the opportunity to have an art work in a prestigious collection while also contributing to the transformation of a vitally important site.

Space reserved for IDEA Art Award Winner

