

Everything in the places we live, work and play affects our physical, mental and spiritual health. For this reason the healthcare industry has been moving toward a “softer” side of patient care by creating environments that foster a feeling of well-being. The optimal healthcare facility should address not just the medical needs, but also the emotional, social, spiritual and psychological needs of all the users of the facility.

Selecting Appropriate Art

For Your Health Care Facility



Prepared by
Monte Nagler Photography, LLC

The Competitive Edge in Health Care

Health care providers in today's market are faced with competitive pressures like never before. Patients - more appropriately viewed as "customers" - have a choice of healthcare providers and readily compare service and facilities when evaluating their options. Customers will consider medical ability, of course, but also ancillary factors such as the physical facility and general "feel" of the office. A welcoming, cheerful, and polished patient environment will enhance excellent quality care. On the other hand, a stark, outdated, or tacky patient environment can diminish the perception of quality health care.

Hospitals must keep sight of the 'softer' side of patient care, using design and architecture to create a feeling of wellness. Architectural elements such as large windows admitting natural light, calming, low-wavelength colors...aesthetically pleasing artwork and the introduction of nature via plants and aquariums can minimize the clinical atmosphere and make the stay less traumatic for patient and family members. The hospital of the future must never lose sight of the human factor, striving for a balance between high-tech and human touch.

Robert P. Walker AIA, ACHA Vice President, HGA
American School & Hospital Maintenance Magazine, October, 2003

Consider the lobby waiting area, the patient's first physical contact with the medical facility. Traditionally, canned music and dog-eared magazines have been provided to help the waiting patient pass time. Often medical posters or faded framed pictures will be haphazardly hung on the walls to add decoration. Uninspiring or dated artwork can give the patient a neutral, or even a negative impression of the quality of the care. Medical professionals rarely spend time in their own practice's waiting area, but the patients often have enough time to analyze every aspect, good and bad, of the room's décor. Even offices designed with the help of a professional interior decorator can become stale and uninviting with the passage of time.

As medical science evolves, patients are undergoing more and more complex diagnostic and treatment procedures. Historically, the patient's state of relaxation, the emotional state of the family/visitors and the working conditions for the staff were not factors in interior design for medical facilities. Research and studies have supported the belief that appropriate art elicits positive responses. Visual art aids in distracting the patient, helping to reduce stress and anxiety. The art also helps to make it more of a welcoming environment for family/visitors and a more comfortable place for employees to work.



Today's patient care areas can be enhanced with clear, colorful, photographs of scenes familiar and soothing. Even rooms with no exterior windows – typical in medical buildings and complexes – can be given a view of the outdoors. Patients can "lose themselves" as they focus on realistic scenes of parks, rivers, mountains, gardens, and other beautiful views. Photographic art provides a true image of calm, welcoming environments that invite the viewer to relax, even daydream into a sense of ease.

The concept of art as a healing force is becoming part of the national lexicon.

The Society of the Arts in
Healthcare, Annual Conference 2004

What Kind of Art Is “Appropriate” for Health Care Facilities?



Waterscapes: calm or non-turbulent water

Landscapes: visual depth or open foreground, trees with broad canopy, savannah landscapes, verdant vegetation, positive cultural artifacts (e.g., barns and older houses)

Flowers: healthy and fresh, familiar, gardens with open foreground

Figurative art: emotionally positive faces, diverse, leisurely

More specifically:

1) True images of nature

Roger Ulrich, the dean of “Art in Healing”, in 1984, discovered:

Nature is one of the most successful sources of positive distraction. Simply viewing a mural of a water scene has been shown to alter electrical activity in the brain, reduce levels of stress hormones and ease muscle tension.

Beth Frankowski Jones, ISdesigNET Magazine

Realistic photographic images are typically better suited for the medical setting than abstract art. Realistic scenes stimulate the patient’s imagination in a gentle and comforting way, allowing the patient’s mind to calmly wander through the familiar view. They are not confusing to a patient. They elicit a relaxing or calming effect on patients, visitors, and staff members. They are pictures of real places, not make-believe. When people look at the photographs they think to themselves, “I’ve never been there before but I know that place exists. I want to go there”.

Abstract imagery, while appropriate and beautiful for certain environments, tends to generate unpredictable responses in patients. Patients can even become subtly agitated by abstract designs – just enough to increase anxiety when it is least desirable.

Abstract pictures and nature scenes depicting high levels of activity actually tend to raise anxiety levels in patients, higher even than those with no source of distraction at all.

Roger Ulrich, Texas A&M University

2) Clarity and Crispness: Images should be in focus, crisp, and sharp with no distortion. Colors should be vivid. In the photographic world, high end cameras, both digital and film, produce the best finished photographic products. Before you select an image to enlarge for one of your walls or ceilings, find out from the artist if the image will maintain its clear integrity at the size that you require.

3) Suitable Colors: The *healing benefit* of art is directly influenced by the predominant *color* of the art. Researchers the world over have identified connections between specific colors and the human response to those colors. Experts such as Dr. Morton Walker, author of The Power of Color, chromatologist Dr. Spiro Diamantidis, researcher of the 1930's, Dr. Kurt Goldstein, and internationally recognized authority on color, Leatrice Eiseman, have well documented the healing power of color.

Blue

Blue is a restful and calming color. It has been proven to reduce blood pressure, heartbeat, and respiration rate. The color of a blue sky creates a feeling of spaciousness and can induce a meditative state in anxious patients.

Green

Green is the most restful color to the eye on both a physical and emotional level. It relieves tension, lowers blood pressure, and produces a sense of warmth

Brown

Along with green, brown is the most soothing color of nature. It can evoke a sense of security, thus reducing irritability.

Red

Red is often associated with heat, passion, and energy and can stimulate the sensory nerves. It should be used as a complementary color in a picture, not as the dominate hue.

Orange

Orange can stimulate creativity and ambition, or induce placidness and calmness, especially when combined with blue.

Yellow

Generally, yellow is a joyful color, capable of simulating the uplifting effect of a sunny day. Yellow brings out wisdom, understanding, and compassion.

Violet

Long associated with royalty and authority, violet also represents prosperity, dignity, and wisdom.

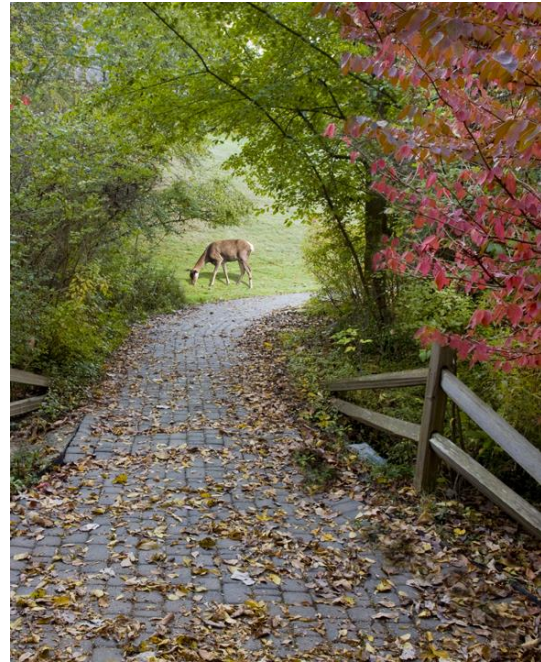
White

White enlivens other colors around it. However, sustained viewing of white can cause eyestrain & irritability. Art used in healing environments should not contain large uninterrupted areas of white. Plain white walls give a feeling of sterility and starkness to an environment.



4) Lead in Lines: Lead in Lines draw you, the viewer, into the image by creating a path for you to enter. This is accomplished using a technique called visual positioning. The artist should provide a visual path for the viewer to mentally walk into and become part of the photograph.

Patients undergoing a treatment and confined to a bed or chair for more than a few minutes, can easily become bored, anxious, and irritable. A visual image that holds their attention is highly beneficial and recommended. It becomes a positive distraction.



Other aspects of art should be taken into consideration for healing environments.

- Location of artwork: where the artwork is going to be located and how it can be the most effective in developing a healing environment and enhancing the physical atmosphere.
- Needs of special patient populations: evaluating the needs of the kind of patients who will view the artwork.
- Role of demographics in the healing environment: take into account the ethnic, gender, and age makeup of the location of artwork and select art appropriately.
- Length of time patients or visitors are waiting in an area, or in a particular procedure: this may help to suggest artwork that captures their attention for a longer period of time, or avoiding imagery that would be counterproductive to keeping them calm/relaxed.
- Placement of art should take into consideration the sightlines of patients.



Wall Mural in Pediatric Exam room



Wall Mural & Framed Art in Emergency Waiting Area



PhotoLight™ Ceiling & Wall Panels in MRI room

PhotosforHealing™ Products

Monte Nagler PhotosforHealing™ products provide a unique way to dramatically enhance a health care environment with the addition of exquisite photographic images.

Over the course of more than 30 years as a professional fine art photographer, Monte Nagler has amassed a vast portfolio of images suitable for installation in the medical setting. The collection includes hundreds of landscapes, gardens and flowers, water scenes, seasonal views, recognizable landmarks, domestic and exotic architecture, and more. Monte Nagler's expertise as a professional fine art photographer ensures that all the PhotosforHealing™ images have the finest in color reproduction, clarity, and detail. All images in the Monte Nagler PhotosforHealing™ product line have been personally photographed by this award-winning photographer, which ensures consistent quality throughout the portfolio.

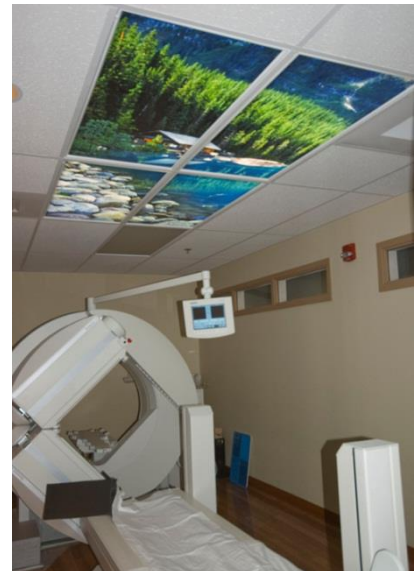
Monte Nagler uses high end cameras to produce his artwork in order to capture color, clarity, details, and realism. Since all Monte Nagler PhotosforHealing™ images are oversized enlargements of the original photograph, it is important that the image display the highest quality possible. Only a master photographer would commit himself to the time and effort required to use large, superior cameras in distant and challenging locations.

PhotoLight™ Ceiling Panels

PhotoLight™ Ceiling Panels easily replace typical light fixture panels and a variety of other sizes, including custom designs. The translucent PhotoLight panel glows with the light from the fluorescent fixture, creating an inviting focal point for patients in reclined positions.

The panels can be installed easily by facility maintenance personnel. Task lighting directed at the procedure site supports the medical professional, while the PhotoLight Ceiling Panel gives the patient a pleasing view overhead.

The photograph selected for a PhotoLight™ Ceiling Panel is printed directly onto film using the latest photographic printing technology. Printing on film, rather than printing directly onto the light panel, provides higher-quality clarity and color-reproduction. Facility personnel can clean the outside surface without concern of damaging the image. The image will not blister, peel, or flake.



Ceiling Art Panels (Not Illuminated)

Ceiling Art panels, where the art is mounted onto a hardboard, can be used to replace standard ceiling tiles. These are used when there aren't available lights in the ceiling for an illuminated light panel.

PhotoLight™ Wall Panels

PhotoLight™ Wall Panels feature backlit photographs, similar to the PhotoLight™ Ceiling Panels previously described. This feature suggests a feeling of spaciousness and the illusion of the outdoors. Windowless corridors or subterranean rooms can be instantly brightened with the addition of wall boxes. PhotoLights can be surface-mounted or flush-mounted with 4" of depth.



Fine Photographic Art

Monte Nagler's black & white and color fine art images project the ultimate in exclusivity in a health care setting. Owners of upscale facilities can demonstrate their commitment to the best in patient care by displaying Monte Nagler's striking fine photographic art. Each fine art image is produced by Monte himself in his Michigan studio using archival-quality materials. Monte signs each fine art photograph to guarantee its authenticity. These are typically matted and framed.

The expertise that Monte Nagler puts into each of his fine art photographs extends from shutter release all the way to customer delivery. If needed, Monte can even provide advice on arranging and placing multiple fine art photographs in your specific application.

Alternative Photographic Presentations

Monte Nagler's color photographic images can be reproduced for many other implementations including:

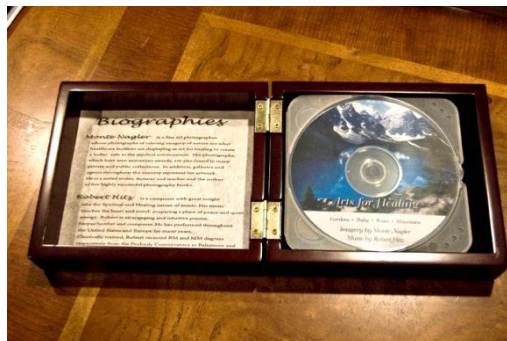
- Framed Wall Art
- Art printed on canvas, tapestry, glass, water color paper, metal and wood.
- Unframed Art mounted to a substrate: hardboard, acrylic or glass
- Surface-Mounted Wall Murals
- Poster-Sized Images
- Wall Paper
- Curved Walls or Posts
- Wayfinder Imagery
- Stairwell Wall Murals
- Other Custom Design Applications



Audiovisual DVD

Monte Nagler has combined his visual imagery with the talents of composer/musician Robert Hitz in the creation of an audiovisual experience. As the images move through the DVD, music is matched to the flow to establish a soothing rhythm. The marriage of the senses of sight and sound produces a dynamic source of comfort. The TV screen can now become a venue of relaxation, enjoyment and an enhancement to healing.

The current DVD has 80 images that circulate for approximately 25 minutes.



The DVD is available in either Blu-ray or Standard Definition.

Monte Nagler, Photographer



Monte Nagler began photographing seriously after studying with photography icon, Ansel Adams. Now, after more than 30 years, Monte is recognized as one of the foremost fine art photographers in the country. Monte believes a photographer should communicate feelings from inside, not simply take pictures. He says a good photographer must look at the world through “square eyeballs” to sense the image that will result when the shutter is released. Monte’s own keen sense of photographic vision is evident in the results of his photography excursions.

Monte's photographs, which have won numerous awards, are found in many private and public collections including: the Detroit Institute of Arts, the Grand Rapids Art Museum, University of Michigan Museum of Art, the Dayton Art Institute, the Center for Creative Photography in Tucson, The Brooklyn Museum, The State of Michigan, Nikon International, The Ford Motor Company, General Electric Corporation, Chrysler

Corporation, General Motors Corporation, BASF Corporation, Compuware; IBM, hospitals & healthcare facilities and many more. Various galleries and agents throughout the country represent his artwork as well as publishing companies nationally and internationally. Europe.

Monte is a noted writer, lecturer and teacher of photography. He has conducted many classes and seminars throughout the world. He has written photography columns and is also the author of six highly successful photography books: “How To Improve Your Photographic Vision”, “Statements of Light”, “Monte Nagler’s Michigan”, “Vietnam, Cambodia, Thailand – A Photographic Journey”, “Amos Walker’s Detroit “ (co-authored with Loren Estleman) and “QUARTETS: Photographs In Visual Harmony”. Frequently, he is called upon to judge contests and to speak on photography topics on local radio and television shows and other venues.

Monte is a recipient of the prestigious Artist in Residence Award from the Farmington Area Arts Commission. He is also a member of the Society for the Arts in Healthcare and The Center for Health Design.

If you would like to see any of Monte Nagler’s photographic images or learn more about how you can add **PhotosforHealing™ to your health care facility:**

Visit: www.montenagler.com

Call: 248-426-0333 or (866) 650-4100

