

**Call to Artists: SMA Healthcare Commissioned Horse Theme: *Riding  
Toward Recovery***

**Renderings Deadline: Friday, May 29, 2026 by 4 pm**

**Please submit renderings to [jaye.baillie@mcaocala.org](mailto:jaye.baillie@mcaocala.org)**

**Use the horse template for design concept (digital versions accepted)**

Marion Cultural Alliance invites professional artists to submit design proposals for a **custom-painted, life-size Horse Fever sculpture (head-up)** commissioned by **SMA Healthcare**.

This meaningful public art piece will serve as a powerful visual representation of **hope, healing, and recovery**—honoring the journey of individuals and families served by SMA Healthcare and celebrating the strength found along the way.

### **Project Intent**

This sculpture will:

- Serve as a **beacon of hope** for those on their recovery journey
- Honor the courage and **resilience** of SMA clients and their families
- Reflect the power of **compassion, community, and care**
- Create a lasting, meaningful public art presence

### **Submission Considerations**

Artists are encouraged to:

- Tell a **story through symbolism and composition**
- Balance realism with emotional depth
- Incorporate themes in a **subtle, sophisticated way**
- Create a design that is both **visually striking and deeply meaningful**
- Consider visibility from multiple angles
- Utilize the design sheet provided by MCA or provided a digital rendering

## Artistic Vision

The selected design should embody the concept of “*Riding Toward Recovery*,” illustrating progress, **resilience**, and the importance of **compassionate** support systems.

The horse represents a **steady, trusted companion**—a symbol of strength, guidance, and forward movement on the path to wellness. Artists are encouraged to subtly reflect themes of **community, family, heart, and hope** throughout the design.

## Design Guidelines

### Horse

- The horse should remain **realistic and lifelike**
- Base color: **rich chestnut** with a complementary mane
- Overall tone: **strong, grounded, and dignified** (avoid overly abstract or heavily stylized approaches)

### Color Palette

- Incorporate **SMA Healthcare’s signature blue and green** (see brand handbook)
- Use thoughtfully to evoke a sense of **calm, renewal, and hope**
- Balance is key—colors should enhance, not overpower, the design

### Blanket Artwork (Primary Design Feature)

- The turnout-style blanket will serve as the **main storytelling canvas**
- Incorporate imagery and visual elements that reflect:
  - Healing and transformation
  - Personal journeys and growth
  - **Resilience, compassion, and connection**
  - The strength of **community and family support**

## Champion Floral Wreath

- May be rendered in **2D or sculptural (3D) form** around the horse's neck. **An extra \$250 will be added to the artist's stipend if the horse with a 3D version is selected.**
- Suggested florals should be **symbolic of healing and renewal** with focus on green, blue, and white tones, with complementary accent colors.

## Messaging Elements

- Incorporate the words:  
**"Hope, Healing, and Recovery"**
- Additional words may be **subtly integrated** within the design (visually or symbolically), including:  
**Resilience • Community • Compassion • Family • Heart**
- Typography should be **intentional and integrated**, not dominant

## Optional Symbolism

- Artists may incorporate a **compass motif** to represent:
  - Direction
  - Guidance
  - The ongoing journey toward recovery

## About SMA Healthcare

### Transforming Lives Through Hope and Healing

For more than 60 years, SMA Healthcare has been a leader in behavioral healthcare services across Florida. Through a compassionate network of professionals, SMA provides a full continuum of care for individuals experiencing mental health and substance use challenges.

Their mission is rooted in helping individuals find stability, support, and renewed purpose—making a lasting impact on families and communities throughout the region.

### For more information:

***Jaye Baillie, APR - Marion Cultural Alliance, Inc Executive Director***

**352-369-1500 or [jaye.baillie@mcaocala.org](mailto:jaye.baillie@mcaocala.org)**

