



Avera Women’s & Children’s Tower–Artwork Request for Proposal (RFP)

Introduction and Background

In 2027, Avera McKennan Hospital & University Health Center will unveil a state-of-the-art, six-story tower featuring a new center of clinical excellence for women’s and children’s services. The expansion will include dedicated floors for women’s health, birthing and a newborn nursery, as well as an expanded NICU and pediatrics. Avera is seeking commissioned and/or original artwork throughout the facility in prominent locations.

Avera Mission and Vision: The development of the facility is aligned with the mission of Avera Health: “Avera is a health ministry rooted in the Gospel. Our mission is to make a positive impact in the lives and health of persons and communities by providing quality services guided by Christian values.”

Eligibility

Submissions are open to professional artists, with priority given to local and regional artists, though national artists are also invited to apply.

Project Scope

The new facility will be comprised of one building at 1325 South Cliff Avenue in Sioux Falls, SD; the 220,000-square-foot tower addition is located east of the existing Avera McKennan Hospital & University Health Center main building.

The intent of this RFP is to obtain original and/or commissioned work that will be unique in its application within the facility. Original and/or commissioned works can consist of 2D or 3D artwork in various mediums. The Avera Art Committee will have final rights on placement of all artwork.

The Avera Art Committee is looking for an art collection that will form a cohesive whole while also representing three distinct Submission Areas with differing artistic needs. The Committee would like to convey an environment that nurtures comfort, calm, and connection for individuals and families who may be navigating both exciting, and at times difficult, experiences. All artistic mediums are encouraged for the areas listed; however, when noted, the Committee is especially interested in proposals that utilize the medium(s) specified.

See [attachments](#) (pages 4, 5, 6) for details of each area.

- Area 1: Lobby, general, and administrative areas
- Area 2: Labor and delivery, postpartum, and neonatal intensive care units
- Area 3: Pediatrics unit



Artistic Theme

Avera is proud of its sponsorship by the Benedictine and Presentation Sisters. These two organizations of religious women have a long history of ministry and service to the people of the Dakotas. More information on their history and sponsorships can be found at [Avera.org](https://www.avera.org).

The Avera Art Committee has come up with some specific themes for this project:

**Comforting, Elevated, Engaging, Imaginative, Inspired, Innovative, Interactive,
Nurturing, Peaceful, Safe, Serene, Togetherness, Welcoming**

Suggested Artistic Direction

- Natural inspiration: imagery of renewal, growth, and cycles of life; generational.
- Light and reflection: gentle movement, translucency, or layered depth that captures moments of stillness or transformation.
- Human connection: abstract or figurative works evoking care, resilience, or the quiet strength found in community; including women in community, families (including mother, father and child/children), mothers with children and just children.
- Color is important; brightness; energetic, not muted. No black and white images.
- Images should speak to the sustainability and beauty of our earth
- Images that reflect diversity.
- People are comfortable with the familiar: images of our normal daily lives (community events, harvest, planting, play).
- Avoid images of sunsets and roads or paths leading to nowhere.
- Avoid images of single body parts; focus on the body as a whole.
- Avoid images that show weather extremes e.g. too much snow and ice or overly dry and parched land.

Selection Criteria

The selection committee consists of members of the Avera Women's & Children's services staff and administration, Avera architectural and design consultants, and community members. This committee will review the submitted proposals from each artist and will make final selections. Avera will then enter into a contract with the selected artist to complete the project.

A panel of Arts Commission, Visual Arts Commission, arts professionals and community representatives will evaluate applications based on the following:

- Artistic excellence and technical mastery of medium.
- Conceptual alignment with the theme and mission of Avera.
- Preference may be given to local and regional artists.



Proposal Requirements

Proposals should be submitted via an 8.5x11 PDF. All proposals should include the following, in sequential order.

1. Contact information: artist first and last name, company, email, phone number
2. Artistic approach to the theme (200 words or less)
3. Submission Area(s)—artists may elect to submit up to 30 pieces, 10 per each area (please label). See attachments, starting on page 4, for more detail.
 - Area 1: Lobby, general, and administrative areas
 - Area 2: Labor and delivery, postpartum, and neonatal intensive care units
 - Area 3: Pediatrics unit

Details required:

- a. File names must follow the naming scheme, for ordering purposes:
"01_ArtworkTitle_ArtistName"; "02_ArtworkTitle_ArtistName"; etc.
- b. Medium
- c. Size, using inches
 - i. 2D Artwork: Avera's print pieces are typically 20" x 30"; pieces may be given special consideration on overall dimensions. Please specify in response; framing will be completed by others.
 - ii. 3D pieces; may be given special consideration on overall dimensions; please specify in response.
- d. Price
 - i. 2D Artwork: price for the completed piece without frame (for prints). Shipping or delivery costs must be included in your submission price; please clearly communicate price based on size.
 - ii. 3D Artwork: price for the completed piece. Shipping or delivery costs must be included in your submission price.
- e. Date of Delivery
Printed pieces will need to be delivered no later than June 15, 2026.
Please indicate alternate delivery date, if other medium.

Submission Requirements, Questions, and Notice of Selection

Proposals must be submitted electronically via a PDF Friday, April 15, 2026, 5 p.m. CST.

Submissions will not be accepted after this deadline. Please label with RFP name and name (e.g. Avera Womens&ChildrensArtworkProposal_JaneDoe). **Questions and final submission should be directed to Erin Hamilton via email at Erin.Hamilton@avera.org.**

Notice of selection will be May 2026.

Attachments (1 of 4)–Area 1: Lobby, general, and administrative areas (renderings illustrate design intent only; sculptures may be placed adjacent to planters if desired interactivity emphasizes architectural approach).

The lobby level will create a visible and welcoming front entrance for Avera McKennan and women’s and children’s space, with space for education, community, conference and administrative needs in the future.

- a. Themes: Invitational, Imaginative, Reflective, Growth/Generational
- b. Medium(s): 3-dimensional sculpture (grounded, hung on a wall, or suspended).



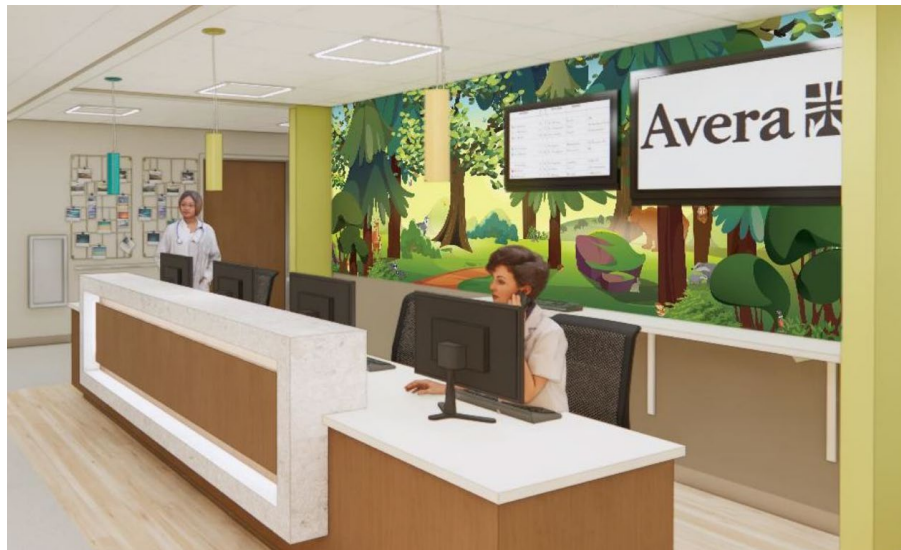
Attachments (2 of 4)–Renderings of Area 2: Labor and delivery, postpartum, and neonatal intensive care units (renderings illustrate design intent, artwork not applicable)

- a. Themes: The strength of the individuals cared for throughout the building, and hope, compassion, and peace in places where it is most needed.
- b. Medium(s): 2-dimensional artworks that can be matted and framed. Canvas is accepted in limited areas. Smaller 3-dimensional sculpture (grounded, hung on a wall, or suspended).



Attachments (3 of 4)–Renderings of Area 3: Pediatrics unit (renderings illustrate design intent, artwork not applicable). Artwork for this area should resonate with ages up to 18 years old; a desire for more mature, energetic visual language will be considered to engage with tweens/teens, not solely the younger pediatric audience.

- a. Themes: A sense of playfulness, interactive, bright, and connection with animals and nature (i.e. badger, bear, big horned sheep, bison, burros, chipmunk, cougar, coyote, deer, duck, eagle, elk, ferret, fox, grouse, owl, pheasant, prairie dog, rabbit, raccoon, robin, squirrel, turtles, wolf).
- b. Medium(s): 2-dimensional artworks that can be matted and framed. Canvas is accepted in limited areas. Smaller 3-dimensional sculpture (grounded, hung on a wall, or suspended).





Attachments (4 of 4)–Proposal Sample

Sample pages are included below as reference. Proposals should be submitted via an 8.5x11 PDF to Erin.Hamilton@avera.org. Subject line: Avera Women’s & Children’s Tower– Artwork Proposal_JaneDoe

Avera Women’s & Children’s Tower– Artwork Proposal

Contact Information

Artist first and Last name
Company
Email
Phone number

Page 1_Jane Doe Artist

Avera Women’s & Children’s Tower– Artwork Proposal

Artistic Approach

200 words or less.

Page 2_Jane Doe Artist

Avera Women's & Children's Tower– Artwork Proposal



Area 1: Lobby, general, and administrative areas

01_ Artwork Title

Medium: Painting

Size: 20" x 30"

Price: \$xxx (includes shipping)

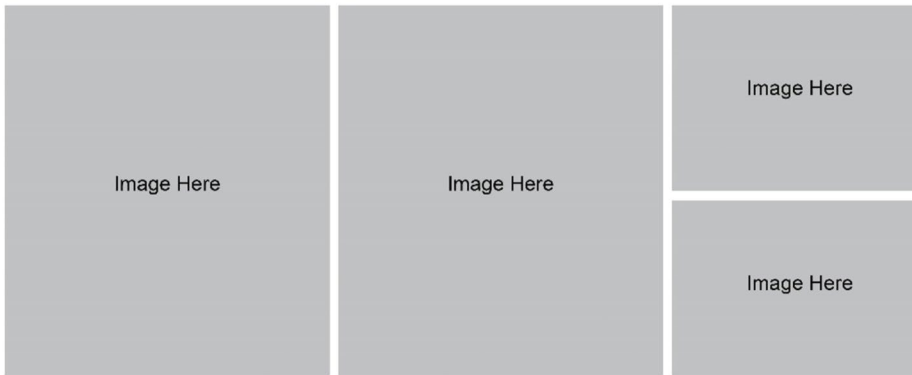
Additional sizes available, with price: 24" x 36" (\$xxx); 30" x 40" (\$xxx)

Date of Delivery: June 15

Page 2_Jane Doe Artist

Artists may submit up to 10 pieces per area

Avera Women's & Children's Tower– Artwork Proposal



Area 1: Lobby, general, and administrative areas

02_ Artwork Title

Medium: Sculpture, Metal

Size: L" x W" x H"

Price: \$xxx (includes shipping)

Date of Delivery: xxx

Page 3_Jane Doe Artist

Artists may submit up to 10 pieces per area