

CLIPPERFIRE *Art*

5 AMAZING BENEFITS OF HAVING WALL ART OF YOUR IMAGES





MORE THAN JUST A PRETTY PICTURE

We are living in a great technological age, where things that previously would only have been available to the very rich or influential are now available to everyone, regardless of status. Cameras are one of those things, and these days everyone has some means of capturing images in their pocket. Social media has made photography a huge part of our lives, be it as a means to share our lives with others, or to document our own personal journeys.

There's no doubt that digital images are convenient, giving us the ability to carry a vast number of images with us wherever we go. But other than the risk of digital images being damaged, lost or stolen is there any real benefit to having printed wall art in our homes anymore?

The short answer is yes! Far more than what we may realise. My research into this area led me down many different paths, some mind blowing, some bizarre, and some that in hindsight actually seem like regular common sense. In this free report I'm going to give you my Top 5 of the most amazing effects your photos could have on you!



1) THE BEST CONFIDENCE BUILDER

Research conducted in the last few decades has shown that photographs can play an important role in building confidence in people. One of the most revealing studies was conducted by Tulane University in 1975.

Over a 5 week period, students were instructed to take and view photos of themselves in various poses, and expressing various emotions. The conclusion of the study found an impressive 37% increase in the student's average self-esteem behaviours.

With the advent of Photo Therapy (using photography to assist in mental health counselling) and the numerous studies done in this field, psychologists agree that displaying beautiful, heirloom wall art of family images (including our animal companions) helps us to value the unique and integral role each of us has in the family unit as well as subconsciously assuring us that we are loved and appreciated. This in turn helps us to develop a sense of belonging and identity while also helping us to value the diversity and uniqueness of the people and animals that play such an important role in our lives.



2) NEED A DOSE OF HAPPINESS?

When feeling down many people tend to use music, TV, food or drink to improve their mood, but a study conducted by Dr Peter Naish for telecommunications provider Orange has found that the best thing to do when you're feeling low is to look at photographs!

The tests were conducted on 3 groups of people using four of the most typical mood improvers, and comparing those to people looking at their favourite images.

The results were astonishing!

Using chocolate, music, TV or alcohol generally increased the study groups' mood by 1%, while viewing photographs improved mood by a surprising 11%! Additionally, participants experienced a 22% increase in relaxation where wine came in at only 14% increase in relaxation and chocolate at 8%.

So not only is looking at photos the best proven method for improving your mood, but it's also the healthiest!



3) A TOUCH OF PAIN RELIEF

A study conducted at the University of California found that looking at printed photos of loved ones reduced the amount of experimentally induced pain experienced.

28 Women in long term relationships took part in the study. Once pain thresholds were established, they were asked to view different objects, hold their partners hands, hold a strangers hand, view photos of strangers, and view photos of their loved one. Thermal stimulations were applied to the forearm at pain threshold, and pain threshold plus 1 during each task.

The conclusion of the study found that while holding a partner's hand reduced the amount of pain felt by the biggest margin, looking at a photo of their partner reduced the amount of pain just as much! Therefore a simple reminder of a loved one could provide impressive pain relieving support.

So maybe displaying wall art will help you save (a little bit) on the paracetamol!



4) BETTER CONCENTRATION

Led by researcher Hiroshi Nittono, a team of psychological scientists at Hiroshima University, Japan found that looking at images of animals dramatically improved performance on tasks that require concentration. The team conducted three experiments with 132 university students. The results showed that students who looked at animal images before performing tasks that required concentration and attention to detail, not only improved their own performance, but significantly outperformed their peers who did not.

One possible reason that has been suggested for this is that because we know that our animals require their caregivers to pay particular attention to detail in looking after them, and therefore viewing images of our animals induces a deep sub conscious shift in our minds whereby we become more focused on tasks.

So if you were looking for an excuse to get more photos of your animal companion then here it is! You're welcome!



5) HELP IN TIMES OF GRIEF AND LOSS

Grieving is a deeply personal experience and completely unique to each individual. While there is no set guidance on how a person should mourn loss, many psychologists these days agree that looking at photographs of lost loved ones could definitely help in the process.

As time passes, it's natural that we can no longer remember the person or pet's face and other details about them. Often the loss of this recall can be deeply disturbing. Beautiful, heirloom wall art of our loved ones brings those details back as well as helping us to recall happy times and experiences together which can be an integral part of the healing process as it helps us focus less on the negative aspect of their passing.

However the key is to take it at your own pace and be gentle with yourself. If you feel unable to look at photos then don't push yourself. Keep them safe somewhere for the day when you do feel strong enough to revisit those memories.

CONCLUSION



There is no such thing as 'just' a bit of wall art. It's a perfect, beautiful story capturing an entire world, a whole life lived and filled with meaning and purpose.

Thinking of it that way, it's not all that surprising that having wall art of your images can have a profound emotional, mental and even physical effect on you.

It's so much more than 'just' a pretty picture. It's a real life, modern day, magical object!