



Case Study:

Northwestern Memorial Hospital, Chicago, IL

Client Need:

Create a “fresh look” from an art perspective, while maintaining the client’s brand image; reinforcing a patient centered healing environment. The scope of work was three patient floors at the Galter Pavilion totaling 116,368 sq. ft. and including 89 beds combined; two med-surg units plus an inpatient psychiatry department.

Working with a small administrative user group, our task was to specify healing images; poster quality for staff areas, limited edition prints for patient areas, and 3-5 original, commissioned works for each common area.

For the psychiatric department we needed to create an art program that acted as a therapeutic tool as well.





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H. Marion Solution:

The 13th floor unit was occupied by the psychiatry department which required us to work with a specialized group of physicians and nurses making sure that all of our images were suitable for this highly specific patient population. We worked closely with the medical staff to develop large scale nature images printed directly to polycarbonate panels which were built into the wall structure. The images are backlit with dimmers and the ability to adjust the lighting helps to treat the circadian rhythms of the patients. The images are not only visually soothing, but were also developed to become part of the therapeutic protocol. Chicago architectural imagery, which reinforces a sense of place, was blended with regional Midwestern nature scenes.

For these three patient floors in the Galter Pavilion, we specified 13 commissioned oil paintings plus 93 posters and prints. All 106 pieces were painted, framed and installed simultaneously, fast track within 4 weeks of approval.

