

CREATING CONNECTION THROUGH ART



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Psychology confirms art's influence on the mind. We know that education in the arts benefits academic performance in children. Why? Because art benefits brain function. It increases blood flow to the brain by 10%, which encourages critical-thinking, problem-solving, creativity, and decision-making. Who wouldn't want that for their business model? But there is far more to art than just a pretty picture.

EMOTIONAL CONNECTION

Art influences emotions by raising serotonin levels. Serotonin promotes happiness, lowers anxiety, and improves memory. This happens through a process known as embodied cognition which turns what we see in art into actual emotions that we can feel and display. Current office design trends embody creating a full sensory brand experience in the workplace. Art provides an excellent vehicle for this trend with the caveat of relieving stress, increasing productivity, and pro-actively deflecting negative emotions. When placing art, consider these options:

- **Place calming art** in high traffic, deadline-driven areas
- **Consciously decide** that distractions can be therapeutic
- **Increase productivity** with motivational graphic walls
- **Transform reception** with a digital art

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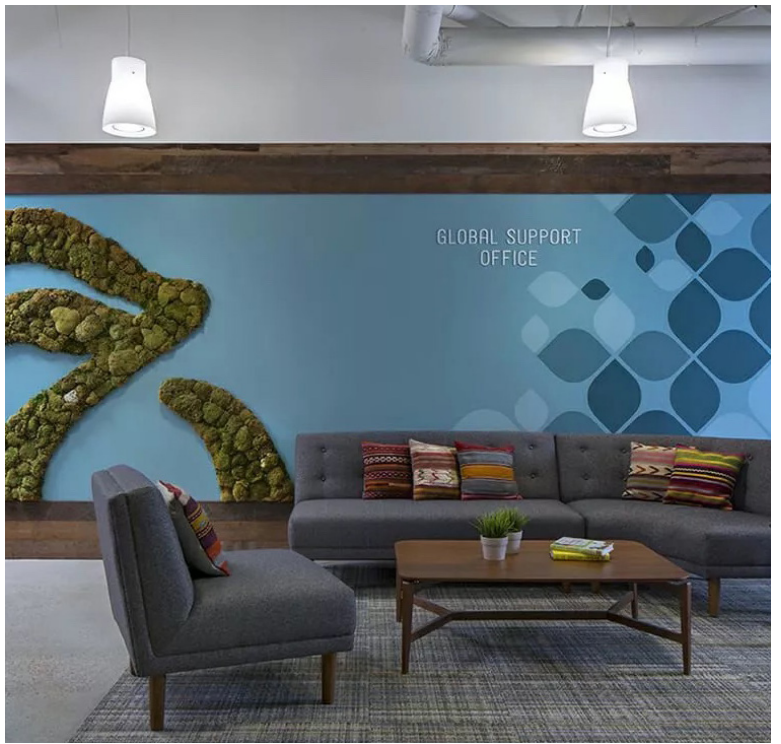
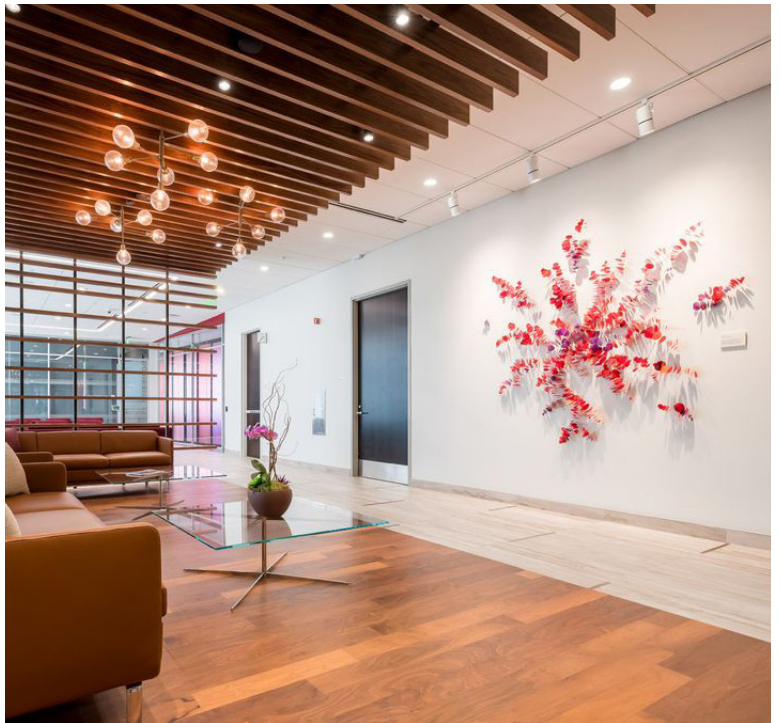
One of the simplest ways to break down the barriers between people is art. It's a great communicator without saying one word. Art can inform us, challenge us, cheer us up, inspire us, and provide us with an unparalleled level of information.

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BRAND MESSAGING

Art becomes expressionistic when used as a vehicle for addressing branding and company culture within workplace design. Art can communicate key brand messages in a non-verbal way. Every company has a story to tell, so turn your story into a visual experience. Convey your company's history and development through art by:

- **Expressive mural walls** with intriguing storytelling
- **Visualize your values** with unique brand specific imagery
- **Portray your 'why'** through visual messaging
- **Express expansive thinking** with an artful timeline
- **Allow graffiti art** to create your own brand language



STRESS MANAGEMENT

Art, like nature, is significant in its ability to de-stress and transport the viewer to a different mental state. This would be considered a “positive distraction”. The calming experience is linked to awe, which is defined as “experiencing perceptual vastness. The sense that one has come upon something immense in size, number, scope, ability, or social bearing.”

In high-stress, deadline-driven work environments, nature scenes have been known to lower levels of perceived pain, stress, anxiety, fatigue and general distress. Create positive distraction areas within your office to:

- **Significantly lower** inflammation that can lead to stress-related illnesses
- **Stimulate** more efficient processing of information
- **Provide calm**, more patient, and more willing client interaction

SUPPORT COMMUNITY ARTISTS

The new normal has presented enough challenges for businesses of all sizes. Art should become a strategic respite from the complicated stuff. In the spirit of supporting local small businesses, art is the perfect vehicle for creating community by enlisting local artists to create for your specific needs. Most businesses are **brainstorming** ways to adapt and bring their teams back together with a fresh approach built around a unique, upgraded workspace environment that embraces connection and community.

SUMMARY

Whatever your business model looks like, if creativity, innovation, and open dialog are valuable to your workplace culture, the placement of engaging artwork can help substantiate those values and make them visually available within every facet of your workplace experience.

Our design team is available to guide your upgraded office design in the best direction for the new normal. Be sure to include some guidance from **regional art experts** in your office upgrade.

DOWNLOAD: 5 Benefits of Art in the Workplace

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