

making life

# CREATIVE

## The ART of Wayfinding

### Integrating Artwork Into Your Facility's Wayfinding System

How often do you use visual landmarks when providing directions from Point A to Point B? Whether it be the house on the corner with the tacky lawn ornaments or the sculpture in front of a city building, we commonly rely on visual cues in our daily wayfinding.

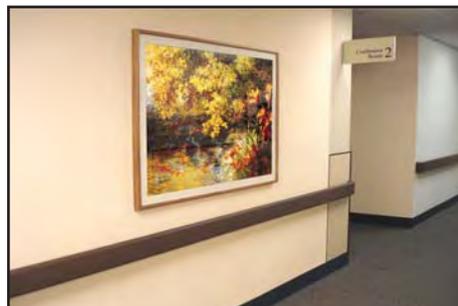
Well placed visually interesting artwork assists your patients, visitors and staff in finding their way. Installation of bold, easily recognizable and memorable images in high traffic areas such as elevator banks, waiting rooms or other decision points provides the viewer a "pin" on the mental map of where they are, have been or are going.



Whimsical imagery signals the beginning of the Pediatrics Clinic.

Secondary paths and corridors to an established lobby or waiting area benefit from a continuous artwork theme; reinforcing the visitors' confidence that they are on the right path. In partnership with our sister company, *Creative Signage*, we often design art programs to compliment the client's signage system. The combination of signage and artwork produces a comprehensive wayfinding system.

A memorable visual journey with clear and concise directional aides creates a stress free and calming environment beyond the traditional healthcare setting. Establishing a visual path by using similar imagery, artwork as wayfinding is more than decorating walls, it's designing a healing environment.



"Landmark Art" aides in destiguishing between several conference rooms along the same path.

To discuss the use of artwork to enhance your wayfinding system call 1-800-220-7446 or email us at [creative@creativeartprograms.com](mailto:creative@creativeartprograms.com)



Watercolor prints depict historic Charleston along the path to the Primary Care Clinics.



Continuation of similar imagery at the decision point confirms proper routing.



# Changeable Artwork Display Solutions

Alternative options for patient and rotating art exhibits

As the implementation of Art Therapy Programs in healthcare increases, patients are creating art for display on a daily basis. Community Living Centers change artwork regularly to engage and improve resident quality. Military hospitals rotate artwork often as the extended stay patient population tires of stagnant surroundings. Public Affairs and Designers are boosting patient and staff morale by displaying photos of recent events and celebrations within hospital communal areas.

Medical facilities are calling for creative and easily changeable display options for art exhibits. We've gathered a few solutions that are not only interchangeable but also meet the needs and safety requirements of the healthcare environment.

- Use a selection of three standard frame sizes (including matting) that feature removable backing to replace artwork on a regular basis. Creative can even design custom "grouping" layouts so all you have to do is simply change the artwork.

- Clear acrylic floating mount art frames affixed with stand-offs allow staff to unscrew mounting caps, exchange artwork between panels and replace caps with ease. Oversize panels are recommended to accommodate a variety of paper and canvas sizes.

- Bulletin boards can be used as a "frame" for temporary art. Consider mounting foamcore backed photographs from the time of your Community Living Center patient population's youth to aide in memory retention and socialization.



## THE TRUTH ABOUT CANVAS PRINTS

Like the contemporary look of canvas prints but worry about how they hold up in a hospital setting? The truth is they can be very effective. Advantages include:

- No Glass / No Glare
- Lower Framing Costs
- Large Scale Sizing Options

In addition, canvas prints are sprayed with a protective varnish after stretching that withstands the elements, such as a cleaning crews soapy rag or the day to day wear and tear of a busy corridor. Besides being tough as nails, canvas offers the versatility of Print on Demand (POD) which allows you to order artwork sized to fit your design requirements.



**Inspired?**

**Contact us to make your design idea a reality.**

