

2008 Art from the Heart Program

Deadline
July 1, 2008

The Florida Health Care Association's Quality Credentialing Foundation and Consumer Relations Committee are pleased to present our third annual "Art from the Heart" program in the state of Florida. This program is designed specifically to recognize the artists in residence at FHCA member facilities. Our program has resulted in many wonderful entries, including the painting on our brochure cover, by Lourdes Gomez Franca, a resident at Ponce Plaza Nursing & Rehab in Miami, Florida.

Those who work in the skilled nursing profession are familiar with the special gifts and talents of the residents entrusted in their care. FHCA believes it is important to shine the spotlight on both the creative abilities of your talented residents and on the wide variety of activities that occur daily in your facilities.

"Art from the Heart" also presents a unique opportunity to enhance the image of the long term care community.

The rules of the contest are outlined below. An independent panel of judges will select 13 winning entries. Renderings of the award winning submissions will be featured in the 2009 "Art from the Heart" wall calendar. Each FHCA member facility will receive one complimentary calendar and each artist selected will receive three complimentary copies. Additional copies may be ordered for a nominal fee.

With so many challenges facing the long term care profession in Florida, let us take the time to have some fun and to recognize some of the talented, vibrant artists in your facility.

If you have any questions, please contact Tracy Achey at the Florida Health Care Association at (850)224-3907 or via email at: tachey@fhca.org.

RULES AND REGULATIONS

1. A maximum of **two entries per facility** will be accepted. Members are encouraged to hold an art contest in their facilities to select which artwork will be submitted to FHCA. You may wish to involve your residents, family, local artisans, and the community in the voting. This creates an additional opportunity to involve the community in the lives of your residents.
2. **One entry per artist** will be accepted. **The artist must be a resident of an FHCA member facility at the time of submission.**
3. All art submitted must be original and be the resident's original creation and idea. The design may not be a copy or duplicate of any previously published art, including photographs. Any mechanically or electronically generated art is not eligible and will be disqualified. The participant's signature on the entry form is an acknowledgment of the originality of the art.

4. Submissions must be a drawing or painting. Artwork may be black and white or multicolored. It may be done in any of the following media: oil paint, tempura paint, watercolors, ink, pastels, etchings, pencils, charcoal, markers, or other similar media.

5. Submissions should have been **created** by the artist **within the last two (2) years**.

6. Submissions must be **no larger than twelve inches by sixteen inches (16"x 20")** and should not contain a mat or border. Entries must not exceed one-quarter inch (1/4") in thickness. Entries must not be framed, under glass, or have a protective covering attached. (You are allowed to use a fixative spray.)

7. A completed entry form and consent form must accompany the submission. The following information must be firmly attached to the back of the artwork: resident's name, age, facility name, city, and state. Please send a photo of the resident along with the entry.

8. Associated shipping costs (submission and return) will be the responsibility of the facility.

9. Entries that do not comply with any of the contest requirements or are received after the deadline will not be considered.

JUDGING

Entries will be judged on visual impact, artistic merit, originality of concept and overall appeal. An independent panel of judges will select 13 winners which will be published in the 2009 calendar. Additional pieces may also be selected for an exhibit at various locations throughout Florida.

OTHER INFORMATION

- ❖ FHCA is not responsible for loss or damage to entries. Entries will be returned at a time determined by FHCA.
- ❖ FHCA reserves the right to authorize the reproductions of all entries in any form and to photograph the winning entries without compensation to the artist.
- ❖ FHCA has the right to use the winners' names for promotional purposes without compensation to the artist.

All entries must be submitted to the FHCA by **July 1, 2008**. Send entries to:

Ms. Tracy Achey
Florida Health Care Association
307 West Park Avenue
Tallahassee, FL 32301
Phone: (850) 224-3907 FAX: (850) 681-2075
Email: tachey@fhca.org

Florida Health Care Association

Quality Credentialing Foundation and Consumer Relations Committee

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Entry Form

Please complete this form and send with original artwork and a photo of the resident to the Florida Health Care Association.

The deadline for entries is July 1, 2008

Resident's Name: _____ Age: _____

Title of Artwork: _____ Medium: _____

Name of Facility: _____

Facility Address: _____

Facility Phone: _____ Facility FAX: _____

Consent and Originality Statement

By Submitting this form, I agree that I am in compliance with all of the listed rules and regulations. I hereby grant the Quality Credentialing Foundation, the Consumer Relations Committee, and the Florida Health Care Association permission to use my artwork and name for reproduction and promotional purposes and/or to display my artwork without compensation. I understand that my artwork may be exhibited at various locations state-wide and may be released for use by media outlets, including television, newspaper, magazine, or Web/Internet/Intranet. I hereby certify that this is my ORIGINAL WORK and IDEA and is not a copy of any published art or any other materials protected by copyright laws. Three signatures are required below.

Resident Artist

Resident's Signature: _____ Date: _____

Name of Activity Director: _____

Signature: _____ Date: _____

Name of Facility Administrator: _____

Signature: _____ Date: _____

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**Florida
Health Care
Association** 

**Quality Credentialing Foundation
Consumer Relations Committee**

P.O. Box 1459
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Phone: (850)224-3907
Website: www.fhca.org

Treasure Our Elders