

Making Life

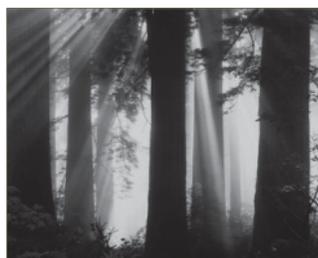
CREATIVE

Art for Patient Populations

Defining art programs for the end user

Well-chosen artwork can have a major impact on the attitudes of patients; specifically it can help create a healing environment and add an extra layer of comfort for the patients and their families. In common areas, the art program has to appeal to a diverse group of patrons. Conversely, the artwork in specialty areas and clinics

should incorporate certain aesthetic and psychological design principles, centered on the objectives of the space itself. This can be accomplished by combining the ideals and goals of the facility with various themes and colors that are the most appropriate for the individual patient populations. These specialty areas include:



Mental Health:

Design principles include clearly defined images based on nature that incorporate full spectrum color. The artwork should not be abstract or confusing, but instead be easy to interpret and provide a way for the patients to experience everything portrayed in the scenes. Artwork can be transformed from an image on a wall into a window to the world.

What not to use:

Busy compositions, distorted images, figurative works, out of focus photography, jagged landscapes, & Winter/Fall scenes are undesirable in mental health areas because they lack a sense of inspiration and serenity. Instead, pictures should depict healthy, lifelike, and uplifting scenery that engages the viewer and promotes a positive outlook.



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Community Living Center

Due to age related vision changes, images should be clear and colorful, and not overly complicated or abstract. Pieces that that can invoke feelings of isolation or sadness, such as solitary people or objects, should be avoided. The artwork should encourage a positive outlook and remind the viewer of uplifting events and memories. This can be accomplished, for example, by using photography of bright scenery, sunshine, or children playing. Regional photography of American life in previous decades, with well-known geographical references, will promote memories of home, family, and happy times.



Women's Clinic

Artwork that is feminine and appealing to women of all backgrounds should be the major focus. The artwork should embrace and honor female accomplishments and qualities. This can be done through artwork portraying women in everyday military activities, as well as images depicting natural scenery and family. Figurative images, if chosen, should include features that appeal to a broad audience. Try to include all ages, ethnic, & socioeconomic groups.



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



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