

Create

# Art Selection Guide

Design



GREAT  
AMERICAN

ART™

# B

## ASIS OF DESIGN

Thank you for the opportunity to show you how to begin selecting art for your facility.

Great American Art has been providing high quality art solutions to healthcare, senior living and corporate environments for over 35 years. We have extensive experience using evidence-based design in all types of facilities throughout the country. Each project is custom designed, working closely with the client to bring their unique vision for their space to life.

All of our art is chosen for maximum impact. We research the client to have an understanding of their mission and culture. If there is a local furniture dealer working with the client, we work with them to provide us with floorplans and colors. We study the floorplans and color palettes to give us the visuals we need to see each facility. If needed, we do site visits and meet with those making the art decisions. We work together to establish a budget that will help us know what type of art to include in our presentation.

We strive to include local art in all of our projects--local artists and local imagery. We strive to push the envelope a little, to include imagery that will seem familiar, yet feel like you've never seen it before quite like that. We think about how to make the art engage the most senses.

With over 10,000,000 fine art prints and photographs, available on many different substrates along with sculptures, glass, 3-D art, mobiles, metal art and more, we ensure each design is uniquely you!

A critical element in our design and selection process is getting input from the client on their particular art preferences. This art selection guide is a tool that can be used to clarify a client's taste for different types of art.

# A

## RT SELECTION GUIDE

Sometimes clients know they need art, but aren't sure what type of art would be best for their space. To assist our clients in selecting art and to streamline the process of working with an art consultant, we offer clients an art selection guide, specifically tailored for each project.

The guide is a collection of images from several different art categories (landscapes, abstracts, macro nature, etc.) that the client can look at to clarify what they like and don't like. Getting this initial feedback on their preferences makes the designer's job easier and ensures that the client gets an art package they will be happy with.

We do not use the same art selection guide for all clients. A healthcare facility or a senior living facility has a different set of art preferences than a high tech company or an upscale investment advisory firm. The initial art categories will depend on the type of client and what we know from experience to be best suited to them.

The following is a broad sample of images from popular art categories that could be used as a guide in seeing what type of art best fits your facility. It includes both fine art photography and fine art prints. Use the guide to help identify the type of images you like best or what type of imagery you do not like.

The installation images present different settings using various substrates. This can assist in deciding what substrates might work best in your facility.

If you would like a more tailor-made guide for a specific project, let us know.

MAGERY



NATURE ART





MAGERY

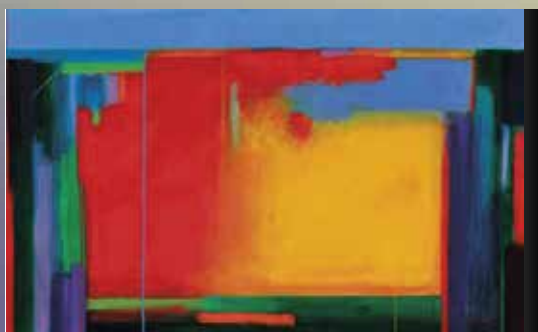


MACRO ART



MAGERY

ABSTRACT ART





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FLORAL ART



MAGERY

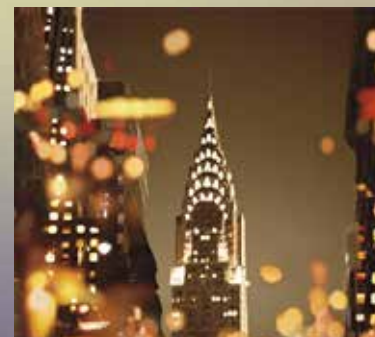




MAGERY



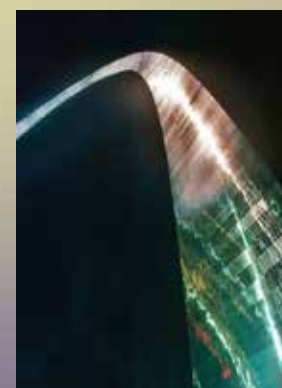
CITYSCAPE ART



MAGERY



ARCHITECTURAL ART





## INSTALLATIONS



Custom Designed Branding Wallpaper



Custom Designed Branding Wall



Canvas and Acrylic Art



Custom Designed Branding Wallpaper



Float Framed Canvas Art



Window Films



## INSTALLATIONS



3-D Tactile Art



Acrylic Art



Acrylic Art



Wallpaper Mural



Branded Acoustic Art



Float Framed Canvas

# INSTALLATIONS



Baffled Acoustic Panels



Custom Timeline on Acrylic with Cables



Commissioned Bronze Sculpture



Framed Art



Wall of Hope



Commissioned Sculpture

# INSTALLATIONS



Acrylic Art



Acrylic Art



Canvas Art



Commissioned Art



Canvas Collage



Ceiling Art



# WHAT NEXT?

We believe in the power and importance of art. We believe in our client's mission, their purpose, and their place within their communities. Our primary goal is to ensure that the art program contributes to this in a meaningful way.

The type of art that will best support your vision is unique to you and your organization. We want to help you find that art!

Please call us at 800.314.0434 or email us at [jim@greatamericanart.com](mailto:jim@greatamericanart.com) to get started!

