

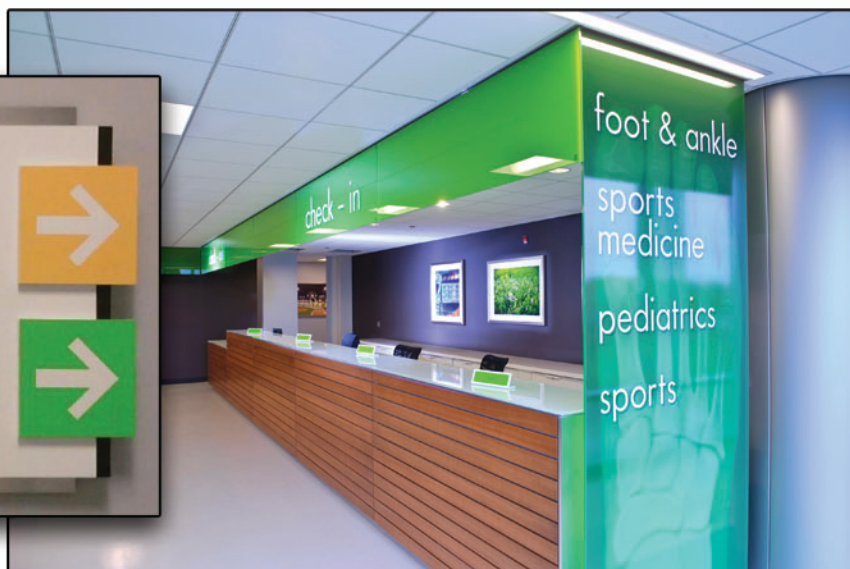


## Case Study:

### Midwest Orthopaedics at Rush (MOR), Chicago, IL

#### Client Need:

Select art that would reflect a whole building approach in design, and most importantly, enhance the patient experience. A dozen sub specialties practice in this new building and more than 40 practicing physicians with their support staff are concentrated on 4 floors. The MOR physicians serve as the team physicians for the Chicago Bulls, White Sox plus other professional, collegiate and high school teams. Sports medicine is a large portion of the practice but many non-athletes utilize the doctor's expertise for orthopedic treatments as well. We needed to make art selections that maintain a balance between sports medicine and traditional orthopedic practices. In addition, we needed to evaluate, edit and reuse existing art for budget reasons. Not only did the art need to reflect the brand image of the practice but with such a large and complex structure, the art also needed to function as a way finding tool.





## Midwest Orthopaedics at Rush (MOR), Chicago, IL



### H. Marion Solution:

The contemporary, 220,000 square foot Orthopedics state of the art facility is complimented by an art program which reinforces a forward thinking and cutting edge brand image. By selecting a blend of transitional landscapes and bold contemporary images with team and sports art we were able to reinforce the MOR brand while creating a patient centered experience. Color coded imagery depicting the type of treatment offered, by department, was used to help visually direct patients to these modalities. Four large waiting areas were all designed using a specific color for extra visual guidance. The children's waiting area has a beautiful hand painted mural of a baseball game in action, complete with actual bleacher seats in front so children feel as if they were part of the action.

