



## Case Study:

### Rush University Medical Center's East Patient Tower

#### Client Need:

As art consultants for the Rush Transformation, we are responsible for establishing the art vision of Rush's governing board. We needed to design an art program that reinforced the Rush brand image, to create a soothing environment that is a physical manifestation of the tenants of the Transformation: "design a comfortable environment to support Rush core values" and "embrace the community through design." The scope of this project is the 841,000 sq. foot, 14-story East Patient Tower plus various renovation projects throughout the campus.





## Rush University Medical Center's East Patient Tower

### H. Marion Solution:

Upon entering the Brennan Pavilion through the new front door to the hospital, you will see our 20' x 30' photo of the city which acts as art, graphics and signage. All art selections sought to optimize the patient and family experience through artistic expression and to promote a healing and welcoming environment. Each of the 1400 pieces of framed art we selected follow the following three tenants:

- Art selections must be contemporary to complete the contemporary mid-century architecture.
- Art selections needed to include healing Midwestern nature imagery.
- Art selections needed to celebrate the rich culture and the diversity of the neighborhoods which the hospital services.

In addition, we sought to champion sustainability by using environmentally friendly materials whenever possible, and remembering to always conscientiously consider Rush's core values in the overall decision-making process.

