PEORIA CITY/COUNTY HEALTH DEPARTMENT

Call for Artists | Creative Brief

The Opportunity

The Peoria County Board of Health (BOH) is bringing more art, warmth, and personality to the Peoria City/County Health Department (PCCHD) through two large-scale public art installations: one in the main lobby and one on the building exterior.

Both installations will use AMICO Picture PERFect perforated metal, a dimensional medium that translates imagery into patterns of openings. In the lobby, the panels can also accommodate sound-absorbing backing to help improve acoustics. The project team will provide additional product and fabrication guidance to selected artists as concepts develop.

Our goal is simple: create welcoming, uplifting spaces that reflect the community PCCHD serves. Public health is about people, and visitors should feel comfortable, included, and respected—regardless of their age, background, or reason for visiting.

Investing in Local Artists and Our Community

PCCHD deliberately chose to commission artists from the Tri-County area because it believes in the talent and creativity of our region. These projects will support regional artists, keep investment local, and celebrate the people and perspectives that make this area unique.

Project 1 | Interior Lobby Installation

Creative direction: Joy, Hope & Community

The main lobby serves people of all ages and backgrounds, often for very different reasons. Create an installation that brings joy, optimism, warmth, and a sense of belonging to this shared space.

One installation across two levels

Use the expansive lobby wall as an opportunity to connect two distinct areas: the lower rectangular wall and the upper wall area. The imagery should form one cohesive composition, whether through sections of a unified image or separate images that relate to one another. Elements might rise, flow, or respond across the levels.

The current reference layout shows four panels—two upper and two lower. The live image area of each panel measures 4' 4" high × 9' 4" wide. Confirm final panel sizing and placement with the project team.



Interior site reference: upper and lower panel locations (conceptual blank panels).

Creative and practical considerations

- Convey joy, hope, connection, and a positive sense of community.
- Feel inclusive and relatable across ages, cultures, and backgrounds.
- Create a meaningful visual relationship between the upper and lower panels.
- Add warmth and energy without overwhelming the lobby.
- Consider views from different distances and angles.
- Allow for sound-absorbing material behind the panels.

The lobby can be noisy, making conversation difficult. By pairing perforated artwork with sound-absorbing backing, the installation can improve the visitor experience while becoming an architectural feature—not simply an acoustical treatment.

Desired feeling: a space that helps visitors feel lighter, more comfortable, and more connected.

Project 2 | Exterior Building Installation

Creative Direction: Natural, Inviting & Connected

The exterior artwork will occupy a prominent north-facing wall visible to visitors approaching from the parking area. Create an inviting first impression that feels organic, artistic, and approachable rather than institutional or medical.

The overall usable wall area measures approximately 10' high × 16' wide. Creative use of multiple panels is encouraged, but proposed designs must not exceed six panels. The composition should flow from one panel to the next. Final dimensions, finishes, attachment methods, and placement will be coordinated with the project team.



Exterior site reference: proposed installation area and illustrative panel placement.

Creative and practical considerations

- Create a warm and welcoming first impression.
- Draw on nature, organic forms, patterns, or movement that suggest well-being.
- Complement the building architecture while adding personality and visual interest.
- Make an impact from a distance while remaining timeless and sophisticated.

- Consider entrances, wall proportions, and different viewing distances.
- Explore abstract or representational approaches without relying on literal healthcare imagery.

Desired feeling: “What an interesting, inviting place,” rather than simply a government or healthcare building.

Our Creative Philosophy

We seek original ideas—not conventional healthcare imagery, promotional graphics, or overly literal interpretations. The two installations should complement the building and each other, but they do not need to match. We welcome artists’ individual perspectives and their connections to this community.

At its best, public art changes how people experience a place. We want visitors to feel welcome before they enter the building and carry that sense of connection inside.

The Medium | AMICO Picture PERFect Perforated Metal

Both installations will use Picture PERFect, an architectural metal product developed by AMICO Architectural Metals. Precisely arranged perforations create an image through the relationship among metal, background, light, and shadow rather than by printing on the surface. The result has texture and depth and can change with viewing distance and lighting.

Guidance for developing artwork

- Keep compositions clear: strong focal points and limited visual clutter often translate best.
- Use contrast: clear light-and-dark differences help define imagery; consider concepts in high-contrast black and white.
- Think at architectural scale: bold, recognizable forms generally work better than intricate detail.
- Consider the background behind the perforations, which affects the image’s appearance.
- Design for panel proportions, architectural features, and viewing distances.
- Explore silhouettes, patterns, movement, and negative space.

Artists do not need to engineer perforation patterns. Focus on a compelling concept that AMICO and the project team can adapt for fabrication. Additional product examples and technical guidance will be available during the process.

Product Information

AMICO Architectural Metals – Picture PERFect

Site Information and Reference Materials

The Peoria City/County Health Department is located at 2116 N. Sheridan Road in Peoria.

The site photographs illustrate proposed locations. Available dimensions and product information are included in this brief; exact measurements, panel configurations, mounting details, and technical specifications will be confirmed as concepts develop.

Artists are welcome to visit the building during regular operating hours to view the space and get a better sense of the scale and surrounding conditions of the two installation locations.

How to Apply | Key Dates

November 13, 2026	**Call for Artists and Creative Brief issued.**
December 2, 2026	Portfolio deadline. Submit up to eight images of your strongest work in JPG, PNG, or PDF format (maximum file size: 10 MB). Include your last name in each filename and email materials to dande@bigpicturepeoria.org. Indicate whether you wish to be considered for the interior, exterior, or both.
December 5, 2026	Finalists selected and invited to develop concepts. Artists may be considered for one or both projects; each project will be evaluated independently.
January 18, 2027	Finalist concept submission deadline.
February–March 2027	Finalist(s) chosen; artwork completed and installed.

Finalist Concept Submission Requirements

- Artists must reside or have a studio in the Tri-County area.
- Original artwork created solely by the submitting artist.
- Artwork in JPG or PDF format, with the artist's last name in the filename.
- A short PDF narrative describing the concept and how it responds to the project themes; include the artist's last name.
- Disclosure of any artificial intelligence (AI) tools used, including software, their role in the creative process, the extent of generated content, and which image elements involve AI. Failure to disclose AI use may result in disqualification.

Compensation

Initial portfolio submissions are unpaid. Finalists invited to develop concepts will receive $200 per concept, with compensation limited to one concept per installation location. Artists may submit additional concepts but will not receive additional concept fees for the same location.

Each installation carries a $3,000 final artwork fee, paid in two installments: $1,500 upon contract signing and $1,500 upon acceptance of the final artwork. An artist selected for both installations would receive $6,000 in final artwork fees, plus applicable concept submission payments.