

**Dawson Creek & District Hospital (DCDH) Replacement Project**

# **CALL-OUT FOR ARTISTS & PHOTOGRAPHERS**

## **Local and regional scenic photographic images to be used for custom wall graphics**

*May 20, 2025*

Northern Health is looking for artists and photographers to submit local and regional<sup>1</sup> scenic photographic images to be purchased/licensed by Northern Health and used for permanent custom wall graphics in various locations within the new Hospital.



### **BACKGROUND:**

Construction on the new Dawson Creek & District Hospital began in July 2023, is anticipated to be open and ready for patients by Spring 2027.

Graham Design-Builders was the successful proponent selected to complete the design and build the new Hospital.

The approach and strategy for the interior design for the new Hospital is informed by the surrounding natural environment:

- The **flow** of the Peace River
- The important **connections** via the Alaska Highway, railroads, rivers, and creeks
- The **big sky** with the northern lights/aurora borealis

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<sup>1</sup> Local and regional is defined as: Dawson Creek and area, B.C. Peace River Region between the Rocky Mountain Foothills (west) and the Alberta Plains (east), South and North Peace River Regions, and Northeast British Columbia.

**INTERIOR DESIGN THEMES:**

Each level's interior design theme is based on regional inspiration and has the corresponding wayfinding colours:

**Level 3**  
Mountain



**PANTONE 348C**  
Formica 7897  
Spectrum Green

**Level 2**  
Prairie



**PANTONE 7509C**  
Formica 1193  
Gold Braze

**Level 1**  
River



**PANTONE 5493C**  
Formica 1198  
Jadeite

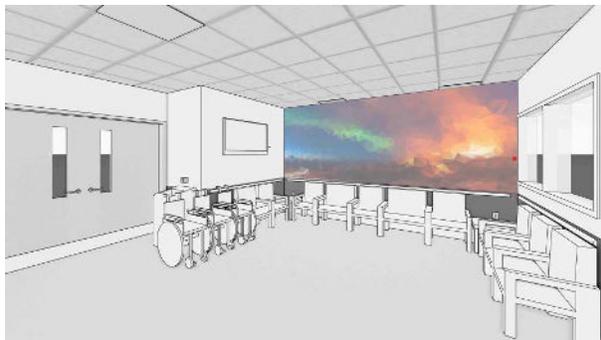
**Level 0**  
Mountain



**PANTONE 540C**  
Formica 914  
Marine Blue

**CUSTOM GRAPHIC LOCATIONS:**

Examples of two locations with sample custom graphics:



The following 13 locations in the new DCDH are planned to have custom wall graphics:

Level #	Location	Nearest standard aspect ratio	Dimensions of space
Level 0	Morgue Viewing room	22:9	465.66 x 185 cm
Level 1	Emergency Department Public waiting area	32:9	691.4 x 185 cm
Level 1	Emergency Department Quiet/bereavement room	32:10	605.16 x 183.84 cm
Level 1	Main Lobby Waiting area	22:9	471.38 x 185 cm
Level 1	Main Lobby Registration Kiosks	5:4	357.72 x 281.73 cm
Level 1	Main Lobby Gift shop	5:3	483.87 x 285.12 cm
Level 1	Visiting Specialists Waiting area	5:3	231.78 x 184.50 cm
Level 1	Laboratory Waiting area	20:9	410.84 x 185.00 cm
Level 2	Medical/Surgical Inpatient Unit Family lounge/dining area	32:9	625.48 x 184.36 cm
Level 2	Maternity Unit Waiting area	2.35:1	434.76 x 184.99 cm
Level 3	Mental Health Unit Family visiting room	2.35:1	395.94 x 185.08 cm
Level 3	Mental Health Unit Adolescent holding lounge	1.85:1	471 x 258.97 cm
Level 3	Mental Health Unit Patient dining/lounge	4:1	1609 x 185 cm

### **COMPENSATION:**

Northern Health will compensate artists \$1,800 per successful image, up to a maximum total of \$23,400 for all 13 identified custom graphic locations throughout the new Hospital.

### **DELIVERABLES:**

**Please submit the following with your package:**

- Digital files of local and regional photographic scenic images that align with the identified themes
- For each image submitted, identify which level and theme it aligns with and the preferred location
- Aspect ratios and dimensions of the images
- Original un-flattened artwork files

**Please note:**

- You are not required to coordinate the ordering or installation of the custom wall graphics as Graham Design-Builders is responsible for doing so.
- Submissions of images remain the property of the artist/photographer and are only required for initial evaluation purposes.
- Images will not be used or shared outside of the evaluation committees, if the submission is not successful.
- Please feel free to include watermarks and/or logos on submission images.

**MINIMUM REQUIREMENTS:**

- Vector artwork – EPS, AI, PDF (editable)
- Raster artwork – TIFF (preferred), PSD, PSB, JPEG (high res)
- Resolution – At least 150 PPI at 100% of the image size (300 PPI is preferred)
- 21MP and larger

**EVALUATION CRITERIA:**

Evaluation and approval of submissions will include review and input from the DCDH Art Committee and Northern Health representatives and be based on the following criteria:

- Respecting the Treaty 8 First Nations and the connection to the area where the new Hospital is being built within their territory
- Reflecting the larger vision and goals of the project
- Creating harmony with the design of the new Hospital
- Representing key local and regional landmarks
- Contributing to a sense of place
- Creating welcoming spaces for patients, visitors, and staff to gather and generate conversation

Northern Health will ultimately decide which images appear in which locations, based on evaluation of all the submissions and the above criteria. There is no guarantee the image will appear in the preferred location; however successful artists/photographers will be notified of any proposed location changes following the evaluation period.

**LEGAL INFORMATION:**

Selected artists/photographers will be required to sign a formal agreement, assigning certain intellectual property rights to Northern Health. Within the agreement, the artist/photographer will license the physical display of the images.

Northern Health will not reproduce or distribute the images without express consent from the artist/photographer; however, as part of a public display, photographs or images of the facility used for promotional material may capture the artwork in-situ. Such use will be authorized within the agreement.

## **SCHEDULE:**

<b>Date</b>	<b>Task</b>
<b>Tuesday, May 20</b>	Submission period opens
<b>Friday, June 20 @ 4 PM</b>	Submission period closes
<b>Thursday, June 26</b>	Submissions reviewed by DCDH Art Committee
<b>Wednesday, July 9</b>	Submissions are approved by Northern Health
<b>Week of July 14</b>	Artist is contacted about successful submission(s)

## **HOW TO SUBMIT:**

Please submit your package with the subject:

**“DCDH Art Submission: Custom Graphics – <NAME>”**

To:

**Ashley Pannozzo**

DCDH Community Engagement and Communications Liaison

[Ashley.pannozzo@northernhealth.ca](mailto:Ashley.pannozzo@northernhealth.ca)

Given the large file sizes that are being requested, please feel free to use a file sharing tool such as **WeTransfer, Dropbox, Google Drive, OneDrive, etc.** for your submission as they are likely to be too large to send via email. If you'd prefer a physical drop-off (USB, hard drive, etc.), please reach out to coordinate.

## **QUESTIONS?**

Please email Ashley Pannozzo ([Ashley.pannozzo@northernhealth.ca](mailto:Ashley.pannozzo@northernhealth.ca)) if you have any questions or require any additional information regarding this opportunity.