

# Nature Art Heals

*The British Medical Journal* says, "Art is able to provide solace, exhilaration, and satisfaction in a huge variety of different forms. Above all it is able to humanize a building, infusing an often soulless and impersonal environment with affirmation...many critical moments in our lives occur there—from birth through to death—and they ought to take place in surroundings which honor their true significance."

The scientific evidence is clear and convincing. Viewing nature scenes plays a key role in creating a healing environment that improves patient outcomes. Research shows that nature art can:

1. Reduce stress and anxiety.
2. Lower blood pressure.
3. Reduce need for pain medication.
4. Increase patients' trust and confidence.
5. Be a positive distraction for patients, visitors, family members, and staff.
6. Decrease length of hospital stays.

Current research shows that the great majority of patients prefer art on the walls of hospitals instead of sterile white walls. The art preferred, in order of preference:

1. Nature landscapes (most popular)
2. Animals
3. Scenes of everyday life
4. Portraits
5. Urban landscapes
6. Abstract (least popular)

Patient's sense of hope and well being decreases when viewing only white, sterile walls; whereas patients who view nature photos experience an increase in their sense of hope and well being.

**"If an art installation gets a patient out of his room or paintings take a person's mind off their pain and lower their stress levels, the art isn't just decorative anymore. It's part of the entire model of care."**

Dr. Lisa Harris, Internist and Chief Executive of Eskenazi Health, affiliated with the Indiana University School of Medicine.



Family members and visitors to the New London, NH Hospital Enjoy Viewing Stephen Gorman's Photographs in the Hospital's Main Corridor.



Where my family had to wait while my father-in-law underwent open-heart surgery at a world famous Boston Hospital.

## Research and Trends

**“Local Art Brings Calm, Healing Vibes to Cancer Center”** by Sean Patrick Smith, *BlueRidgeNow.com*, January 2017

**“Art Galleries at Baptist Help Patients and Families”** by Kathy Norcross Watts, *JournalNow.com*, January 2017

**“Arts Content: Jacobs Medical Center Captures Curative Power of Creativity”** by Jackie Carr and Scott LaFee, *UC San Diego Health*, December 2016

**<https://daily.jstor.org/healing-art-in-hospitals-today/>** by Ellen C. Caldwell, *JSTOR Daily*, October 2016

**“Dr. Esther Sternberg to Speak at Arkell Pavilion on Healing Art”** by Makayla McGeeney, *The Manchester Journal*, June 2016

**“Healing Power of Art Part of SRMC Experience”** by Cindy Foster, *UNM HSC Newsbeat*, May 2016

**“B.C. Children’s Hospital Calls on Country’s Artists”** by Kevin Griffin, *Vancouver Sun*, April 2016

**“Why Some Big-Time Art Donors Increasingly Give to the “Little Guys”** by Mike Scutari, *Inside Philanthropy*, November 2015

**“Art Donors Give to Smaller Nonprofits”** by Daniel Grant, *The Wall Street Journal*, November 2015

**“Art, in Healthcare, is An Integral Part of The Design Plan”** by Barbara Markoff, *The Healing Power of Art & Artists*, June 2015

**“Can Cheerful Decor Help Kids Heal? A London Hospital Recruited Designers to Test It Out.”** *The Eye*, February 2015

**“Art does heal: Scientists say appreciating creative works can fight off disease.”** *The Telegraph*, February 2015

**“The Healing Power of Art: Can Hospital Collections Help?”** *NBC NEWS*, September 2014  
Hospitals are giving artwork a higher priority.

**“More Hospitals Use the Healing Powers of Public Art”** *The Wall Street Journal*, August 2014

“Art, when appropriately selected and placed, has durability. It engages the viewers, transports them, delights and amuses them, calms and reassures them, day after day.” **Art in Healthcare**, *Healthcare Design Magazine*, December 2011

**French hospital gets ambient with HP latex ink...** January 2010

**“Picture of Health – Handbook for Healthcare Art”** by Henry Domke, M.D. This 217-page hard bound book includes interviews from designers and leaders in the healthcare field, the latest research on evidence-based design, expert tips on framing, art budget issues, and other subjects that touch on the field of art in healthcare. If you are interested in the book, it can be downloaded for free from the website: [www.henrydomke.com](http://www.henrydomke.com), August 2009

**“Putting Patients First – the essential healthcare art book”** [www.healthcarefineart.com](http://www.healthcarefineart.com), February 2009

“The Future of Healthcare Environments and **Evidence Based Design** (EBD) . . . chances are that each of us will probably experience some time spent in a clinic, waiting room, hospital, patient room, or wellness center . . . As designers, architects and healthcare providers plan for the future they are constantly researching the newest information available to enhance the “healing environment”. At the same time clinics, hospitals and healthcare facilities are striving to create spaces that will comfort and enhance the surroundings of their patients and families. Evidence Based Design (EBD) has proven to be a key in the partnership between concept, design and creating the “healing environment”. The core of EBD links research and design so that informed design decisions can be made in the planning process. Currently, artwork and/or photographs may become a focal point when designing patient and public areas and consideration needs to be given when selecting the image, content and color. Great strides are being made in healthcare and creating the “healing environment”.

**“Exploring Healthcare and Design”** published by *The Center for Health Design* 2008

Last month’s launch of the government’s *Report of the Review of Arts and Health Working Group* strongly endorsed the fundamental role that the arts performs in the promotion of well-being and improvement of patient



outcomes. Recognizing that the arts in health can deliver “real and measurable benefits”, the report met the high expectations of NHS arts coordinators, artists, arts therapists, clinicians, architects and designers, by backing a movement that has, arguably, been marginalized on the edges of patient care for too long. **“Making the Case”** by Marc Sansom, *Hospital Development Magazine*, May 2007

**“Beyond traditional treatment: Establishing art as therapy”** by Elaine Poggi, *Healthcare Design Magazine*, November 2006

Just 20 years ago hospitals looked very different. They were sterile environments focused on promoting cure rather than fostering care. In the last two decades hospitals have transformed and become “Health-Care” environments in the truest sense, where the role of the environment on healing has been investigated, appreciated and enhanced. Within this changing climate the role of art has been significant. Art has been used to enhance the quality of care by positively impacting patient, staff and family perceptions. Today, almost every hospital invests in Art-programs, because we now have research to show that not only can Art improve the image of the hospital, but it can, in fact, aid in healing. **“Current Research in Evidence-Based Art Programs”** by Kathy Hathorn, President, *American Art Resources*, November 2006

**“Oltre le cure tradizionali... l'arte come terapia”** *GOIRC NEWS*, November 2005

Based on research, there are several design innovations that every hospital involved in a building project should undertake immediately...provide positive distractions through appropriate art, restful views and access to nature, thus relieving unnecessary stress and improving patient satisfaction.

**“No Opportunity Wasted: The Case for Building Better Hospitals is Stronger Than Ever,”** *Interiors & Sources*, January/February 2005

A meta-study has found that quiet, single-patient rooms with ventilation, good lighting and nature images significantly improve outcomes.

**“The Evidence on Evidence-Based Design,”** *Hospitals & Health Networks Online*, January 2005

Experts find that relaxing pictures, colors and lighting are good medicine for patients and staff.

**“Hospitals go for a less clinical look,”** *The Detroit News*, January 2005

Strong studies...have produced additional convincing evidence that viewing nature reduces patient pain as well as stress. These investigations also support the interpretation that nature serves as a positive distraction that reduces stress and diverts patients from focusing on their pain or distress... A small number of studies on art in hospitals has yielded findings parallel to those from nature research. Results suggest a consistent pattern wherein the great majority of patients respond positively to representational nature art, but many react negatively to chaotic abstract art. Although nature pictures and other emotionally appropriate art elicit positive reactions, there is also evidence that inappropriate art styles or image subject matter can increase stress and worsen other outcomes. It should not be expected that all art is suitable for high-stress healthcare spaces, as art varies enormously in subject matter and style, and much art is emotionally challenging or provocative.

**“The Role of the Physical Environment in the Hospital of the 21st Century”** by Roger Ulrich and Craig Zimring, *The Center for Health Design*, September 2004

If there is one universal truth about hospitals, it is that they are drab, dismal places, not at all designed to soothe and heal... But a few architects and designers are working to change hospitals by humanizing their design, a concept that is slowly gaining influence in Europe and the United States. The idea is obvious: Build inviting, soothing hospitals, graced with soft lighting, inspiring views, curved corridors, relaxing gardens and lots of art, and patients will heal quicker, nurses will remain loyal to their employers and doctors will perform better. The environment of a hospital contributes to the therapy of the patients. People are mentally vulnerable when they come in and if an awful, dreadful, concrete beats them down, uninteresting, poor building with poor colors, it makes them even worse.

**“Design as part of health care,”** *International Herald Tribune*, September 2004

Research shows that even little touches can have a substantial impact. Patients, for example, feel and do better if the hospital offers pleasant distractions such as soothing artwork on the walls...

**“Healthy Design”** *Lancet*, July 31, 2004

Patients with nature images have less anxiety and require fewer strong pain medication doses. However, too much stimulation will have the negative impact of raising anxiety levels. Abstract art may contribute to less favorable recovery outcomes than viewing no pictures at all and is consistently disliked by patients. All visual art (paintings, prints, photographs) displayed in patient areas should have unambiguously positive subject matter and convey a sense of security or safety. When selecting art for stressed patients, Ulrich suggests the following characteristics should be avoided: ambiguity or uncertainty; emotionally negative or provocative subject matter;

surreal qualities; closely spaced repeating edges; forms that are optically unstable or appear to move; restricted depth or claustrophobic-like qualities; close-up animals staring directly at the viewer; and outdoor scenes with overcast or foreboding weather. Most pictures selected should depict landscapes during warmer seasons when vegetation is verdant and flowers may be visible; avoid landscapes conveying bleakness; include scenes with positive cultural artifacts, such as barns and older house, and garden scenes with some openness in the immediate foreground.

**“Healing Spaces: Elements of Environmental Design That Make an Impact on Health”**, by M. Schweitzer, L. Gilpin, and S. Frampton. *The Journal of Alternative and Complementary Medicine*, 2004

Providing patients, families and staff with access to nature by providing indoor and outdoor gardens, views of nature through windows, and artwork of nature scenes can relieve stress.

**“Healing arts – nutrition for the soul,”** by R. Ulrich and L. Gilpin. *Putting Patients First*, 2003

Hospitals, long a bastion of bad design and dreary décor, are finding that improving their layouts and their looks can translate into better health for their patients. A calming, healing environment helps patients deal more effectively with their pain.

**“Healthy Hospital Designs,”** *The Wall Street Journal, Marketplace*, November 2002

More hospital leaders are realizing that a pleasant, efficient environment reduces costs and improves care... Positive distractions, such as artwork, music, daylight, and water sounds, are built into the environment to help reduce stress.

**“A Better Place to Heal,”** *Health Forum Journal*, July/August 2002

The research findings of Roger Ulrich, PhD indicate that psychologically appropriate art can substantially affect outcomes such as blood pressure, anxiety, intake of pain medication, and length of hospital stay. In particular, representational nature art is shown to have a beneficial effect on patients experiencing stress and anxiety.

**“The Arts of Healing,”** *The Journal of the American Medical Association (JAMA)*, May 19, 1999, Vol.281, No.19

[Return to top](#)

“If we had a medication that did this — a medication that prolonged life, that addressed very different unconnected causes of disease, that did it at no cost and with no side effects — that would be the best medication of the decade. But we don’t have a medication like that except for this ‘Vitamin N’ — Nature.”

- Howard Frumkin, Dean of the School of Public Health at the University of Washington

# What We Offer

The natural world is essential to human health and happiness and is the basis of our physical, emotional and spiritual wellbeing. As humans we simply need regular contact with nature, even if it is in a representative form such as photography. We offer images of the natural world that inspire visitors, give pleasure, decrease stress, increase patient's recovery rates in hospital settings, and enhance employee's day-to-day work environments. All images in Stephen Gorman's collection are available as fine art photographic prints. Please [contact](#) us to discuss your options and preferences. We can handle your artwork needs from selection to delivery to final installation.

## CONSULTING AND DESIGN

We work with you every step of the way to select the ideal artwork for your project, vision and budget. Following an initial consultation, we will provide artwork options for your review, specifically catered to your space. We will work with you every step of the way to ensure you make the best use of your artwork budget, and so we are delighted to go over floor plans and tour your facility with you. Please don't hesitate to call for a brainstorming consultation session early in the process to ensure that your long-range vision is accomplished.

## THE PRINTS

We offer state of the art prints with expertly fine-tuned color, tone and detail. Custom-made by our skilled master imagers, prints are made on a wide assortment of light-sensitive papers. We also offer Stephen's collection as archival pigment prints (also known as giclée prints) on cotton rag or canvas, a display option for those seeking fine art prints with a painterly quality as the fiber or fabric creates a textured surface. This versatile display option is sure to enhance any room or décor.

## MOUNTING

Archival mounting practices are key in the protection and presentation of your fine artworks. Face-mounting and lamination options provide protection from dirt, dust and UV rays. Back-mounting options provide stability and allow your artwork to be properly displayed. Proper conservation techniques are systematically practiced in our climate controlled, dust-free facility. Our expert craftsmen tailor a unique and specific approach to suit your mounting and lamination needs, from diasec-style mounting to frameless presentations and museum boxes.

## FRAMING

Framing is the traditional means of protection and presentation for your fine artworks. We collaborate with each client and develop the most appropriate approach to each piece. Advanced craftsmanship and precision is practiced at our climate-controlled facility, using the highest quality archival materials and conservation practices, geared towards museum, gallery and exhibition display. We provide a wide variety of matting and framing options, a full range of wood varietals, frame profiles, finishes and stains to choose from.

## CRATING

We design and build crates on a custom basis to protect your artworks during transportation. Our standard crates are made of regulation birch plywood with sturdy corners, reinforced edges and custom handles. They are also built snug to the wrapped mounted or framed artwork. We safely pack and build the crates in-house for shipments to clients, museums, and galleries both in the US and overseas.

## DELIVERY AND INSTALLATION

We offer precise and careful attention to our clients in the final stages of art production. Upon request, transportation and installation of your fine art photographs can be arranged swiftly and smoothly to your home, office, health care setting, or select arts institution. We are on-site during installation to make sure that every detail discussed in the design meetings is exactly what we deliver. We are committed to delivering the highest standards of excellence. Our skilled art installers are available on location anywhere in the US or overseas.

## STEPHEN GORMAN WILL BE DELIGHTED TO MAKE A PRESENTATION AT YOUR ART OPENING

Stephen Gorman is a popular and engaging public speaker, and he will be delighted to attend your opening, deliver remarks, and answer questions.