

New Construction | Sq Ft: 450,000 | Art Qty: 64 | Monumental Art: 2 | Timeline: Dec. 2021 - April 2023  
Architect: Skidmore, Owings & Merrill and May Architecture

## Art Approach

Skidmore, Owings & Merrill design directive “To design and build a cancer center that has never been seen or imagined” strongly informed the patient centered art approach. Selected artwork now creates supportive patient family and staff experiences in a manner that had not yet been seen or imagined.



Double Helix, Cherrylion Studios, Brushed Aluminum

A 38' high monumental double helix sculpture by local artist Marty Dawe of Cherrylion Studios, rises from the center of the motor court drawing eyes upward through the dramatic roof oculus. The stylized interpretation of a human DNA strand symbolizes the integration of research, technology, compassion and care that is the Winship Way.



"Kodachroma", Rob Ley, Anodized Titanium and Painted Aluminum

## Monumental Lobby Art

Winship Emory Cancer Institute can be entered at opposite ends of a light filled lobby with a 15'-6" high x 36'-0" monumental art focus at its center. Artist Rob Ley designed / created a double exposure relief sculpture based on DNA sequencing patterns, constructed with hundreds of colors of anodized titanium and painted aluminum elements. Viewers experience different patterns as they approach the art from each entrance, sit in the lobby or ascend the escalator.



## Art Goals

Level 5's open cafe / lounge design encapsulates the center serving area between sun filled dining and lounge areas. Open circulation and shared finishes determined art in both areas should reflect movement while providing different experiences from multiple viewpoints. Combining commissioned art works by 2 artists whose works incorporated similar shapes, creates a continuous discovery journey from one space to the next. Colorplay on the ceramic pods creates different experiences across the space.



Cat Tesla, Acrylic on Birch Box



1. To create spectacular, inviting spaces in which restorative art supports patient and staff experiences.
2. Reframe patient and staff perceptions of cancer care through enriching art experiences.
3. Integrate art experiences that enhance calm, offer respite, and inspire confidence.
4. Include Light, Texture, Pattern, Quiet Color.



Natalie Blake, Glazed Cast Porcelain

# Eye Movement



Lisa Truax, Glazed Ceramic Disc

Understanding how the human eye moves through art to interpret and appreciate a composition became 1 of 2 strategic art tools used to direct art selection. Color Theory was the second.

Meandering compositions allow the eye to move organically through a composition, engaging viewers repeatedly and for longer amounts of time than a one-point perspective might. A single point of focus informs the eye where to look, requiring less time spent engaging with and exploring the composition.



Dave Hoefler, Photography



Andrea Pramuk, Alcohol Ink on 1/8 Panel

# Color Theory

Color theory informs us that eye movement transitions gradually and continuously through harmonious color palettes. Gradual eye movement creates calm and relaxes viewers, allowing art interaction to create calm and offer respite. Distinctive Art Source applied color theory to create a serene gradient color experience whether ascending or descending the building. Mother nature defined gradient

floor palettes as complimentary tones were extracted from peaceful sunrises, water, and sunset scenes. A single gradient tone continues through to the next level, creating a subtle new color experience. Multi-level Care communities share the same gradient palette unifying the inpatient and outpatient experiences between levels.

## Care Communities / Harmonious Color Palettes

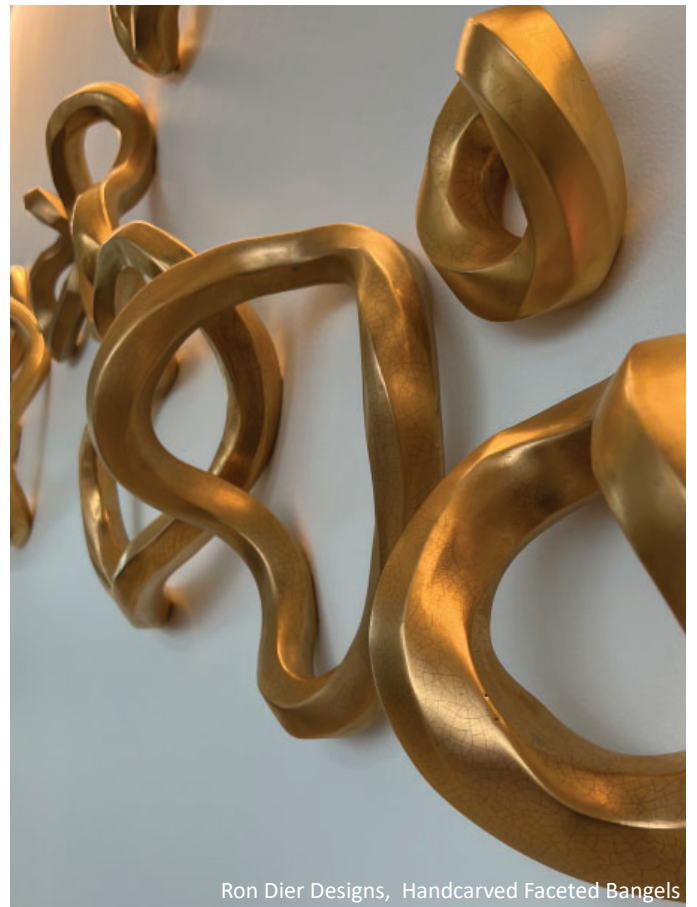
Building design connects outpatient and inpatient treatment through five Care Communities organized by cancer type. Adjoining floors share living rooms and care teams providing seamless outpatient and inpatient care. Multi-level modern living rooms within the care communities include touches of warmth from wood and natural materials. Intentional design features bright white spaces with warm wood accents and deep blue upholstery throughout the 17 level building creating a unified building experience. Large scale multimedia art elements add a reflective touch of calm and serenity to open spaces filled with natural light.



Rica Belna, Digital Art



Kathleen Robbins, Reproduction on Canvas



Ron Dier Designs, Handcarved Faceted Bangles