

Catherine Mayer Ambient Art™ is a state of the art system providing a unique, creative experience designed to prompt positive energies that evoke specific attitudinal reactions in the viewer. The viewer experiences the creation of the artwork itself—the composition emerges, moves and changes on a plasma screen or projected surface. Music or other sound effects develop with the art creating an engaging visual story.

Whether the goal is to encourage healing, create tranquility or improve patient and staff satisfaction, Catherine Mayer Ambient Art™ transforms.¹



Research Study on Catherine Mayer Ambient Art™:

A recent research project has shown the quality of the waiting environment influences perception of quality of care and caregivers. *The conclusive evidence showed ambient art to have the greatest impact on reducing anxiety, over aquariums or other waiting room displays.²*

Combined data from the clinics shows Catherine Mayer Ambient Art™ with sound attracted more attention than the other four distraction conditions. Cardiac Clinic with Ambient Art™ with and without sound was the top attention grabber. In the Dental Clinic, Ambient Art™ with sound was the top attention grabber (see table below).

Cardiac Clinic Study:		Dental Clinic Study:	
Ambient Art	37.18%	Ambient Art with Sound	42.35%
Ambient Art with Sound	23.16%	Aquarium	28.87%
Aquarium	23%	Still Art	28%
Aquarium with Sound	14%	Aquarium with Sound	23.49%
Still Art	9.11%	Ambient Art, no Sound	4.66%

Multi-sensory distractions attract greater attention, as experienced through Ambient Art™. Of distractions tested, ambient art had the highest percentage of creating a more positive waiting environment. Overall, Ambient Art™ grabbed the most attention and was associated with the calmest behavior in the waiting area.

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² Debajyoti Pati, PhD, FIIA, Director of Research, HKS Architects, with co-investigators, Upali Nanda, PhD, Assoc-AIA, American Art Resources and Laurie Waggener, RRT, ASID, WHR Architects. *Positive Distractions: Engineering the Waiting Experience of Pediatric Patients and Parents.* 2009.