



Artwork Makes the Heart Work™

Impact of Imagery in
Commercial Spaces

inpro®

Architects shape environments that resonate with the human experience.

From the layout and circulation, to the smallest details of materials and colors, these elements have been scientifically proven to influence occupant mood, productivity, and even physical health. Similarly, art possesses the power to evoke profound emotional responses. However, to unleash its full potential, art requires an appropriate built-environment that showcases it most effectively.

As architects and designers continue to push boundaries, reimagining and revitalizing commercial spaces with new lines, colors, shapes, and fractals, they face an intriguing challenge. How can they design stunning, art-filled commercial spaces while safeguarding the building against commercial building demands?

In an era where people yearn for enriching experiences, it is the responsibility of designers to ensure that every moment spent within commercial spaces is a positive and memorable one.

This whitepaper delves into the intersection of biophilia, neuroaesthetics, and examples of their applications in commercial buildings. By exploring the concept of biophilic design and the field of neuroaesthetics, we unveil the remarkable impact of purposeful design on our well-being. Moreover, we delve into the influence of art in a diverse range of spaces such as education, hospitality, and healthcare, highlighting its transformative potential.

Biophilia and Neuroaesthetics: Enhancing Our Connection with Nature

In the 1970s, psychoanalyst Erich Fromm introduced the term “biophilia” to describe an intense love and appreciation for life and all living things. Today, architects refer to this concept as “Biophilic Design,” which aims to establish a strong bond between building occupants and the natural environment. This is achieved through various means, both direct and indirect, such as incorporating natural lighting, plants, landscapes, textures, colors, shapes, and images.

Shortly after Fromm’s work, Harvard professor Margaret Livingston defined a new field of neuroscience known as “neuroaesthetics.” It explores how the proximity to the arts and aesthetically pleasing environments can measurably impact human physical and mental well-being. Art has the remarkable power to stabilize breathing, slow heart rates, and even enhance brain function. Colors and patterns reminiscent of nature, such as green, blue, and brown, have been proven to positively influence the well-being of employees in corporate settings.



Art in Application: Education

A school that educates students with unique cognitive and behavioral disabilities knew they needed to create a calm environment in their sit-out rooms during the construction of their newly designed school. A sit-out room helps the students work through difficult situations with privacy and provides a safe and controlled environment.

Therefore, designers working with the school wanted to select an image for the rooms that would express calm and relaxing feelings. They chose a forest scenery with shining morning light printed on Inpro's [Aspex® Printed Wall Protection](#) that was durable enough to withstand damage if students lashed out.



With Aspex®, designers didn't have to sacrifice aesthetics for performance. The soft, restorative natural lighting pictured and the shades of browns and greens of the forest in the image will help contribute to the relaxing energy of the room itself.

Art in Hospitality

Hotels provide more than just a bed to sleep in at night. Hotels and resorts can create experiences, and incorporating art into that creates a more memorable time for your guests.

By the same token, providing these types of memorable experiences can lead to high satisfaction in surveys that can domino into a positive reputation online, in addition to word-of-mouth referrals.

This can help hotel and resort locations [create competitive advantages](#) and compete in the market. You also can incorporate the art into your brand identity, capitalizing on significant iconography, locations or artists in your city. Your internal landscapes are just as important – if not more – than your exterior.



Art in Application: Sheraton Wild Horse Pass

Combining architecture, design and art with the history and legends of the local Akimel O’otham and Pee Posh tribes, the [Sheraton Grand at Wild Horse Pass](#) helps to represent its Southwest environment, Native American artistry and the community that surrounds it. To be reminiscent of the community’s Indigenous heritage and culture, ensuring that the architectural products used would tell their story was crucial in the development and renovation of the resort.

Inpro partnered with the Sheraton Grand at Wild Horse Pass to help communicate those motifs into some of the most protective layers of the building - its elevators. Inpro’s [Aspex® Printed elevator panels](#) helped to meet the design aesthetics of the Southwest resort, and also meet the performance demands that the resort required.



Art in Healthcare

[The American Congress of Rehabilitation Medicine](#) found that when people viewed paintings by major artists they found beautiful, their blood flow increased as much as 10% to the part of the brain associated with pleasure - equivalent to the amount one gets from looking at a loved one.

Another healthcare study through Commercial Architecture found that patients who were in contact with nature and natural elements led to an 8.5% decrease in patient recovery time.

Art in Application: HGA Architects and Engineers

Heather Bachman, Senior Interior Designer and Medical Planner at HGA Architects & Engineers, shares with us HGA’s process with art and architectural products when they worked on an [East Coast behavioral health facility](#) using [Aspex® Printed Wall Protection](#).

“Art reduces boredom, stress, and patients ask for less pain medication when art is incorporated. That is because of [art’s] innate connection to nature that can’t be denied.”

Bachman was inspired by the idea of “shoreline.” Not just as a theme, but as a metaphor for mental health. “Sea glass, driftwood, all things you find along the coast, are all refined by rougher moments. They’re beaten by the sand and turned over in the waves - the process that makes them come into their own,” Bachman said.

It was that metaphor that helped Bachman come up with textures of coastlines and other shoreline features that were eventually commissioned into artworks to be applied in the facility.

Bachman commented, “Think about how to incorporate graphics and art into materials that get built within construction scope to ensure it’s holistically integrated.”

Arts-Focused, Protective Commercial Building Products

Art has the capacity to transcend boundaries and leave an indelible mark on our lives. As demonstrated in this whitepaper, the integration of art within the built environment holds immense potential to elevate our experiences in commercial spaces. Whether it is in schools fostering a sense of belonging and enthusiasm for learning, hotels creating unforgettable moments, or healthcare facilities promoting healing and well-being, the impact of art is undeniable.

The collaboration between architecture, design, and art creates a harmonious symphony that enhances our connection to the world around us. By harnessing the principles of biophilic design, embracing the discoveries of neuroaesthetics, and engaging with the power of artistic expression, architects and designers can create transformative spaces that inspire, heal, and nurture.

In a post-pandemic world, as we strive to redefine our relationship with the built environment, let us remember the profound influence of art. Let us embrace its ability to evoke emotions, stimulate our senses, and contribute to our overall well-being. By integrating arts-focused, protective commercial building products, we can strike a balance between aesthetic appeal and functional durability.

As we embark on the future of architecture and design, let art continue to be the heart that drives us to shape spaces where people can truly thrive. Together, let us build a world where art and architecture coalesce to create extraordinary experiences for all.



Working with a **Trusted Manufacturer**

Being an industry leader in the architectural products industry for decades, we at Inpro know the challenging environment that commercial environments face on a daily basis. With creative, reliable and accessible product solutions, our team can assure that safety and innovation are tandem in your facility. When working with Inpro you never need to sacrifice aesthetics for performance. Learn more by talking with a representative today.

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