



*“Art washes
away from
the soul
the dust of
everyday life.”*

• **Pablo Picasso, artist**

Daily access to fine art offers countless opportunities for expansion and renewal. In sharing this information, we hope you share our excitement in the potential for Home Is Where The Art Is to create an atmosphere that is less institutional, effectively making residents feel closer to home. The first phase was launched in September, 2008 with installations in the First Floor Lobby, Café and around the Nurse’s Station in our One North unit. Framed international art posters from several renowned artists, i.e. Diego Rivera and Fernando Botero, were installed in our employee cafeteria. Other panoramic breathtaking scenes and cultural representations by artists around the world are on display.

ART CREDITS

Front Cover Panel Art:
DAVID DUNLOP
Monarch Meadow, 2008
Oil on Aluminum, 18 x 18 inches

Interior Panel Art:
DAVID DUNLOP
Blue Cornflower, 2008
Oil on Aluminum, 36 x 36 inches



BON SECOURS NEW YORK HEALTH SYSTEM



SPONSORSHIP PROGRAM

HOME

is where the

ART

is



SCHERVIER NURSING CARE CENTER

Bon Secours New York Health System

GREAT ART HAS THE POTENTIAL TO INSPIRE.

It enables us to view life as an opportunity for exploration and discovery...and it knows no age. Schervier Nursing Care Center is pleased to launch Home Is Where The Art Is, a fine arts acquisition program aimed at fostering arts appreciation among our residents, visitors and staff. The images in our collection depict tranquil works of nature to evoke positive reflections and engage the senses. We anticipate that everyone will respond to the works in our collection in highly personal ways. We invite you to consider supporting this effort. Read on to learn more.

ACCORDING TO RESEARCH conducted by the University of Bari in Italy, looking at beautiful art may ease pain. When the subjects at the Neurophysiopathology Pain Unit gazed at beautiful paintings, they showed a reduced response to pain on electrodes that measured the brain's electrical activity. Previous studies also claim that a greater part of the brain is lit up when we perceive something as beautiful. Further, research into the capacity for learning and creative development in the second half of life has shown that when the mind is challenged, the brain biologically responds in positive ways, regardless of age.

WHAT THIS MEANS is that art acquired through this program will allow Schervier to provide residents with a more homelike environment; as a vital source of intellectual stimulation, it also has the potential of having a palliative effect.

Our goal is to expand acquisitions for the Home Is Where The Art Is program throughout all the units so our residents and their families can enjoy being surrounded by beautiful works of art. Your sponsorship of one of the art pieces will allow us to acquire additional art and eventually provide art to all five resident floors. This will provide an atmosphere of tranquility and the healing powers of gazing at beautiful works of art as demonstrated in the aforementioned study.

SPONSOR BENEFITS

In recognition of your support, we will install an engraved plaque beside the designated artwork with your name and/or the name(s) of loved ones or a special care giver that you would seek to honor. There are different levels of sponsorship and multi-year payment options or payroll deductions are available for employees. Please note, the minimum sponsorship level is \$700. If you are interested in learning more about this sponsorship program, we will be pleased to arrange an art tour to allow you to truly experience this growing collection.

Please complete the form below and mail back to us in the envelope enclosed for your convenience. We hope you will support our residents, families and staff by expanding the total investment in this effort to reveal that Home Is Where The Art Is. If you have any further questions about the program, please feel free to contact the Philanthropy Department at 718-554-8852.

Thank you for your consideration.

HOME IS WHERE THE ART IS

Name: _____

Phone: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Location of Art being sponsored:

Date: _____