

**Contact:**

**Catherine Dewey**

*Communications Specialist*

231-487-4003

[Catherine.dewey@mclaren.org](mailto:Catherine.dewey@mclaren.org)

**McLaren Northern Michigan**

**Hospital to Purchase Artwork for New Wing**

**Northern Michigan artists invited to submit work for consideration**

McLaren Northern Michigan is on schedule to open the new wing on the Petoskey campus next summer, 2021. The new construction and renovations have been designed to enhance the patient experience, making McLaren Northern Michigan the best place for physicians to practice, employees to work, and most importantly for patients to receive care. Artwork is one of many features that will provide an optimal healing environment for all who visit the facility.

Distinctive Art Source (DAS), an art consultant specializing in health care facility installations, is managing the procurement of over 300 pieces of art for public and patient areas within the new wing. DAS has released a detailed Call for Artists (*see below*) with a **deadline of October 26, 2020 to submit images representing the artists work**. Many art mediums will be considered, and priority will be given to purchasing artwork from Northern Michigan artists.

DAS will procure artwork based on its therapeutic properties. Research has determined that viewing specific types of imagery has immediate physiological benefits including measurable positive changes in blood pressure, heart rate, respiration rate, muscle tension, brain electrical activity, and cortisol levels. In a health care setting, art offers additional benefits for patients, visitors, and staff. Carefully chosen and strategically placed art helps to alleviate anxiety and improve outcomes by:

- Providing a positive distraction that shifts focus away from worries, fears, and pain
- Serving as a visual cue or landmark to help with wayfinding
- Offering comfort by depicting familiar places or beloved local attractions
- Absorbing sound to lower noise levels
- Making the facility feel less clinical and more homelike

Distinctive Art Source is hosting a **Virtual Information Session for Artists** at 7:00 p.m. on October 7, 2020, to discuss and answer questions about the project. Information for joining the Zoom Meeting is provided below.

McLaren Northern Michigan Foundation is grateful for generous contributions to this art program and for the opportunity to partner with the vibrant art community in Northern Michigan. A very special thank you to Crooked Tree Arts Center and Northwest Michigan Arts & Culture Network for helping to reach Northern Michigan artists.

**For more information on Call for Artists and Art Project:**

**Visit:** <https://distinctiveartsource.com/call-for-artists-mclaren-northern-michigan-foundation/>

**Call:** Carolyn Gialluca at 703-956-1946

**E-mail:** [cgialluca@distinctiveartsource.com](mailto:cgialluca@distinctiveartsource.com)

**To attend the Virtual Informational Session for Artists – Zoom Meeting:**

**Date:** October 7, 2020 07:00 PM Eastern Time (US and Canada)

**Join Zoom Meeting:**

<https://zoom.us/j/96407619439?pwd=SUdrc29BOXVHL3B5eG9YTmZUZTJuUT09>

**Meeting ID:** 964 0761 9439

**Passcode:** 773646

One tap mobile: +19292056099,,96407619439#,,,,,0#,,773646# US (New York)  
+13017158592,,96407619439#,,,,,0#,,773646# US (Germantown)

Dial by your location: +1 929 205 6099 US (New York) +1 669 900 6833 US (San Jose)  
+1 301 715 8592 US (Germantown) +1 253 215 8782 US (Tacoma)  
+1 312 626 6799 US (Chicago) +1 346 248 7799 US (Houston)

Find your local number: <https://zoom.us/u/arpvpfYuu>

####

**About McLaren Northern Michigan**

**McLaren Northern Michigan** is a 202-bed regional referral center located in Petoskey, serving residents in 22 counties across northern Lower Michigan and the eastern part of the Upper Peninsula. More than 230 physicians represent nearly all medical and surgical specialties, enabling full-service care with an emphasis on cardiology, cancer, orthopedics and neurosciences. McLaren Northern Michigan has a network of primary care providers and specialty care clinics throughout the region, and an outpatient surgery center in Cheboygan.