

# Children's Cancer Association: "Joy" Installation Proposal

## About CCA

For children diagnosed with serious illness and their families, every moment is precious. At the Children's Cancer Association (CCA), **our goal is to transform as many of those moments as possible – with joy.** CCA's innovative, free-of-charge programs of JoyRx leverage **music, friendship, play, and resources** to create transformative moments of joy for 20,000 children, teens, and their family members each year.

CCA believes kids deserve long, wonderful lives. Or at the very least, short wonderful lives. Unlike many organizations dedicated to the worthy goal of someday finding a cure for cancer, **CCA is all about creating joy today.**

## Desired Outcome

To provide a fresh and creative art installation (i.e. photography, fine art, digital etc.) in our office space entryway (replacing the mural depicted below and in the photos [here](#)) that will inspire joy in the many people who visit us on a daily basis. This art installation will ideally be on display for at least one year.

## Goals

- Inspire joy in those who visit our office space, whether staff, board members, volunteers, guests, or the kids and families we serve
- Communicate our appreciation for creativity as an expression of joy
- Create lasting relationships with Portland-area artists
- Curate an inviting art installation that will provide a backdrop to many "impromptu" photo ops (i.e. volunteers, donors, group photos, etc.)



## Schedule

**Accepting Submissions:** February 15 – April 15, 2017

**Peer Review & Vote:** April 25, 2017 @ 6:30 – 8:00pm

### **Design Week Portland: Doing Good by Design**

*Join the Children's Cancer Association's Brand Team at our riverfront offices for a chance to connect over drinks and appetizers as we hear from local designers leading the charge to use their creativity for good. We'll discuss what it looks like to enact social change through design, communication, and art both as non-profit and for-profit organizations. The evening will conclude with a Q&A and networking opportunity with our esteemed panelists.*

*We will also reveal all Joy Installation submissions, with an opportunity for our guests and panelists to offer critique and vote for their favorites (with a special prize for the winner).*

## To Submit a Proposal

E-mail your proposal to [DWP@JoyRx.org](mailto:DWP@JoyRx.org) no later than April 15, 2017. Please include a detailed overview, explain why this art brings you joy, any relevant sketches/thumbnails, and a rough cost estimate.