Picture That
ART CONSULTANTS

EXPRESSING THE "HEART & SOUL" OF FACILITIES WITH ART

Hospital or Hotel?... Faculty Cafeteria or Marketplace Food Emporium?

Monday, April 28, 2014

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Welcome to the World of Picture That LLC

Hospital or Hotel ?

- Current Construction Boom!
- Designing healthcare and academic facilities that include:

1. VIP suites
2. Fireplaces
3. Sculpture gardens
4. Fish tanks
5. Waterfalls
6. Floor-to-ceiling windows
7. Beautiful Artwork !

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Hospital or Hotel ?

Visiting a Patient in the Hospital vs a Guest at the Crown Plaza ?

Dining in the Faculty Cafeteria vs. A Marketplace Emporium?

- organic food selections
- spa treatments
- nail salons
- docking stations
- 24 hour concierge
- Bridgeport Hospital's QUIET KIT and CARE Channel

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Hospital or Hotel ?

- Numerous studies show ARTWORK is the MOST important design component to compliment décor.
- ART is the finishing touch that expresses the “heart and soul” of facilities.
- ART completes the transformation process.
- ART plays a VITAL role in the HEALING process!

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Objectives

This workshop will explore how to:

- Use ART as a tool that reinforces the facility's mission statement and "inner self"
- Navigate the ART selection process for facilities and build a winning collection
- Manage ART as an asset that requires proper valuation, inventory and storage
- Design a culturally inclusive ART collection that speaks to the key constituents including patients, students, employees, shareholders, trustees and local community
- Incorporate local artists, geographic locations and charitable causes for partnership and "good-will" purposes

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About Picture That Art Consultants

Fine Art Consulting Practice - Stamford, CT - founded 2002

Practice Areas

- Fine Art Design & Sales
- Art Collection Management
- Curatorial Services & Exhibitions
- Art Appraisal

Clients

- Healthcare, Corporations and Academic Institutions

Certifications and Awards – W/MBE

- 2014 GNEMSDC “Supplier of the Year” Nominee
- 2011 GNEMSDC - MBE to MBE Empowerment Award
- 2010 NAFE - National Outstanding Entrepreneur of the Year
- 2008 NMSDC - National Supplier of the Year

Our Team

- Core Team Combined Has Over 100+ Years of Expertise in ART, DESIGN & CULTURE

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Clients

Healthcare - Investment Banking – Financial Services – Insurance
Law – Pharmaceutical Utilities – Food & Beverage - Education

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Partnerships

YALE NEW HAVEN HEALTH SYSTEM – 2 Howe St, One Church St / SMILOW CANCER / BRIDGEPORT HOSPITAL - Fine Art Sales

- Source artwork for newly built or recently renovated buildings

ST. FRANCIS HOSPITAL - Fine Art Sales

- Source artwork for Finance & Technology Center (5 floors)

UBS / GE / BOEHRINGER INGELHEIM – Curatorial Services

- Create Cultural Art Exhibits with Artist/Employee Receptions

AMERICAN EXPRESS / PITNEY BOWES - Art Consulting

- Inventory and Catalogue Art Collection
- Manage CEO Portrait Project for current and former incumbents
- THOMPSON HOSPITALITY – Graphic Art & Design
- Develop UNITY Magazine Centerfold with Cultural Artwork and Artists

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Value Proposition

THINK FINISHING TOUCH
Framed art is the finishing touch for any facility. We enhance the aesthetics of space using quality, affordable framed art, photography and sculpture.

THINK GREEN
We offer the finest quality custom framed art that is “eco-conscious” and eco-Friendly by using recycled and recyclable materials.

THINK CULTURE
We enhance environments by curating exhibits that support the cultures of employee, shareholder, client, industry and community populations.

THINK COMMUNITY
We use local artists, geographic locations and charitable cause for partnership and “good-will” purposes

THINK EXPERTISE
Our design team has extensive experience creating communications using art and cultural sensitivity. This is the niche that we own in the marketplace; we design around people and the infinite numbers of ways they live and interact.

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The Process

Discover

- We ask about current or upcoming projects, about the people that work in the facility and about people that visit the facility.

- We ask questions that give insight as to what art solution will work best for your facility.

Local Photography – Cityscapes, Parks, Skylines

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Works By Local Artists

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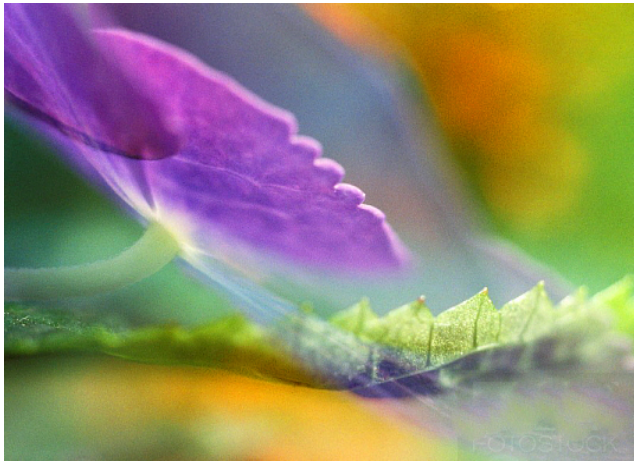
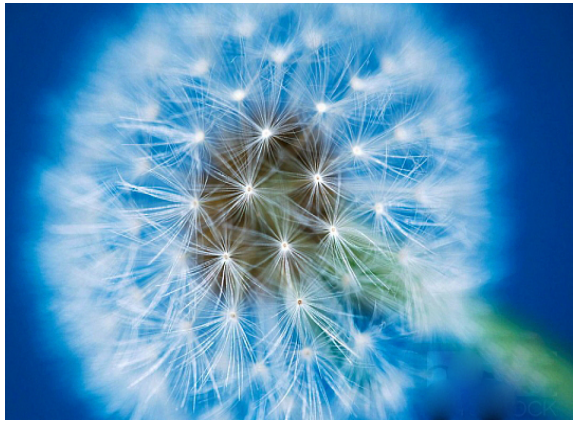
Nature Art





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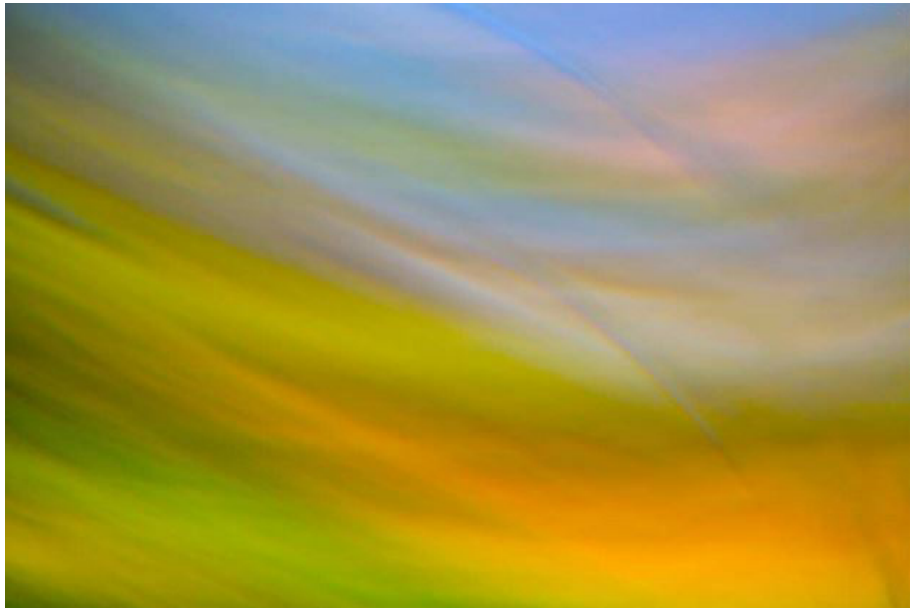
Botanical Art



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Eco-Friendly Art

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Glass Art

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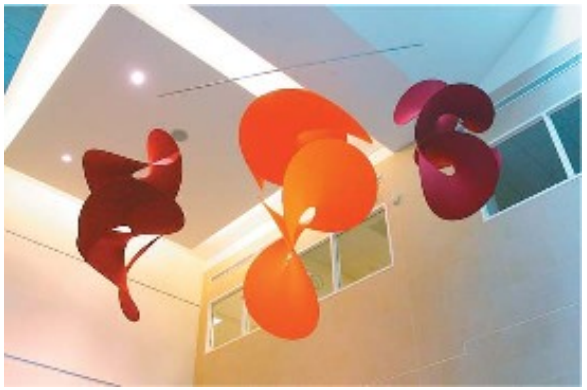
Sculpture Art - Indoors



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Sculpture Art - Outdoors

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Installations

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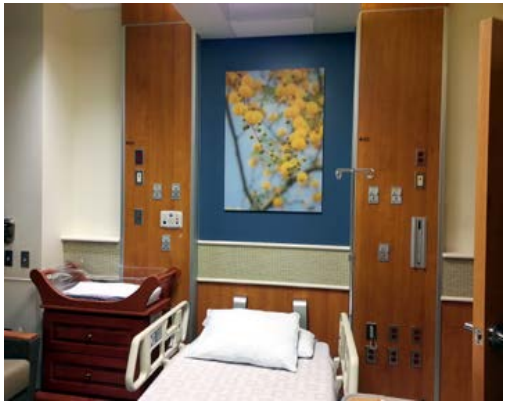
Installations



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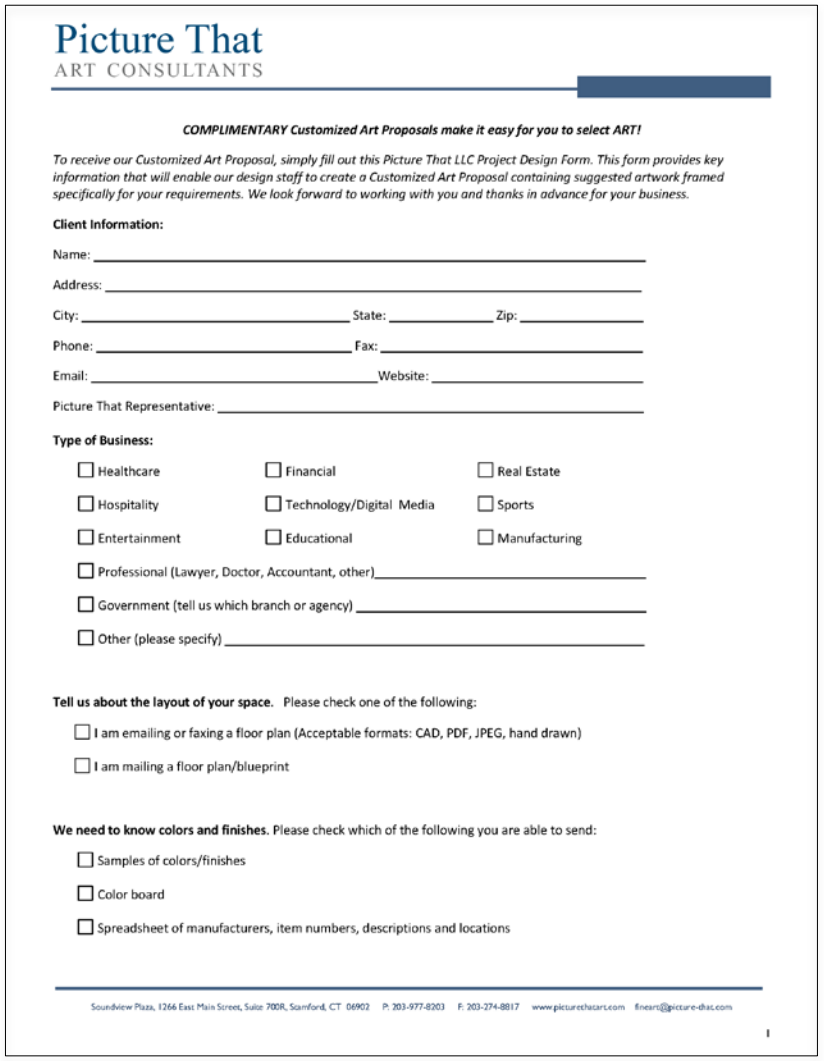
The Process

Collaborate

- We go over what type of art is preferred and not preferred. We get floor plans, colors, finishes, everything we need to select the right art for the facility.

- All selected art is placed and dropped on floor plans, giving you a visual as to how the art will move through the facility.

The Process – Collaborate



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COMPLIMENTARY Customized Art Proposals make it easy for you to select ART!

To receive our Customized Art Proposal, simply fill out this Picture That LLC Project Design Form. This form provides key information that will enable our design staff to create a Customized Art Proposal containing suggested artwork framed specifically for your requirements. We look forward to working with you and thanks in advance for your business.

Client Information:

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Picture That Representative: _____

Type of Business:

- ☐ Healthcare ☐ Financial ☐ Real Estate
- ☐ Hospitality ☐ Technology/Digital Media ☐ Sports
- ☐ Entertainment ☐ Educational ☐ Manufacturing
- ☐ Professional (Lawyer, Doctor, Accountant, other)_____
- ☐ Government (tell us which branch or agency) _____
- ☐ Other (please specify) _____

Tell us about the layout of your space. Please check one of the following:

- ☐ I am emailing or faxing a floor plan (Acceptable formats: CAD, PDF, JPEG, hand drawn)
- ☐ I am mailing a floor plan/blueprint

We need to know colors and finishes. Please check which of the following you are able to send:

- ☐ Samples of colors/finishes
- ☐ Color board
- ☐ Spreadsheet of manufacturers, item numbers, descriptions and locations

Soundview Plaza, 1266 East Main Street, Suite 700R, Stamford, CT 06902 P: 203-977-8203 F: 203-274-8817 www.picturethatart.com fineart@picture-that.com

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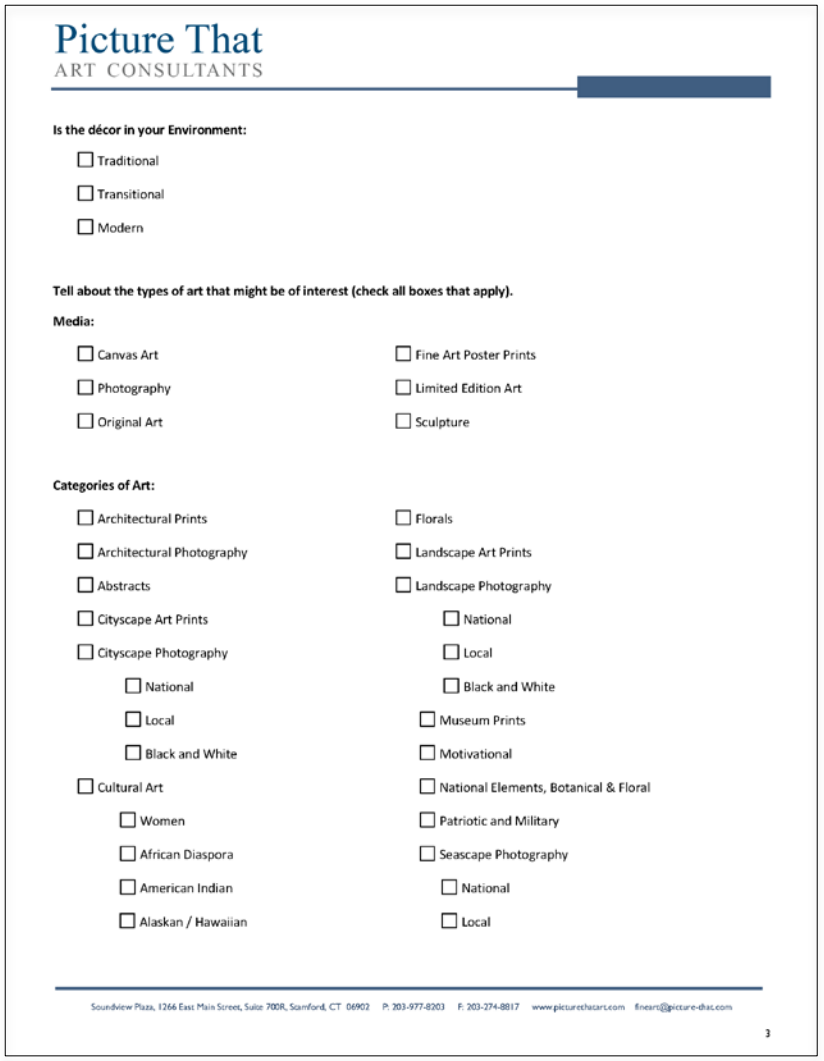

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Is the décor in your Environment:

- ☐ Traditional
- ☐ Transitional
- ☐ Modern

Tell about the types of art that might be of interest (check all boxes that apply).

Media:

- ☐ Canvas Art
- ☐ Photography
- ☐ Original Art
- ☐ Fine Art Poster Prints
- ☐ Limited Edition Art
- ☐ Sculpture

Categories of Art:

- ☐ Architectural Prints
- ☐ Architectural Photography
- ☐ Abstracts
- ☐ Cityscape Art Prints
- ☐ Cityscape Photography
  - ☐ National
  - ☐ Local
  - ☐ Black and White
- ☐ Cultural Art
  - ☐ Women
  - ☐ African Diaspora
  - ☐ American Indian
  - ☐ Alaskan / Hawaiian
- ☐ Florals
- ☐ Landscape Art Prints
- ☐ Landscape Photography
  - ☐ National
  - ☐ Local
  - ☐ Black and White
- ☐ Museum Prints
- ☐ Motivational
- ☐ National Elements, Botanical & Floral
- ☐ Patriotic and Military
- ☐ Seascape Photography
  - ☐ National
  - ☐ Local

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The Process – Collaborate

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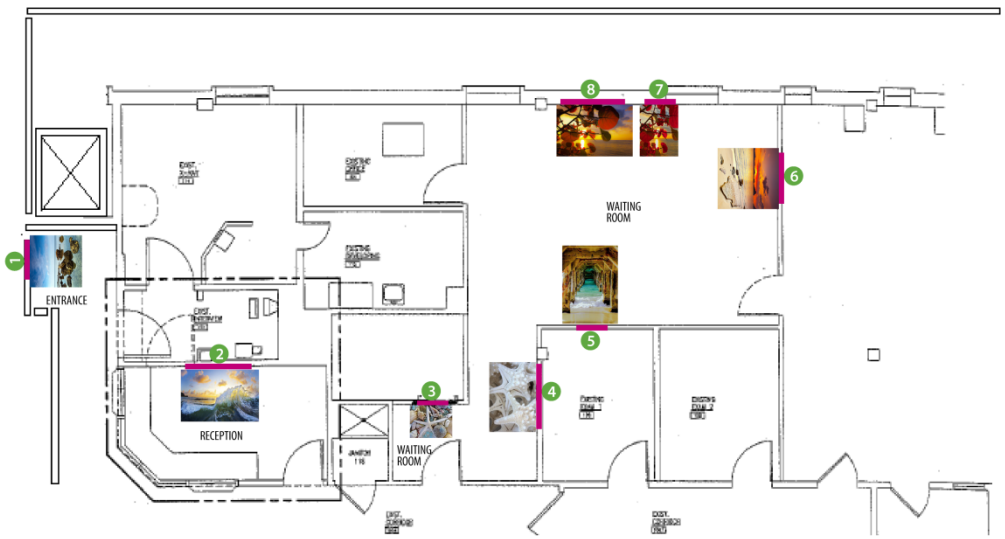
ACRM FLOORPLAN
* art placement view
* sizes are not accurate

BRIDGEPORT HOSPITAL
AHLBIN CENTERS FOR REHABILITATION MEDICINE
226 MILL HILL AVENUE, BRIDGEPORT, CT 06610



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The Process – Collaborate

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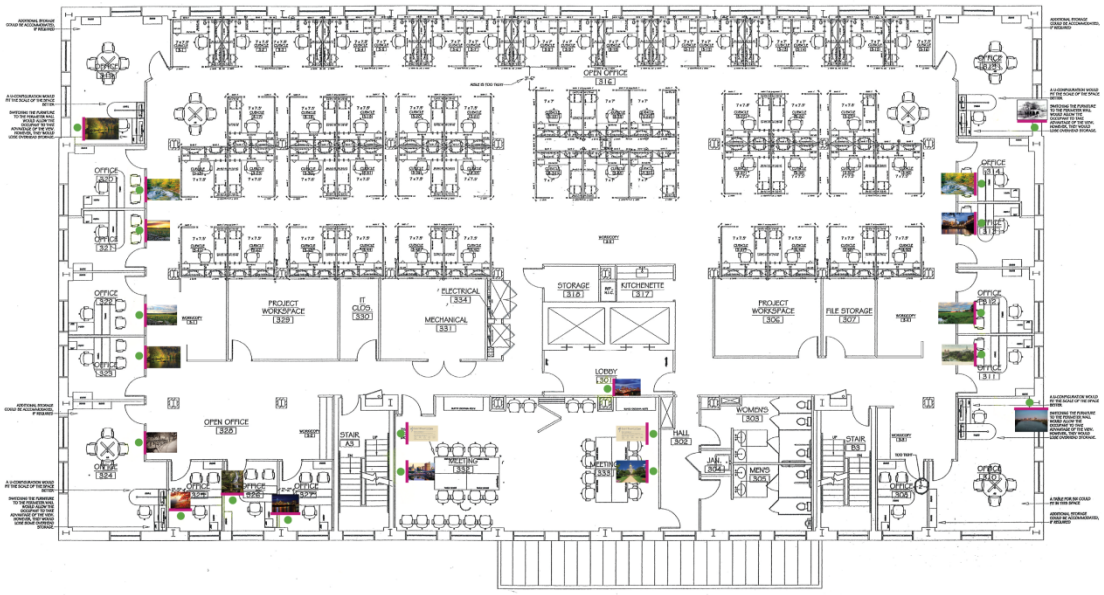
203-977-8203 www.picturethatart.com

3rd Floor
*art placement view
*sizes are not accurate

ST.FRANCIS HOSPITAL
TECHNOLOGY & FINANCE CENTER
103 WOODLAND ST, HARTFORD, CT



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The Process – Collaborate

Ahlbin Centers for Rehabilitation Medicine - Final Artwork Selections

#	NAME OF PIECE	IMAGE	ARTIST	SIZE	MEDIUM	PRINT TOTAL	LOCATION	Link
1	Serene		Stylianos Kleanthous	24" x 24"	Canvas print, no frame, matte finish, gallery wrap (black sides)	$210.04	Wall opposite reception desk (adjacent to wall phone right after entering facility main doors) - **NUMBER 1** on scanned schematic	http://fineartamerica.com/products/serene-stylianos-kleanthous-canvas-print.html
2	Ocean Boquet		Sean Davey	48" x 32"	Canvas print, no frame, matte finish, gallery wrap (black sides)	$633.83	Wall of reception desk - **NUMBER 2**	http://fineartamerica.com/products/ocean-boquet-sean-davey-
3	Sea Treasure		Colleen Kammerer	30" x 23.25"	Canvas print, no frame, matte finish, gallery wrap (black sides)	$257.94	Waiting room - first wall seen as pass through door of waiting room - **NUMBER 3**	http://fineartamerica.com/products/sea-treasure-colleen-kammerer-
4	Glowing Red		Stephen Anderson	22.5" x 30"	Canvas print, no frame, matte finish, gallery wrap (black sides)	$210.94	Waiting room - large wall seen as enter waiting room from hall - **NUMBER 4**	http://fineartamerica.com/featured/glowing-red-stephen-anderson.html
5	Glowing Red II		Stephen Anderson	30" x 21.63"	Canvas print, no frame, matte finish, gallery wrap (black sides)	$203.94	Waiting room - large wall seen as enter waiting room from hall - **NUMBER 4**	http://fineartamerica.com/featured/glowing-red-ii-stephen-anderson.html
6	Tranquility Below		Karen Wiles	25.75" x 36"	Canvas print, no frame, matte finish, gallery wrap (black sides)	$382.65	Waiting room - wall opposite to where Glowing Red I and II are hung - **NUMBER 5** (toward right hand end of wall as you face it) - this is the one that least fits the scheme I think...but I love it :)	http://fineartamerica.com/featured/tranquility-below-karen-wiles.html
7	Sunset		MotHaiBaPhoto Prints	36" x 36"	Canvas print, no frame, matte finish, gallery wrap (black sides)	$288.09	Waiting room - large wall that has the door entering the rehab gym - **NUMBER 6**	http://fineartamerica.com/featured/6-sunset-mothaibaphoto-prints.html
8	White Starfish		Carol Groenen	30" x 20" or 36" x 24"	Canvas print, no frame, matte finish, gallery wrap (black sides)	236.09 289.46	Waiting room - on wall immediately on right as enter waiting room - **NUMBER 7**	http://fineartamerica.com/featured/white-starfish-carol-groenen.html

4/25/2014 Cultural Art Education Services Provided by www.picture-that.com - 203-977-8203 Page 1 of 1

Documents are used to track each project from conception to completion including all costs.

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The Process

Design
During the design phase we work with you on art selections, framing and placement.

Design a culturally inclusive ART collection that speaks to the key constituents including patients, students, employee, shareholders, trustees and local community.

Once the design process is complete we will email you a design proposal in PDF format and mail a copy that is printed and bound.

The Process – Design

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2. Cathy Gomez-Stafford – Final Selections

Ph: 203-977-8203
Fx: 203-274-8817
1266 East Main Street, Suite 700R
Stamford, CT 06902

Etosha Zebra
Frances Schandera
Size: 18 x 36

Right Wall

128 Inches

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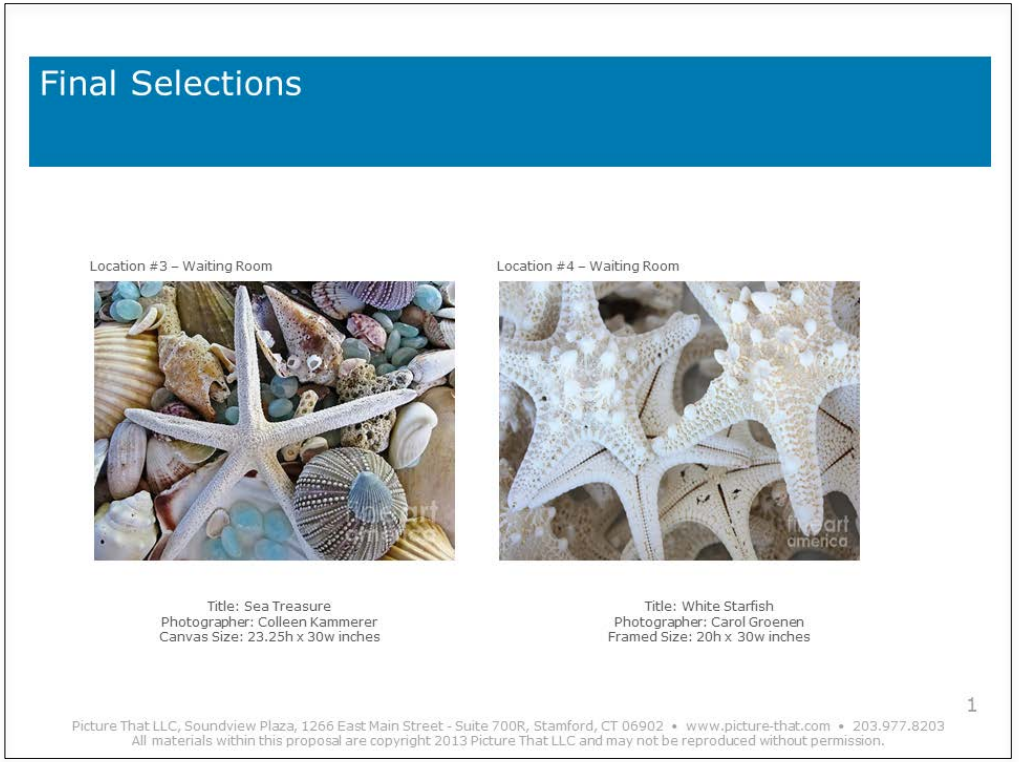

Final Selections

Location #3 – Waiting Room

Title: Sea Treasure
Photographer: Colleen Kammerer
Canvas Size: 23.25h x 30w inches

Location #4 – Waiting Room

Title: White Starfish
Photographer: Carol Groenen
Framed Size: 20h x 30w inches

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Why Picture That?

- We can save you a lot of time!
- We know art, we are passionate about art, we produce excellent products.
- A local team that can be on site for any project and in meetings locally whenever needed.
- Our response time is Immediate.
- Our Customer Service cannot be matched.
- We are local and will ensure we provide art that exceeds expectations, on or below budget and on time.
- We have a proven record in giving great design, products and service.
- Install team with extensive experience.
- Free Art Design Services, Free Project Management including overseeing the installation.
- We are part of the community and have a personal interest in helping to build aesthetic environments.

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Contact Us

Contact us for information about art sales, consulting, appraisal or curatorial services.

Picture That, LLC
Soundview Plaza
1266 East Main Street, Suite 700R
Stamford, CT 06902
Phone: 203.977.8203
Fax: 203.274.8817

Office Hours by Appointment
Monday – Friday
9AM – 6PM EST

General Inquiries
fineart@picture-that.com
Artists: gallerymanager@picture-that.com

www.picturethatart.com

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