

Making Life

CREATIVE

Is your art too innovative?

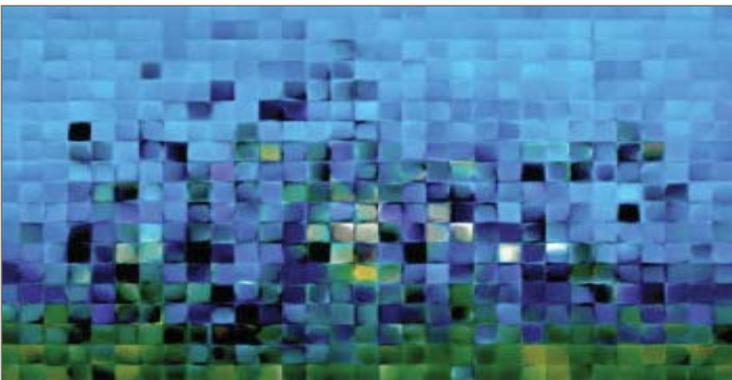
The truth about non-representational art in healthcare.



Realistic Nature Art



Representational Nature Art



Abstract Nature Art

Where would you rather spend an afternoon?

In a chaotic land, confused with what's happening around you...

In a serene vista with blue skies and green grass?

Evidence-based design studies have proven that viewing realistic or representational landscape scenes decreases heart rate, blood pressure and pain, while improving mood. Representational scenes depicting trees and meadows, gardens, and calm water are the best images to use in healthcare settings. Abstract art, like the image at the bottom of the page, causes anxiety and can have a negative impact on the overall outcome of the healing process.

"Patients with nature images have less anxiety and require fewer strong pain medication doses... Abstract art may contribute to less favorable recovery outcomes than viewing no pictures at all and is consistently disliked by patients... Most pictures selected should depict landscapes during warmer seasons when vegetation is verdant and flowers may be visible..." Healing Spaces: Elements of Environmental Design That Make an Impact on Health, by M. Schweitzer, L. Gilpin, and S. Frampton.

These are facts. There is no disputing that these types of artwork are the best for our patients. As consultants and designers we want to push those boundaries a bit to make things exciting. We want our work to POP!

Let us help you achieve your goals by creating an art program that is both innovative in design and healing for your patients.

To speak with a consultant, call 1.800.220.7446 or email us at consultant@creativeartprograms.com

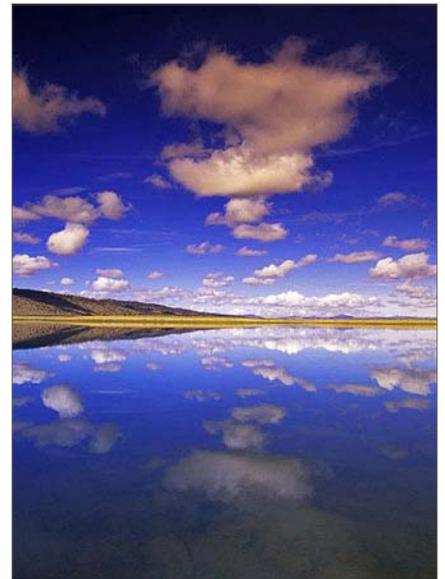
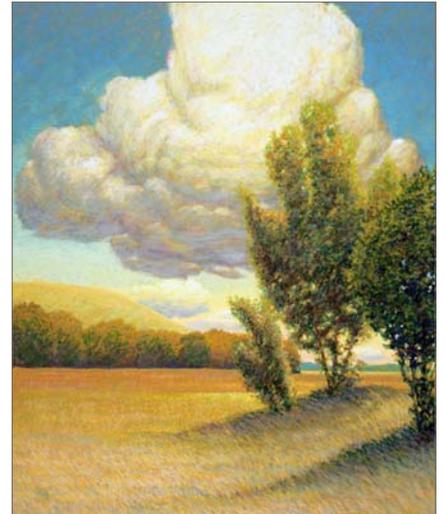


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Realistic and Representational Nature Art - Recent Releases



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