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## ROTATING ART INSTALLATIONS

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*"The purpose of fine art is for aesthetics, or beautifying the space. Having culture in the workplace can improve workplace culture itself... It leaves a lasting impression both on the employees who see it day after day, and on clients who visit either once or frequently." - Forbes*

You may already be familiar with the concept of changing one's art every quarter. In an office or home setting, it keeps things visually fresh while creating a sense of recharging.

This idea is not new. Over ten years ago Forbes coined the phrase ROE or Return On Environment. Many studies followed which concluded that high-performing and creative employees can see measurable benefits from being exposed to uplifting fine art. We are not talking about photos of soaring eagles with catchy phrases - rather the researchers looked specifically at fine art from both classical and emerging artists.

In speaking with clients about rotating art installations, the question of storage recently arose. For some, they appreciate the benefits new art can bring, but they do not have the time to manage multiple installations and storage. The sizes of paintings will change and will need to meet unique office settings. For example, an open office plan on one day can become in need of team meeting rooms the next. Businesses change and so should their environment.

Work-place studies estimated the serotonin levels of engineers and creative workers when positive art was placed in offices and labs. The effects of the inclusion of art may be expected, but what the researchers didn't expect was the increased effects provided when changing that art regularly.

*"Art rotation provides a unique opportunity to keep spaces fresh and adaptable to new trends or seasonal tastes without disrupting workflow. A study from the Wharton School at the University of Pennsylvania, known as the "Fresh Start Effect", found that temporal landmarks are direct motivators in aspirational behavior."*

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## HOW DOES IT WORK?

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Every industry is different. After we've examined whether my artwork is suitable, I will select pieces to begin a quarterly rotation of art. The client always has a voice in which art is selected. Sometimes particularly well liked pieces are repeated due to popularity. The options are yours. You can consider my services as your personal artist and art advisor.



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## WHAT CAN I DO FOR YOU?

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I will pause my creative projects to engage with you and your company personally. I will visit your offices and speak with staff and directors to understand their unique situation. I work with only one client at a time. There will be no scheduling conflicts or delays.

I will accompany every art installation and removal. I make it a point to personally measure and ensure that everything is placed perfectly. Art installation is not simply a hammer and nail – it is crucial that colors and objects within view of one another are complementary. For example, the transition from art in a hallway needs to exist in a certain way as one's mind moves into another room. I will return every 90 days with new pieces. A quarterly changing art project from me can be as small as 5 paintings or as large as 20.

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**AN OPTION FOR SOME ENTREPRENEURS IS TO REQUEST A COMMISSIONED PAINTING. I AM PARTICULARLY SKILLED AT PORTRAITS. I CAN PAINT THE FOUNDERS AND FAMILIES OR I CAN WORK FROM A PHOTO OF A HIGH ACHIEVING EMPLOYEE TO PROVIDE THEM WITH A PARTICULARLY UNIQUE GIFT OR BONUS.**

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I live to create art that makes you smile. I provide personal one-on-one consultations with business owners of fast growing companies to provide their teams with the means to achieve their best.

For some, my art is a luxury, while for others it is an important investment in their staff and business. Creative and motivated people are the key to a company's success or failure. Working with me as your personal artist will create that successful environment.