

## ***bio*Orlando Medical Marker Design Competition Request for Artist Participation**

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### **Concept:**

The Metro Orlando region is on a march toward becoming a medical and life science research destination. As a means to recognize those organizations that are part of this burgeoning life science cluster, the Metro Orlando EDC's *bio*Orlando council has announced establishment of a series of "Medical Markers" designed to designate health care landmarks in the region and significant contributors to the growth of the life science industry in our community.

**Who:** Medical Markers would be presented to life science and biotechnology organizations based on criteria defined by the Metro Orlando EDC's *bio*Orlando council. The first marker designation has been given to the Florida Hospital Orlando in honor of Florida Hospital's 100-year celebration; other members of the inaugural class of Medical Marker designees will be announced on June 25<sup>th</sup> at the EDC's Annual Economic Outlook event

**What:** In addition to a certificate noting Medical Marker designation, a physical "marker" will be developed as a visible sign of this honor. Visualized is a form of public art -- some kind of three-dimensional freestanding statue, mounted plaque or in-ground plaque appropriate for exterior placement that identifies the organization as part of the "life science cluster" in Metro Orlando. The design concept should be scalable and also include a piece suitable for interior display.

**Why:** The presence of Medical Markers throughout the region will help build awareness of the growing presence of biotech and life science companies in Metro Orlando. Ultimately, companies designated through this program will be incorporated into community marketing promotions and tours when the EDC, local Chambers, local CVBs or others invite companies to consider our area as a location for corporate investment or for medical conferences and other events.

**Artist Participation:**

Central Florida artists (resident of Orange, Osceola, Lake and Seminole Counties) are invited to submit design concepts for the “Medical Marker”. Criteria for submissions is outlined below. The winning artist will be recognized at a gathering of *bioOrlando* and through other means. The winning submission could result in an artist commission on a per piece basis to produce the markers on an ongoing basis, at an agreed upon cost to those designated landmarks.

**Criteria:** All design concept submissions must comply with the following standards:

- Participating artists must have reached a certain level of expertise and recognition in their medium. Their resumes should illustrate that they have met TWO of the following criteria:
  - The artist's works are included in private, public, corporate or museum collections;
  - The artist has received awards, grants or fellowships;
  - The artist has completed other public commissions on a similar scale;
  - The artist has had a one-person exhibition at an established art center, gallery, or similar institution within the past five years.
- Submissions should outline a concept that would be developed as a plaque, statue or other public art piece appropriate for permanent location on the exterior of a building.
- The design concept should be scalable in nature – so that smaller or larger versions may be ordered, dependent upon the space and budget limitations of the designated company.
- The design concept should visually reflect the Metro Orlando region’s medical / life science industry, which the marker series designates.
- The Medical Marker should provide space for the name of the designated company.
- Submissions should include preliminary production plan and estimated cost of production for all expressions of medical marker (in-ground plaque, three-dimensional marker/statue suitable for exterior placement AND wall-hanging piece suitable for interior display.)

- Submissions should include a current professional resume, emphasizing public art experience, public collections and public commissions with names and phone numbers of references. Digital images of other similar public art created by artist are also welcome.
- Please submit digital images on a disposable CD that is clearly labeled with artist's name and project name. NOTE: *Please do not send slides or printed images.*
  - A minimum of 10 and a maximum of 20 digital images on a disposable CD that is clearly labeled with the artist's name and the project name. Images should be in .JPG format with a resolution of approx. 800 x 600 pixels. Please label image files with number, artist's last name and artwork title (i.e. 01-Smith-Birds in Flight).
  - **ID Sheet** - Please provide an image identification page on a single sheet that provides, for each submitted image: 1) the image number, 2) a thumbnail image of the title of work, 3) medium, 4) dimensions, 5) date of work and 6) price of work or amount of commission.

*Please note that submission materials will not be returned to applicants, so do not send additional materials such as catalogues, brochures, photographs, etc.*

**Deadline:**

Design concept submissions should be postmarked no later than **5:00 p.m. on Friday, May 29, 2009.**

**Material Delivery:**

Submissions should be mailed or delivered to Phuong Truong, Metro Orlando EDC / bioOrlando, 301 East Pine Street, #900, Orlando, FL 32801. Refer questions to Phuong Truong or Maureen Brockman at the EDC, 407.422.7159 or [phuong.truong@orlandoedc.com](mailto:phuong.truong@orlandoedc.com).

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