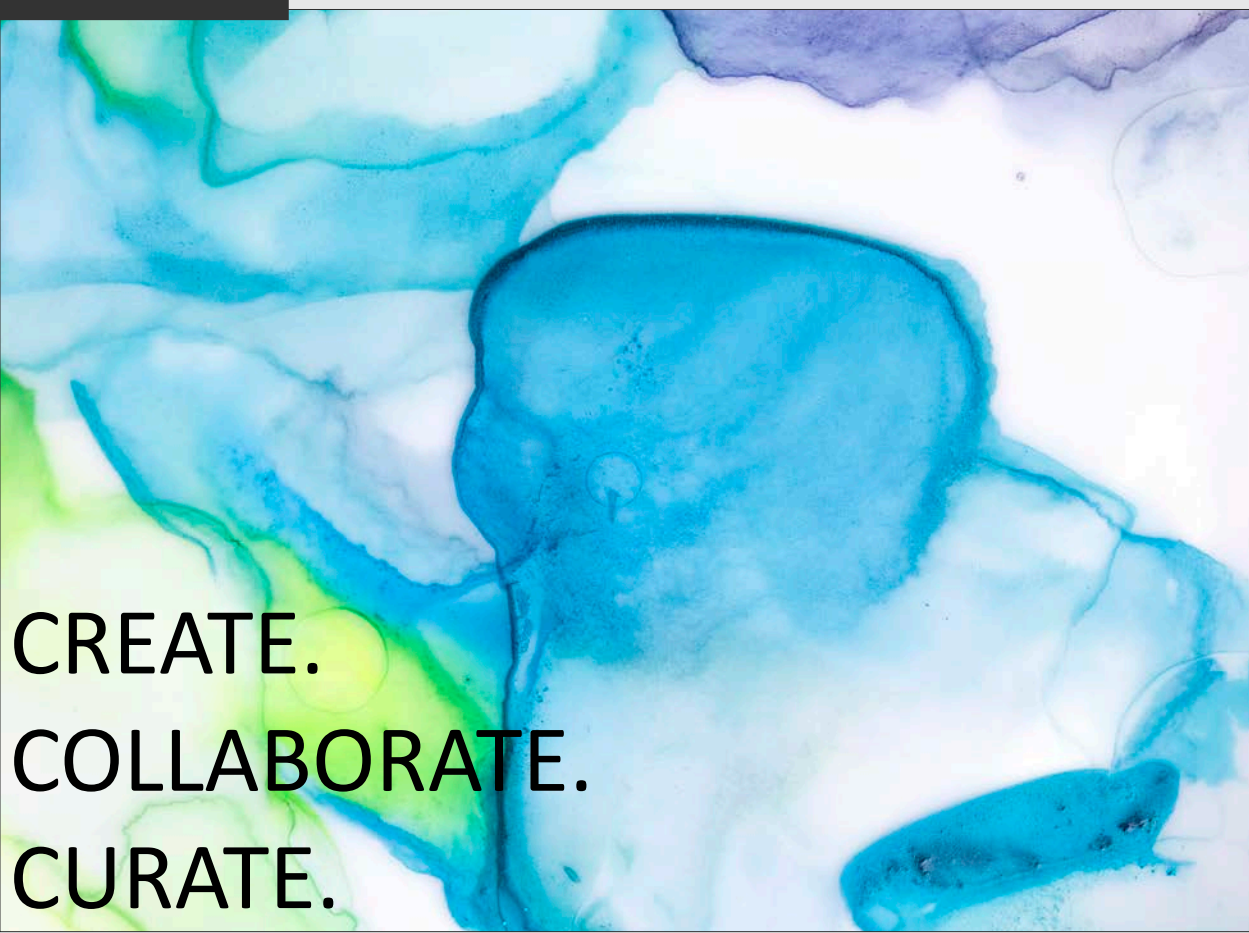

JVA ART GROUP

Healthcare



CREATE.
COLLABORATE.
CURATE.

JVA Art Group
4151 Taylor Street
San Diego, CA 92110
Phone: (619) 299-3232
www.jvaartgroup.com

Art

**Meets
Strategy**

ABOUT US





JVA ART GROUP

OUR STORY: A VISION SINCE 1970

JVA Art Group has been in business since 1970, formally known as The Art Collector. Janet made it her mission to travel the world and create an exclusive high-resolution photography library and by bringing on a staff of graphic designers, we create custom artwork to fit every design need. Today JVA has over 650,000 digital, high-resolution images in our photo library waiting to be customized for your next project.

At JVA Art Group we create original works of art for some of the world's leading designers and brands. With concierge-level service, your vision, however eclectic or ambitious, will be brought to life seamlessly to seduce, shape and evoke an extraordinary impression.



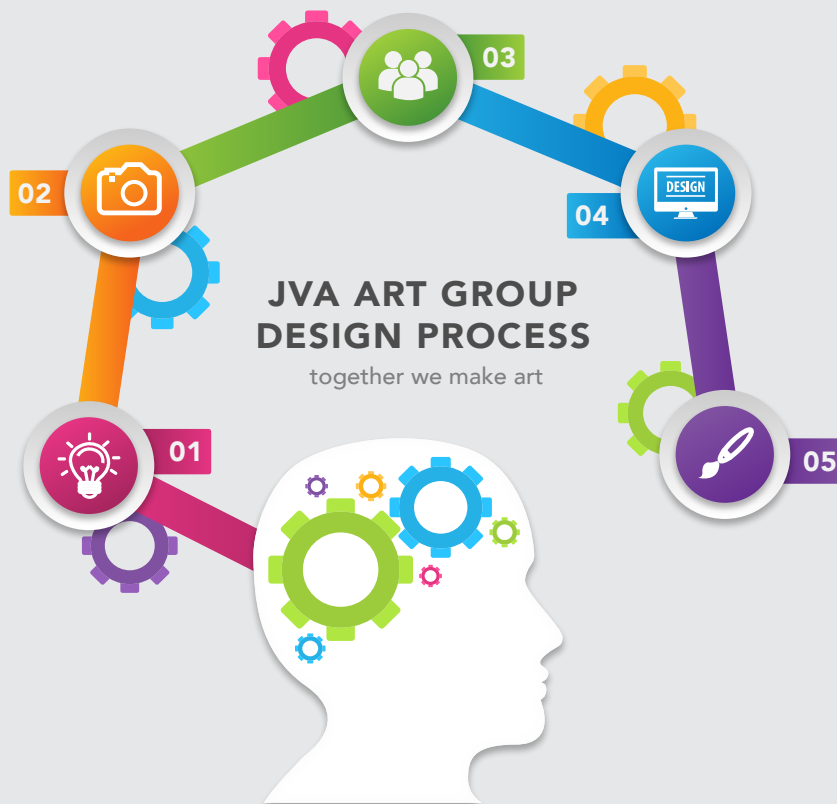
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Our Pledge

At JVA Art Group we pledge to deliver the highest standards of integrity and professionalism. We only make decisions that are in your best interest, to commit ourselves wholly to your needs, to be highly responsive, reliable and forthcoming. We always do what we say we are going to do, when we say we are going to do it, without surprises and without excuses.

Janet Van Arsdale - Founder | President

Our Process





01. — IDEA

Designers have an idea for how the artwork will tell their story.

02. — IMAGERY

JVA provides imagery and initial art concepts based on the designer's thoughts.

03. — COLLABORATE

The designer and JVA work together to fine-tune ideas and create a game plan.

04. — DESIGN

The artists at JVA take the ideas from the designer and present art options and substrates.

05. — ARTWORK

We work with the client until the desired design creates a lasting impression with the final product.

Beyond Art, A Conversation

At JVA Art Group, we are devoted to your vision. We understand the challenges and complexities of the custom art world, and how difficult it can be to communicate a vision definitively. Therefore, we commit to close collaboration, strategic processes, and extensive sample collections, to ensure that not only will your art be cherished, but the journey will as well. It is our mission to be an extension of you, to create intellectual art, that connects, delights, inspires, and communicates; and to be your first choice for strategic art design.

Designing for Healthcare Color Theory

Color plays an intricate and important role in Healthcare Design. Through our artwork we try to incorporate certain levels of healing with color theory.

Even though we have the choice to use any and all colors, we tend to focus on the neutral or natural colors - for an overall calming look and feel of a room.

Red can stimulate circulation and raise blood pressure. It can be used care for people with fatigue and exhaustion.

-

Blue can lower heart rate and soothe the body. It is believed to reduce anxiety and stress.

-

Yellow typical helps with the digestive system and can “cleanse” your body.

-

Green helps people feel balanced and grounded.

-

Orange helps with the the perception of regrowth and recharging.

-

Purple is connected to your central nervous system and is often used in a calming way.

-

Pink can be used to help heal and care for the body.



Biophilic Design

Human and Nature

Biophilic Design is a popular theory when it comes to Healthcare Design. The idea comes from connecting a person to the surrounding natural environment, which include anything from trees to rocks.



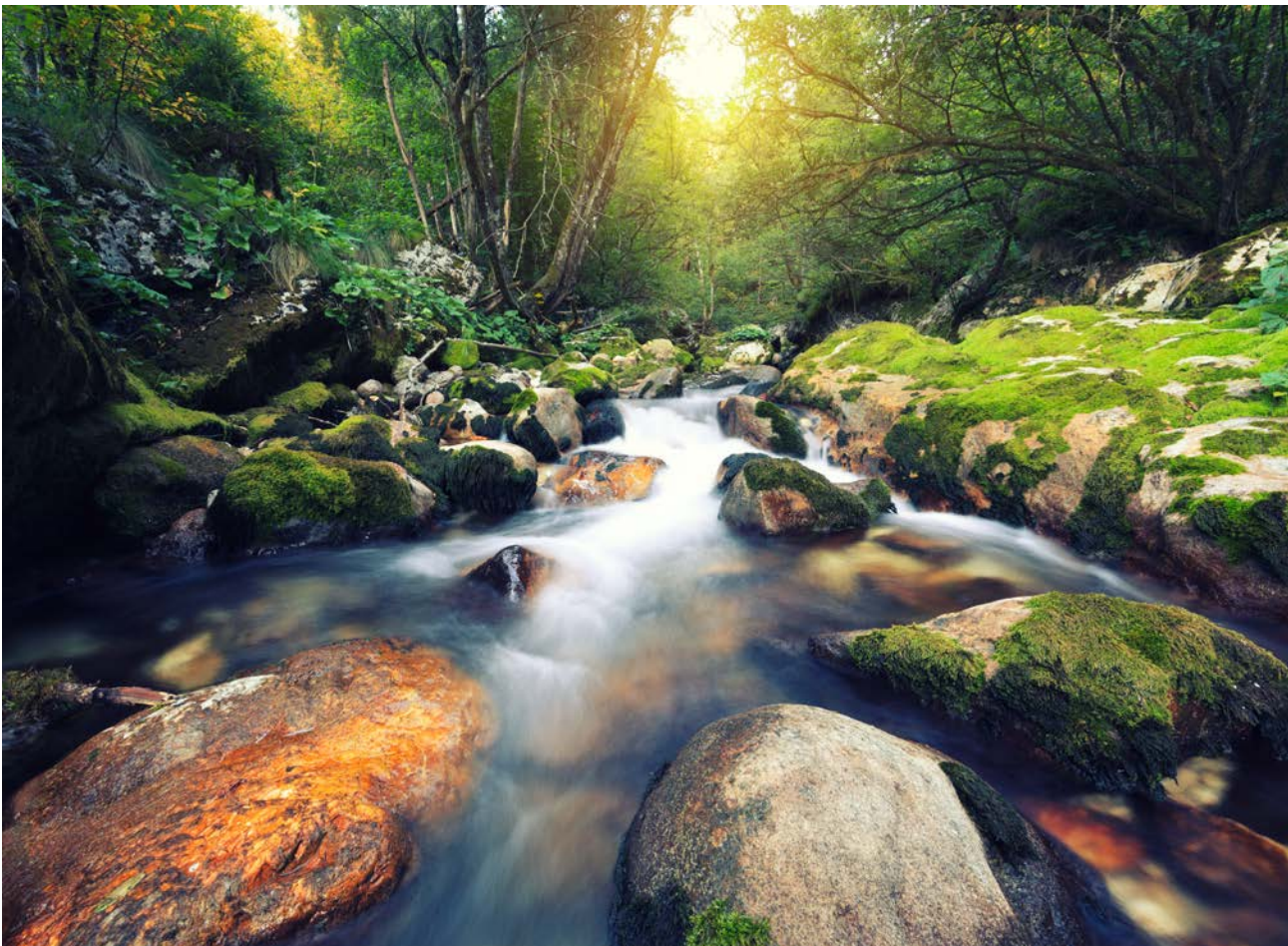
With our creativity we can incorporate Biophilic Design through natural products like real wood (or even wood tones), and combine them with beautiful artistic concepts that urge a unique sense of nature to immediately improve the mood of a room.



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Nature:

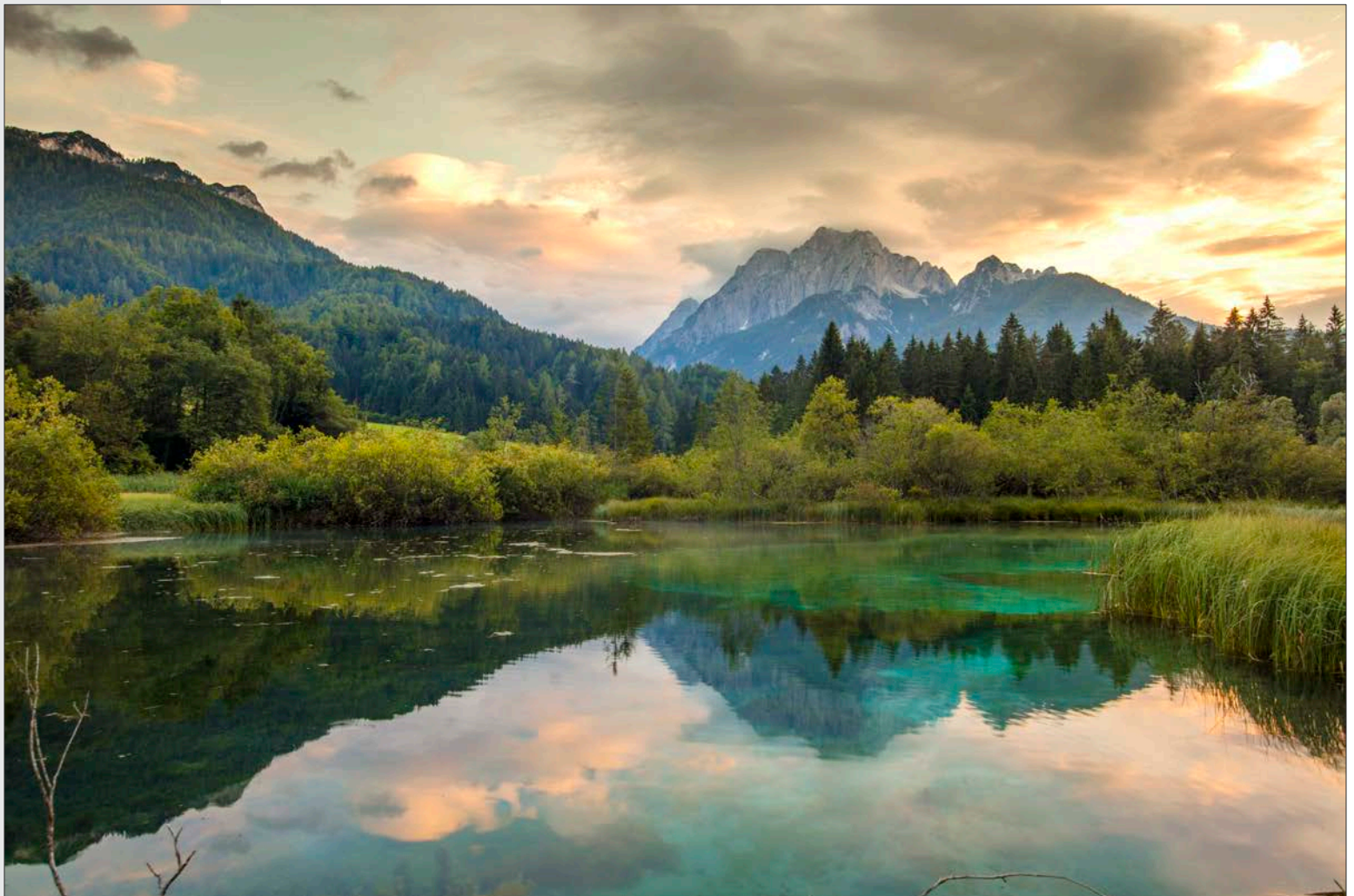
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Nature:

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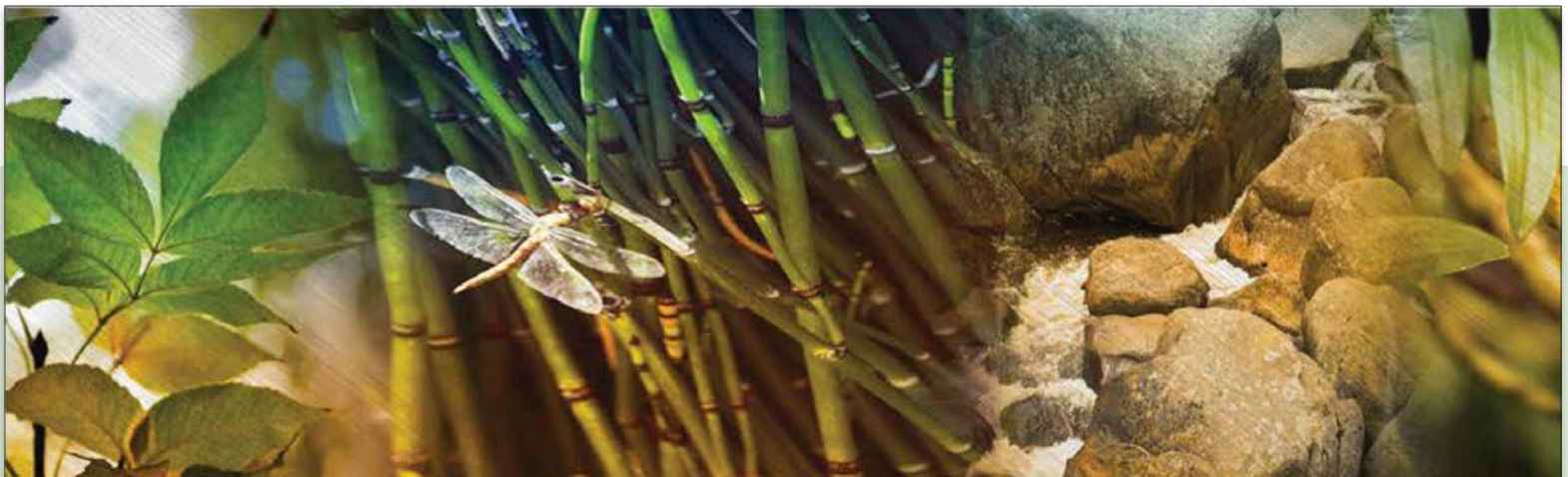
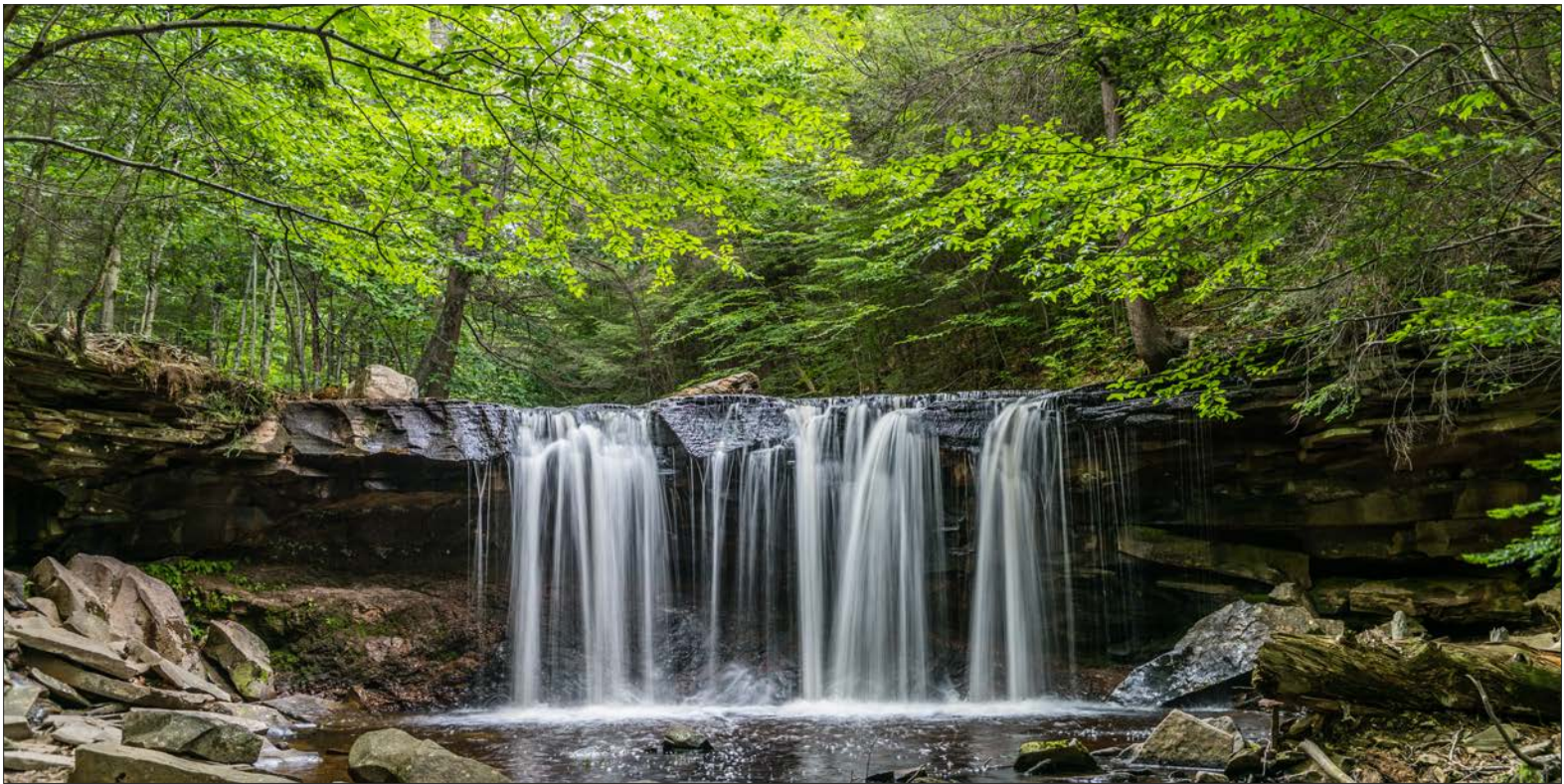
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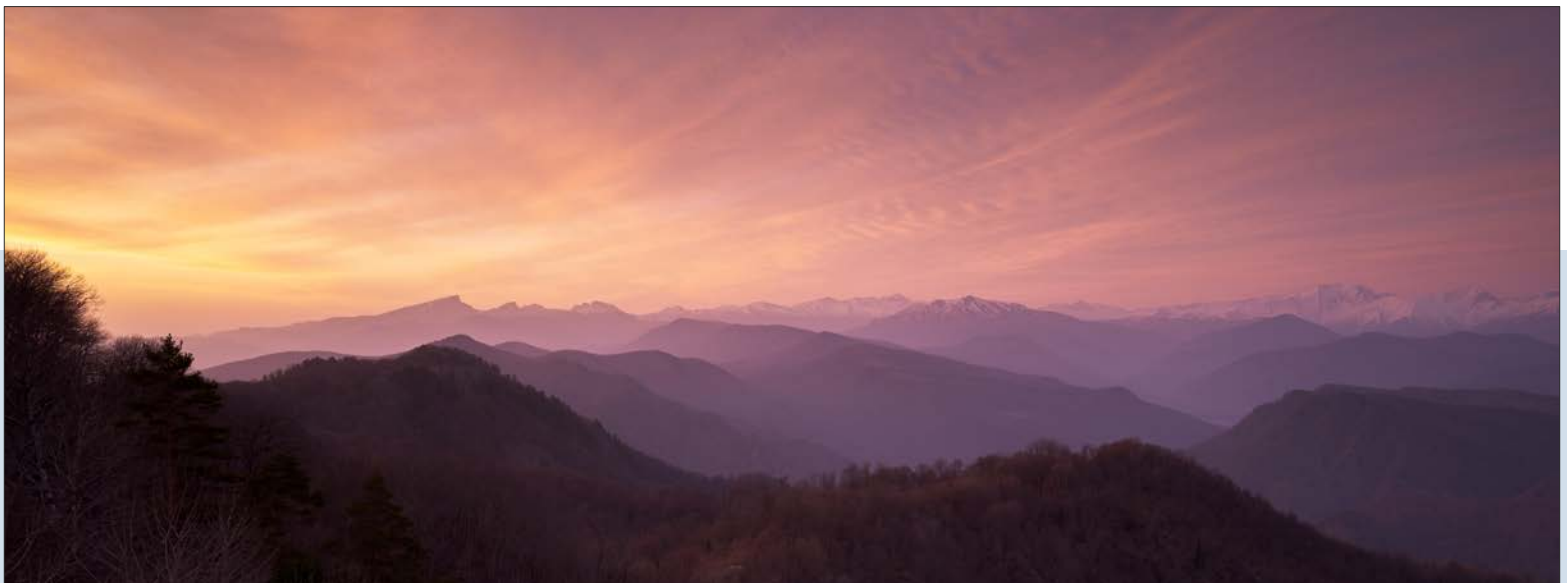
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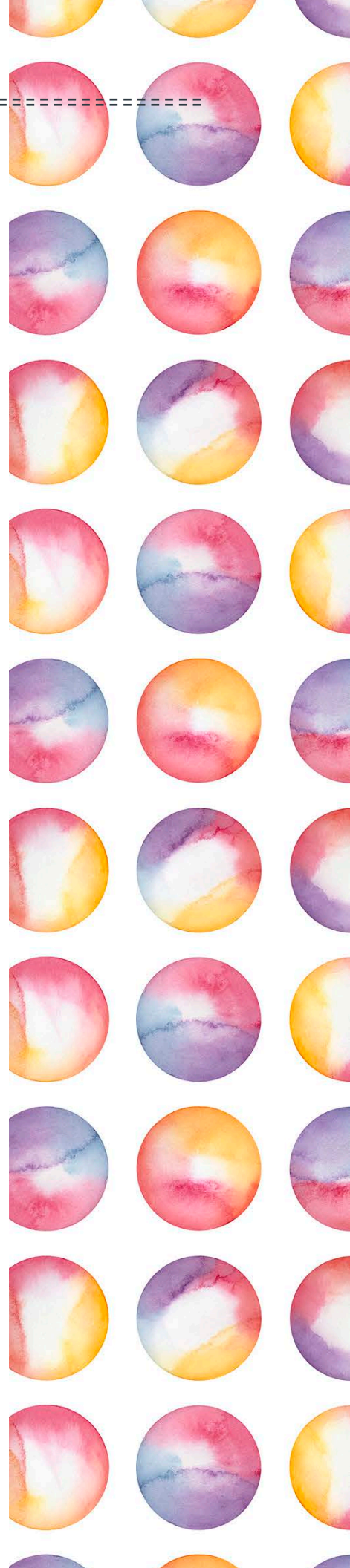
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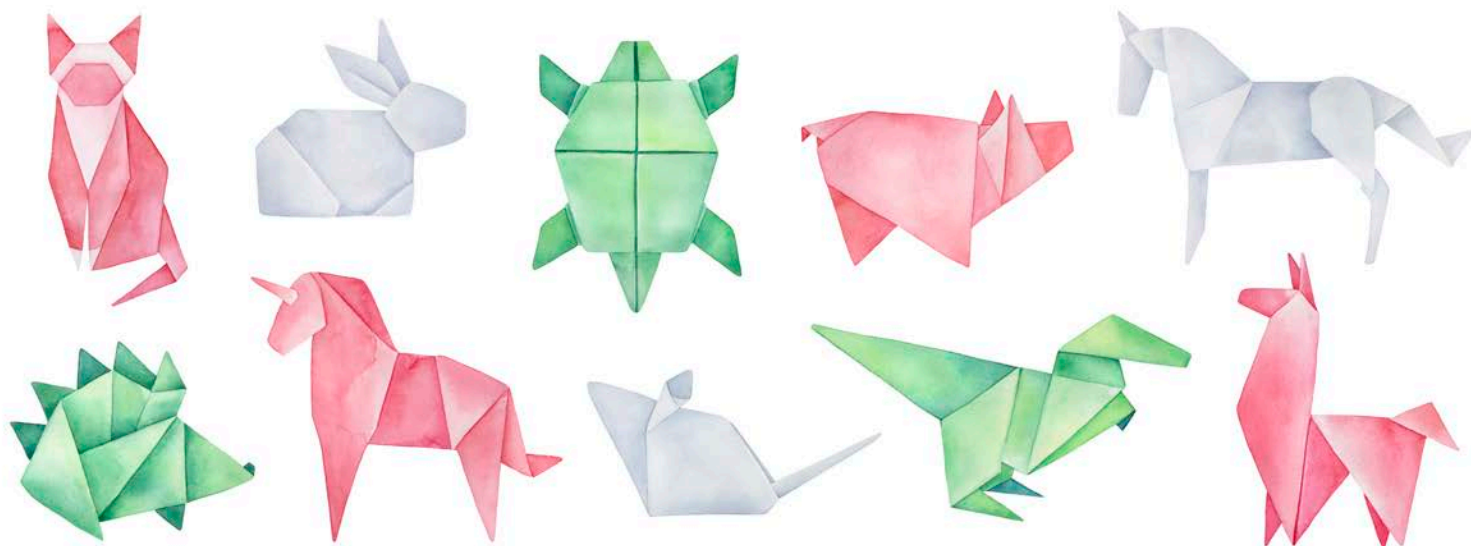
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Pediatrics:

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Pediatrics:

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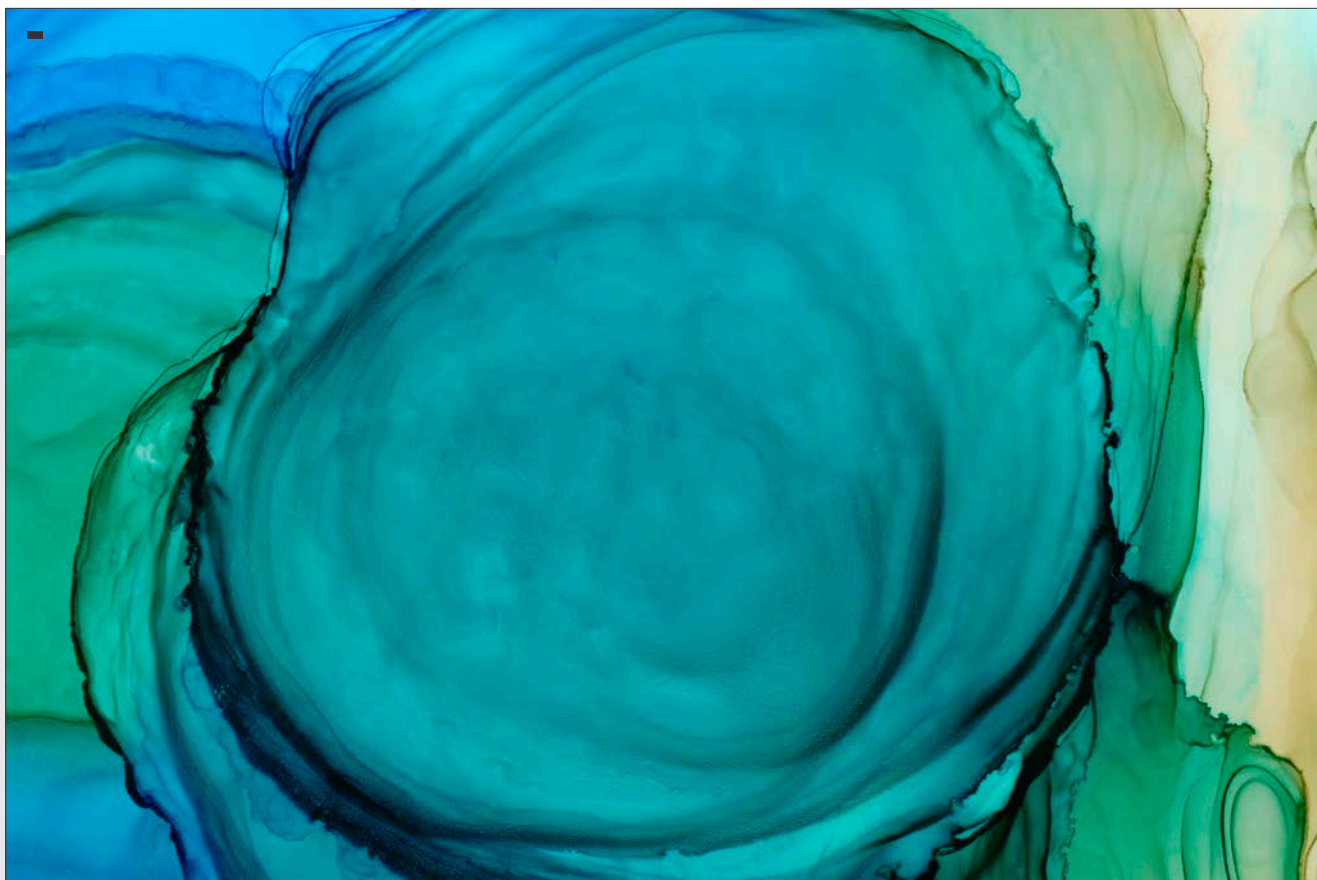
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Healing Abstract | Watercolor



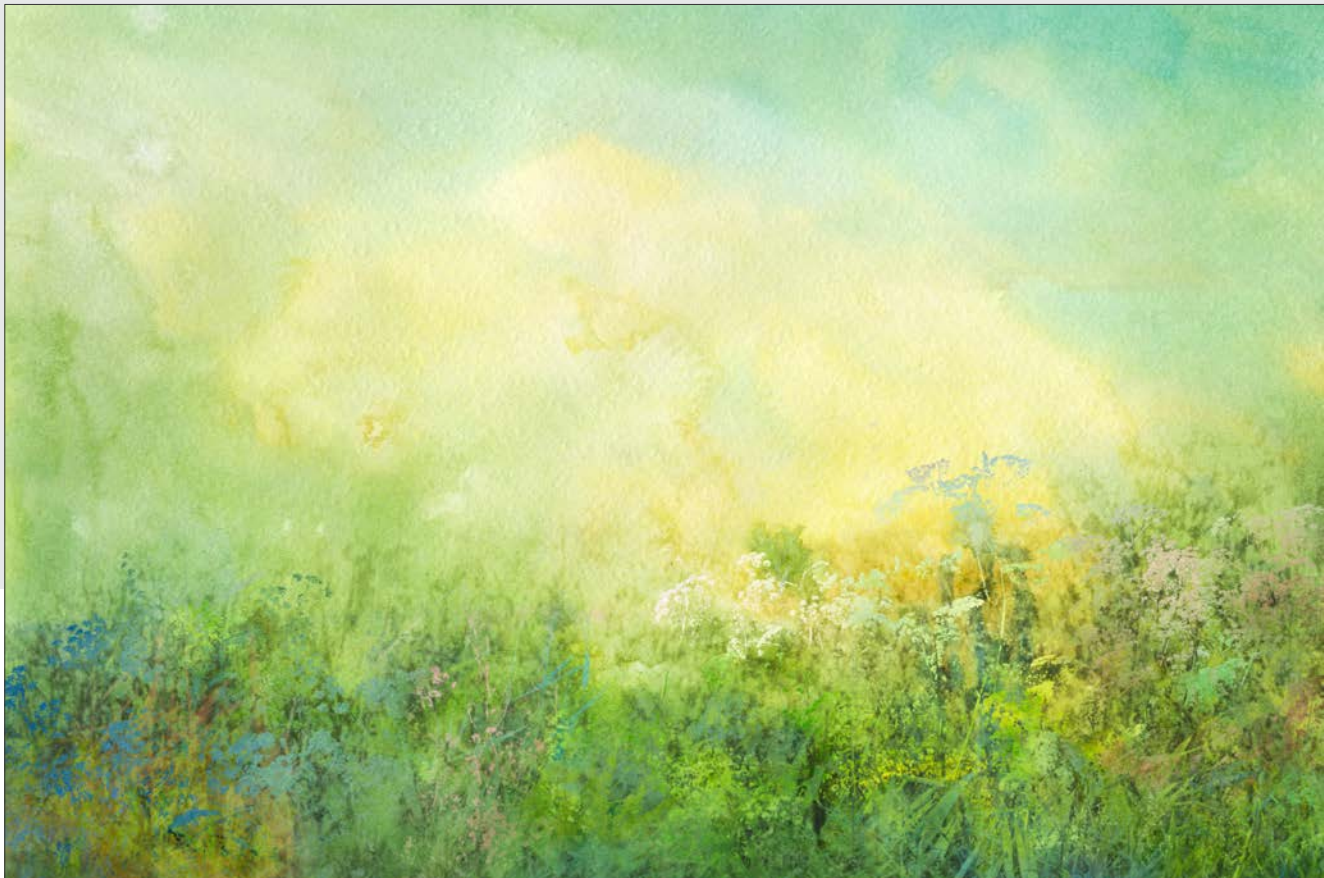
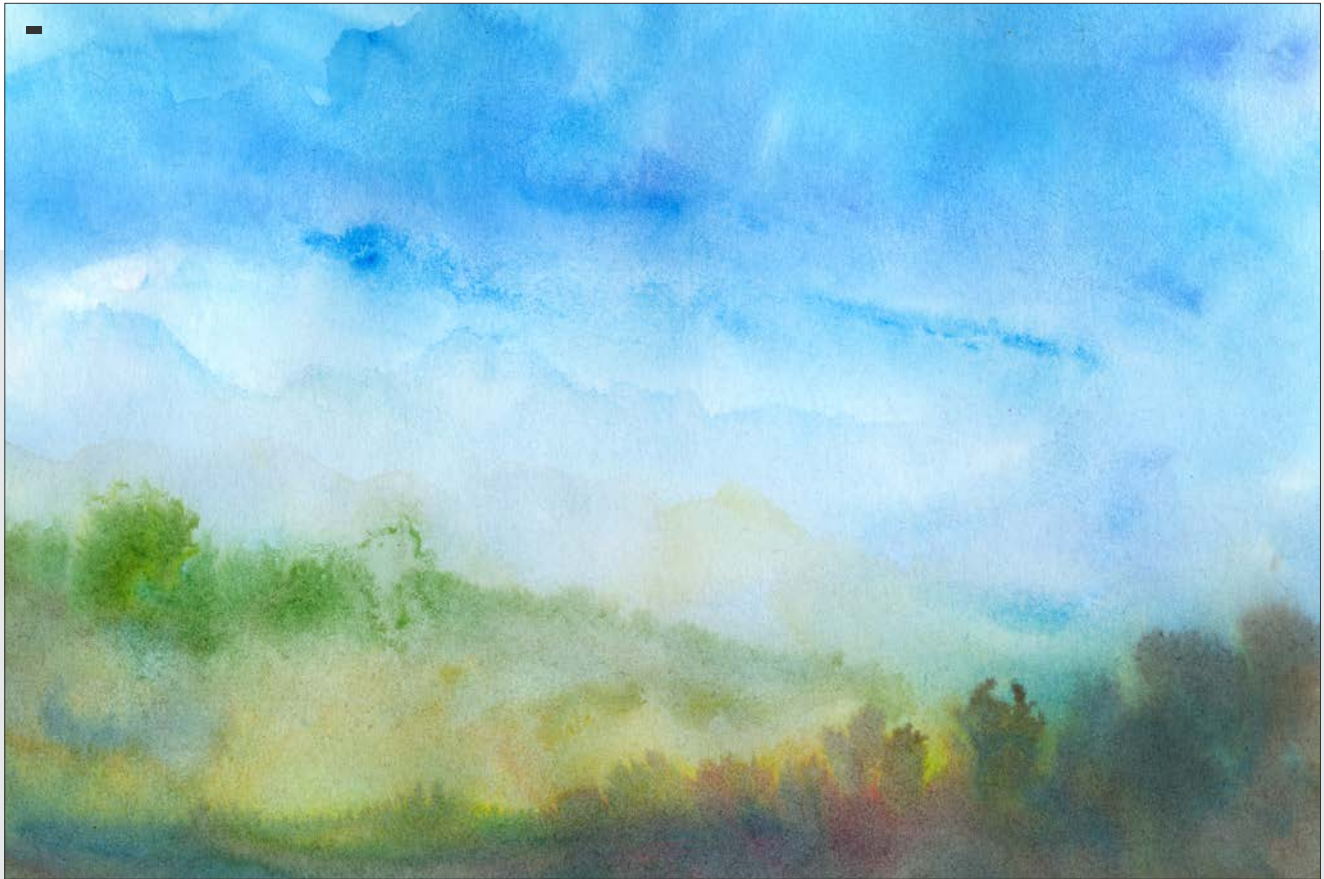
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Healing Abstract | Watercolor

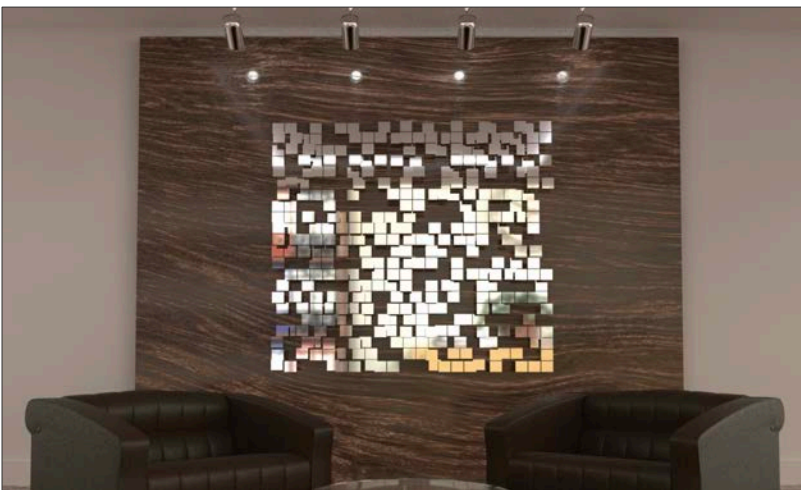


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Healing Abstract | Watercolor

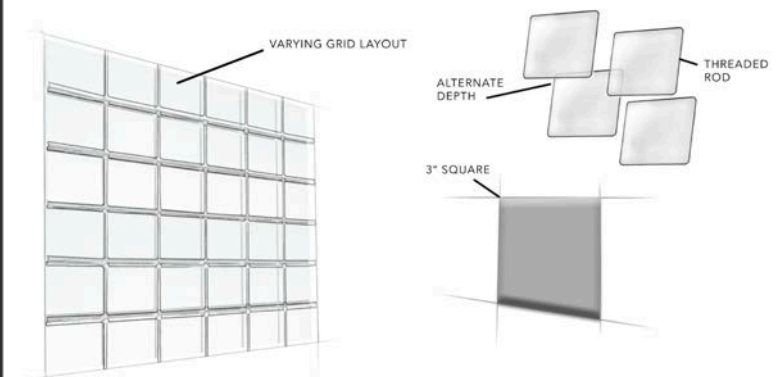


SCULPTURE:

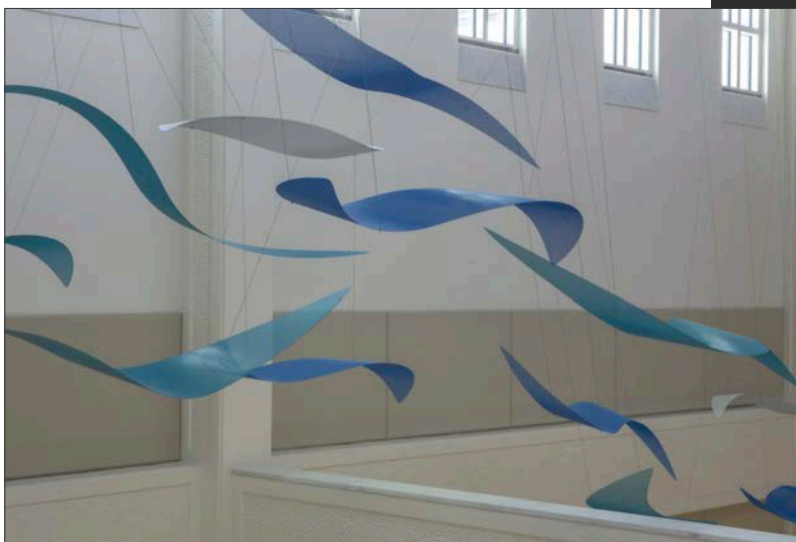
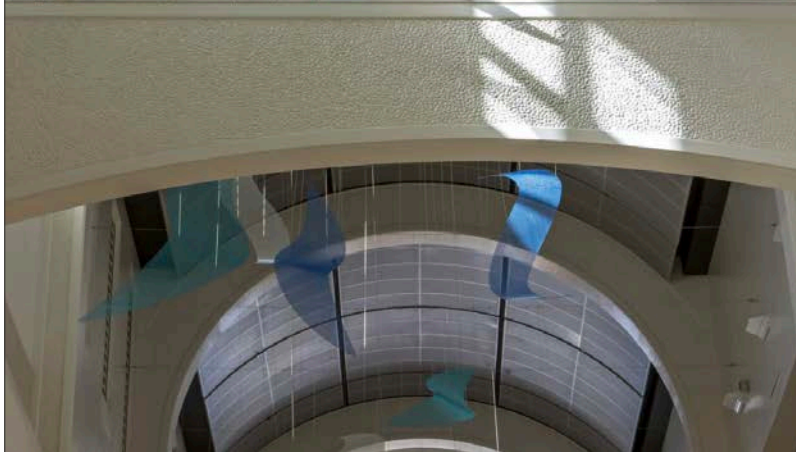
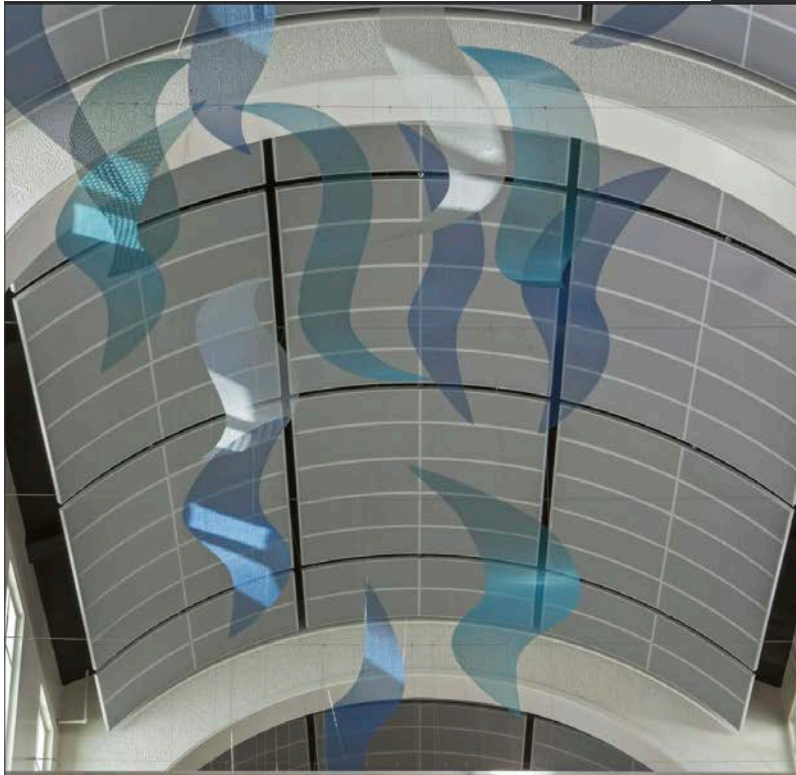


FRAGMENTED REFLECTIONS

METAL MOSAIC



SCULPTURE:

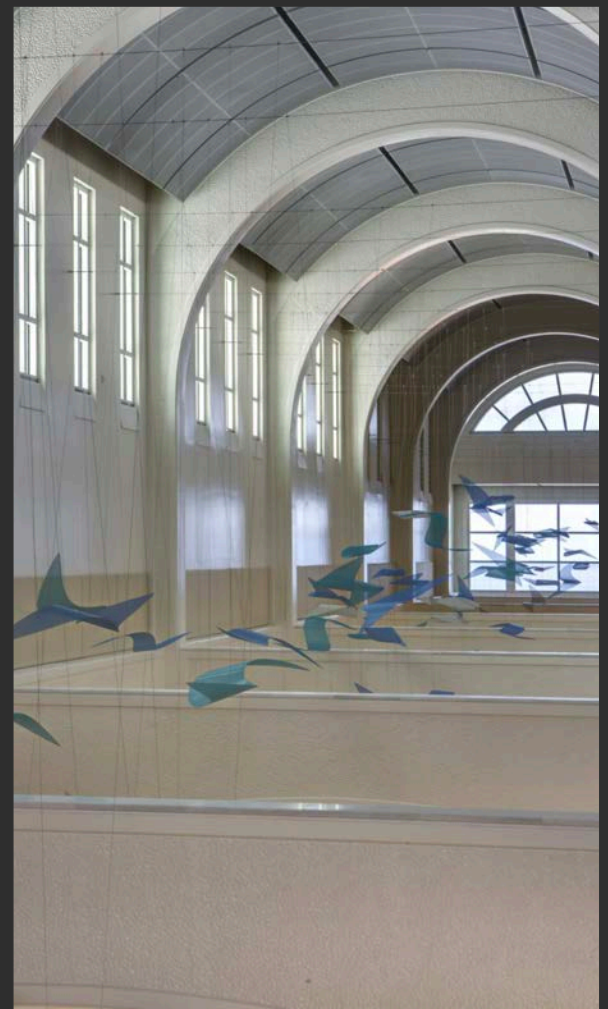


“SEA CHANGE”

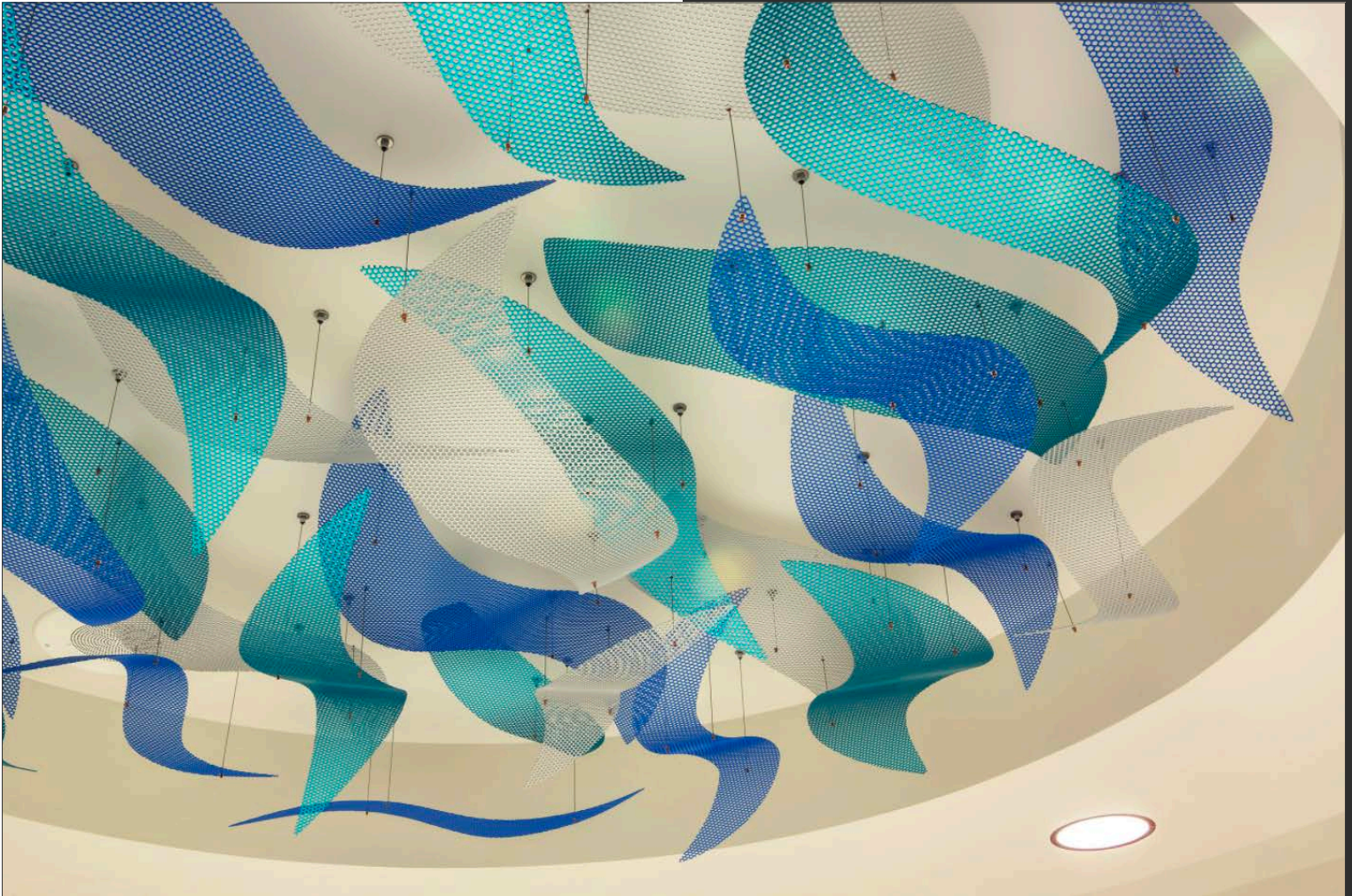
- Waves can cause sustained observation, looking for where they start and stop, where they break, how long they are and how they enable one to mentally “ride the waves” across long stretches of empty space. From the floor and balconies in this hospital, viewers will find all these phenomena in “Sea Change”, hopefully helping to calm the waters they personally face in this medical setting.
-T.F.

Powder Coated Perforated Aluminum,
Stainless Steel Cable

OD: 2400”W x 156”W x 300”D



SCULPTURE:



“RIPPLES”

-Waves can create unheard sounds of movement of water and interest in their variations of color. In the Rotunda viewers will find that the sculpture helps calm the waters they personally face in this medical setting. -T.F.

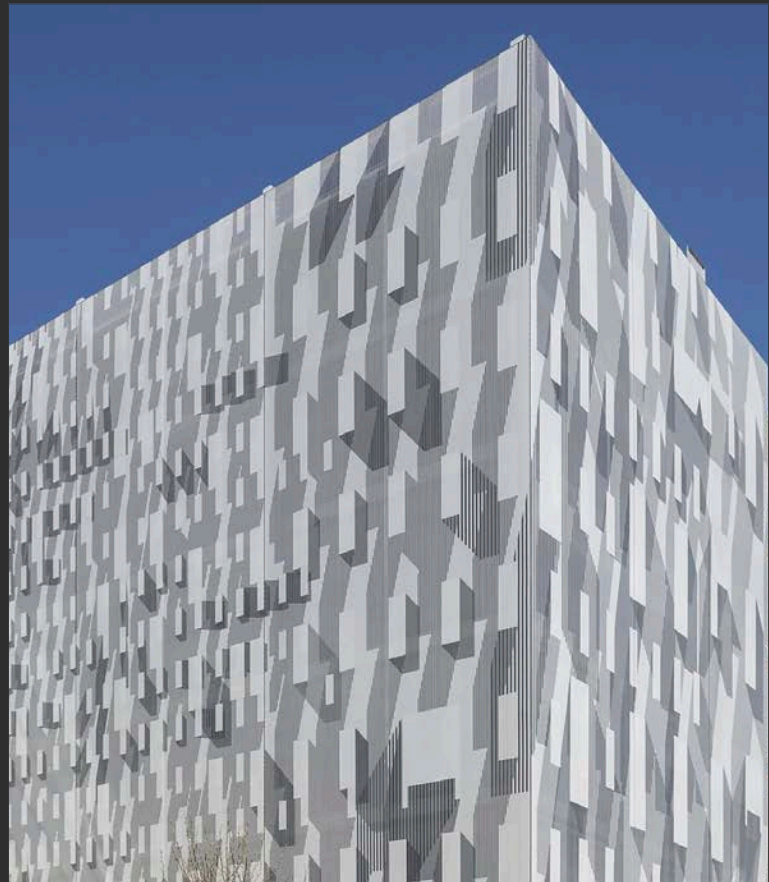
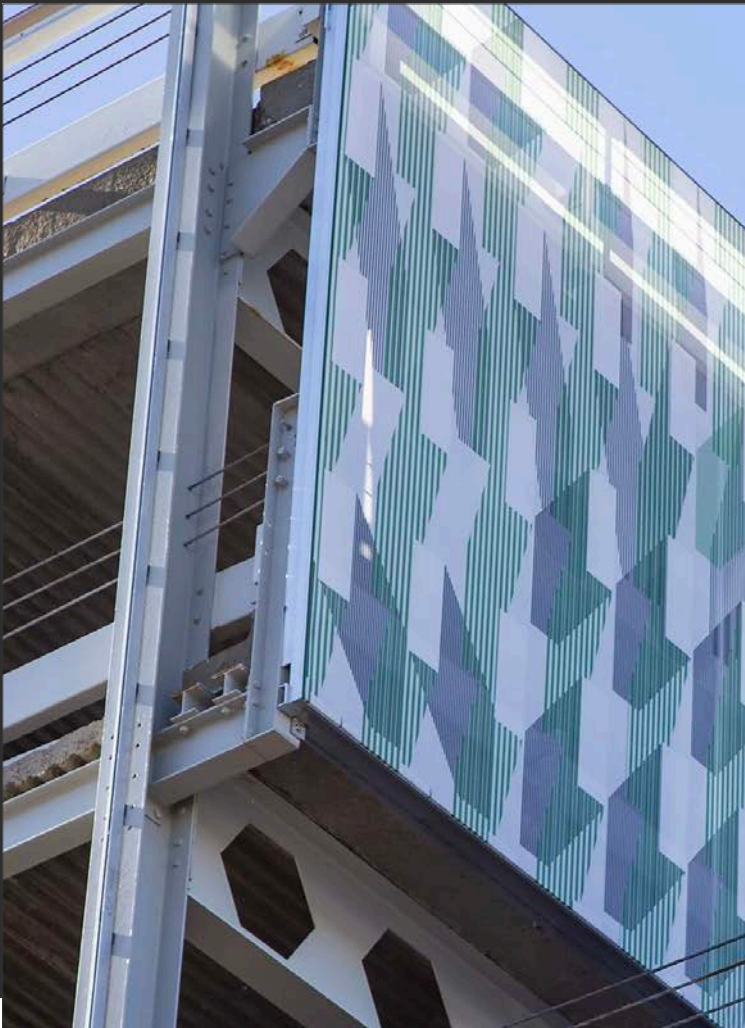
Powder Coated Perforated Aluminum, Stainless Steel Cable

OD: 84”W x 84”W x 18”D



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EXTERIOR SKINS:



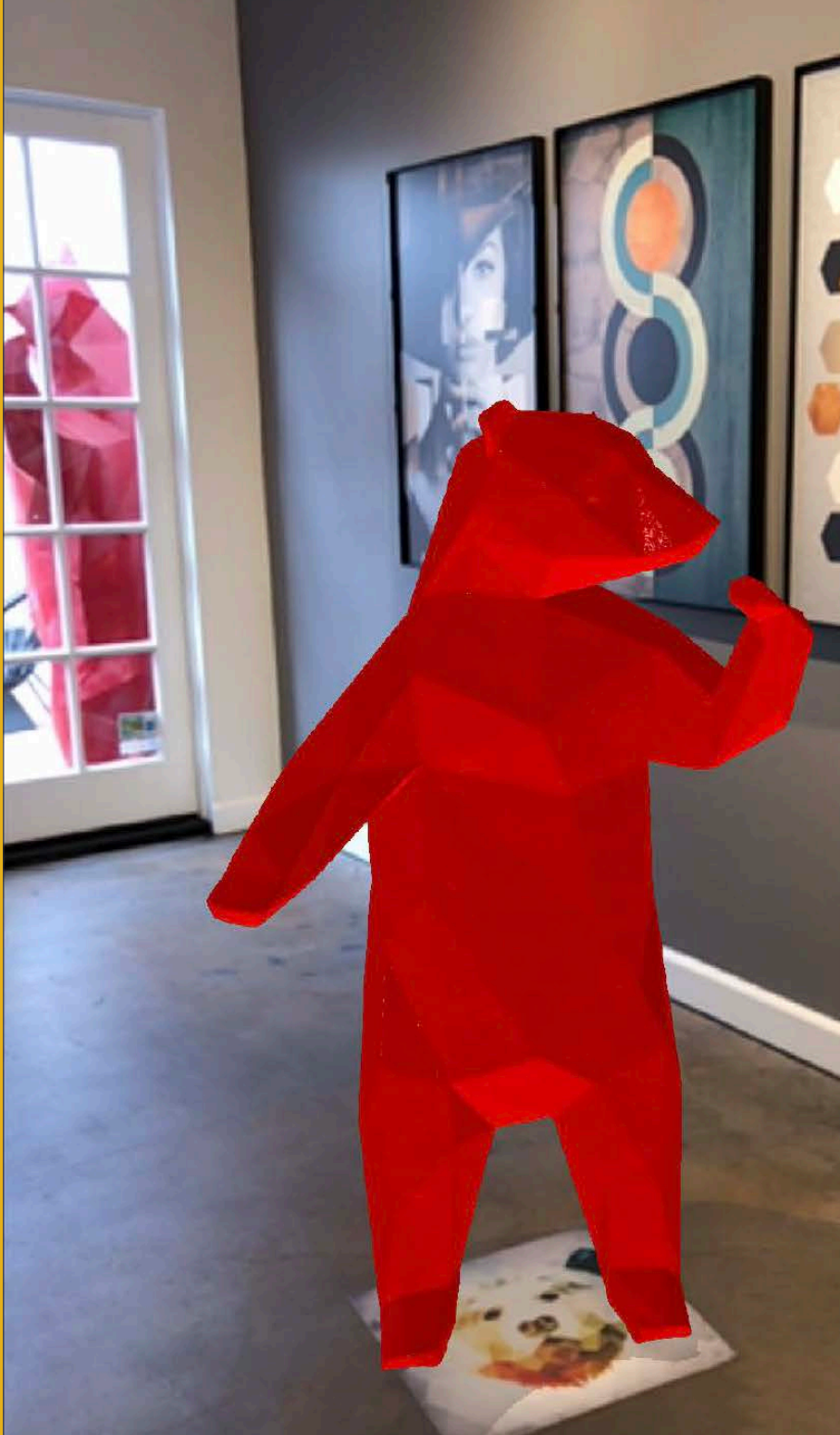
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INTERACTIVE: LED WALL PANELS

-








INTERACTIVE: AUGMENTED REALITY



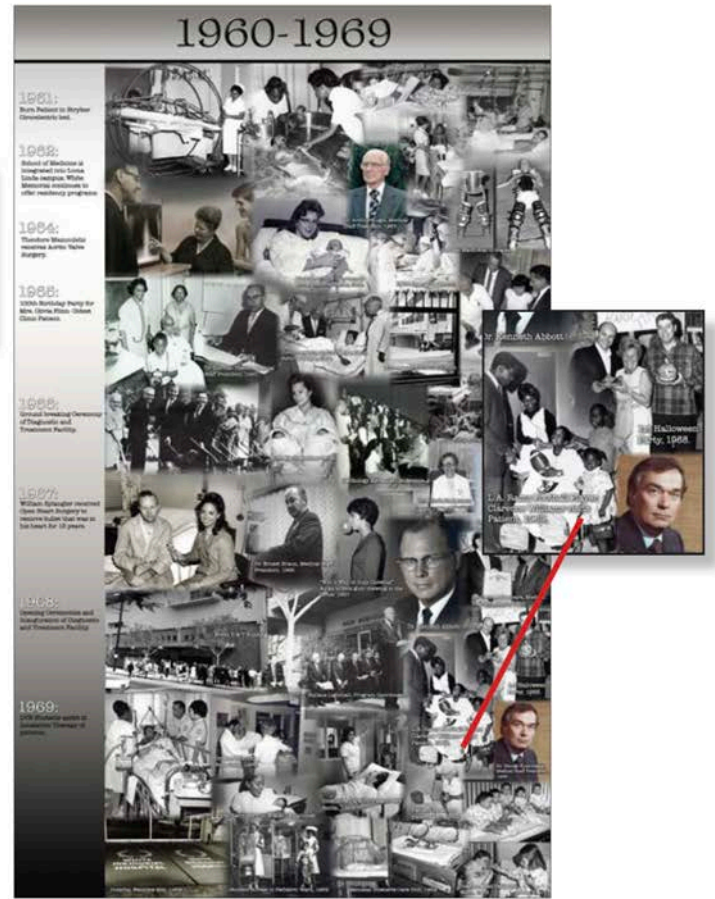
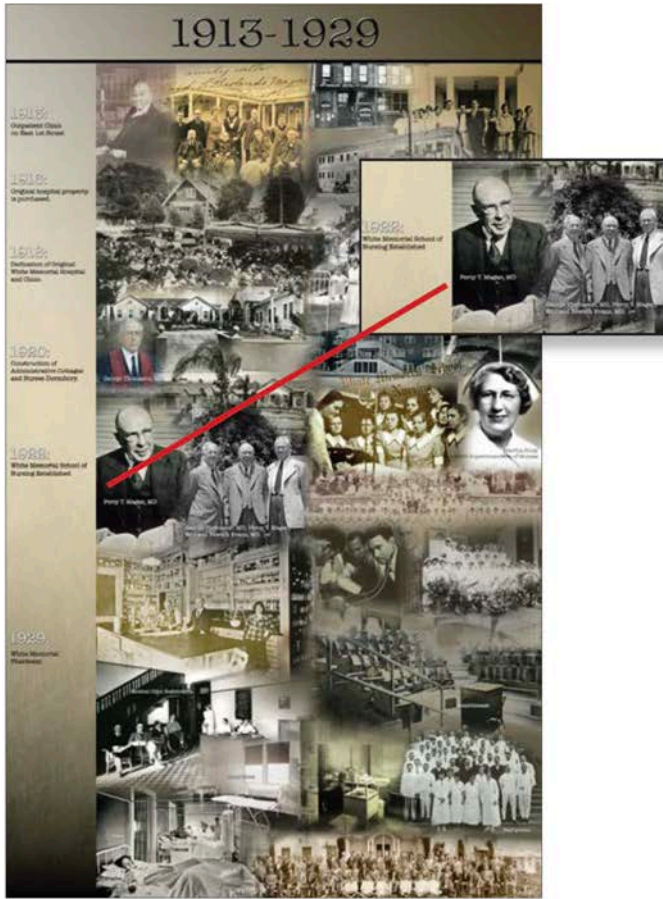
DONOR WALL



DONOR BRACKETS	
	HEART \$500,000+
	HOPE \$250,000-499,999
	LOVE \$100,000-249,999
	FAMILY \$50,000-99,999
	STRENGTH \$25,000-49,999

Colored Transparent “Tokens” with Metallic Edges symbolizing Ronald McDonald House’s many wonderful donors - creating a bustling abstract tree.

HISTORY WALL



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CREATE.
COLLABORATE.
CURATE.





JVA Art group

JVA Art Group

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The Art Collector

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