

HEALTH MATTERS

KEMPTVILLE DISTRICT HOSPITAL

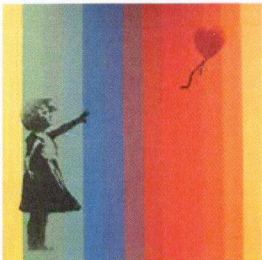
KDH's new art installations help create a healing environment

In the late spring of this year, KDH staff and visitors began noticing art popping up on the walls of the hospital's new Courtyard Lounge.

After tables and chairs had been placed in the newly created public space – made possible by the relocation of Health Records and Bookings to the original ER in the legacy building – the walls began to look very bare!

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To solve this problem, several inexpensive reproductions of works by the renowned artist Banksy were purchased.



Girl with a Balloon by Banksy.

Perhaps the best-known street artist in the world, Banksy is a UK-based artist, political activist, film director, and painter. His satirical art combines dark humor with graffiti executed in a distinctive stenciling technique. His art has been featured on streets, walls, and bridges of cities throughout the world, and has sold at auction for as much as US \$1.8 Million.

Several more reproductions of works by contemporary artists, as well as the Spanish painter Joan Miro, were subsequently added to the Courtyard Lounge, and the project's scope was expanded: to gradually transform the entire hospital with art, to create an environment for patients, their families, and staff that is healing, inspiring and uplifting.

More and more hospitals are turning to art as a way to create a healing environment, as studies show that visual art can help reduce stress. In fact, there is evidence that there is a direct link between the content of images and the brain's reaction to pain, stress, and anxiety.

A 1993 study, for example, found that patients exposed to a nature image experienced less postoperative anxiety and

were more likely to switch to weaker painkillers than those who viewed an abstract image or no image.

Another study, conducted in 2011, found that nature images helped calm restless behavior in two Texas emergency department waiting rooms.

A third study published in the spring of this year found that patients surveyed about the Cleveland Clinic's contemporary art collection – which includes abstract and nonrepresentational images – reported a significant positive effect on their experience and on mood, stress, comfort and expectations.

At many hospitals, funds for art are provided by philanthropy. This is true for the next phase of the KDH art project. We are delighted to have formed a relationship with the Art for Healing Foundation, a non-profit organization based in Montreal whose mission is to bring the healing power of art to hospitals and wellness facilities, transforming public and patient areas into inspiring environments that encourage a sense of serenity and hope for patients, their families, and healthcare providers.

Since 2002, the Art for Healing Foundation has placed



What We Do In Life Echoes in Eternity by Banksy.

8,000 works of donated art in 65 healthcare facilities across North America – and KDH is the second smallest (after Churchill, Manitoba). We mounted our first installation of artwork gifted to us by the Art for Healing Foundation in our clinic hallway in August of this year.

This installation, valued at more than \$15,000, features nine contemporary works by six Canadian artists, and one Swiss artist who lives and works in Montreal. These gifted artists, including Paul Bourgault, Carol Bernier, and Irene F. Whitome, have been recog-

nized with prestigious awards and international exhibitions, and their works feature in numerous public and private collections.

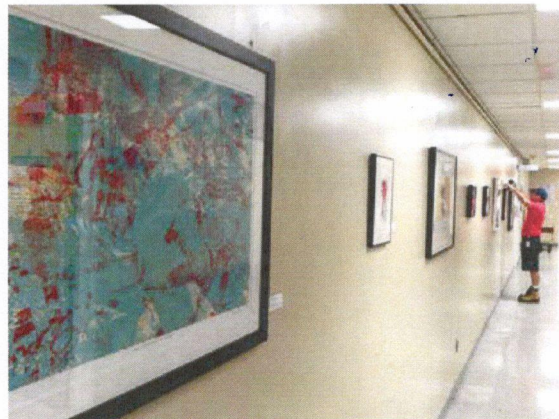
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We are grateful to Earl Pinchuk, Executive Director and Founder of the Art for Healing Foundation, who has helped transform our clinic corridor with art that we hope will touch patients, their families and our staff.

KDH will continue to work with the Art for Healing Foundation and other sources to bring more pieces of art to the hospital for the benefit of all who view them.



Yellow Lines Flower Painter by Banksy.



Leigh Nichols, who works in KDH's maintenance department, makes sure each work of art is level.



Leigh Nichols (left) and Earl Pinchuk, Executive Director of the Art for Healing Foundation, stand in front of an untitled work by Canadian artist Irene F. Whitome.