

CURATE ACTIVATE INSPIRE

HOW CAN ART BE USED IN THE WORKPLACE?



"EVERY WALL COULD BE A GALLERY"

Many influential and progressive organisations are including art in their workplaces.

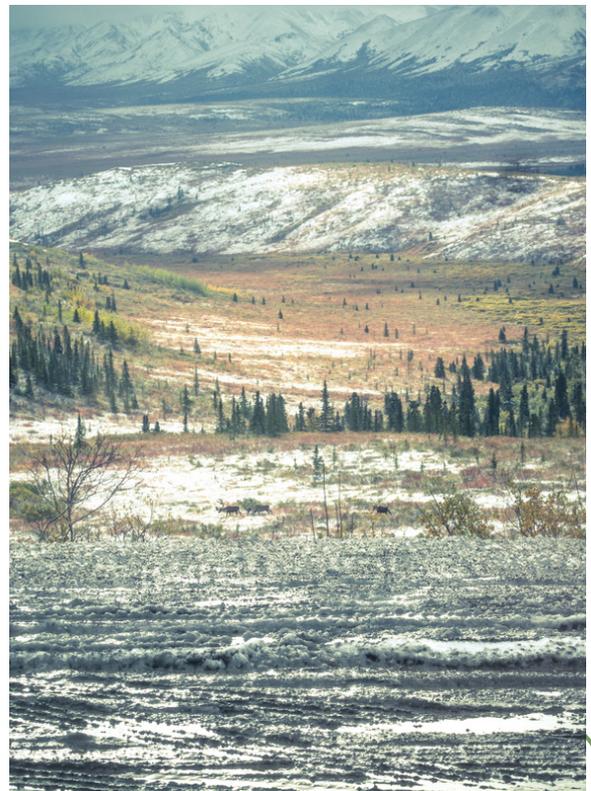
Companies like Google, Facebook, Deutsch Bank and many others, all have art collections displayed in their offices, recognising the benefits to their workplace environments, and investing in employee experience.

In this article, we outline different ways art can be used in your in office to improve the environment and benefit your business, and the positive impact it can have on your employees.

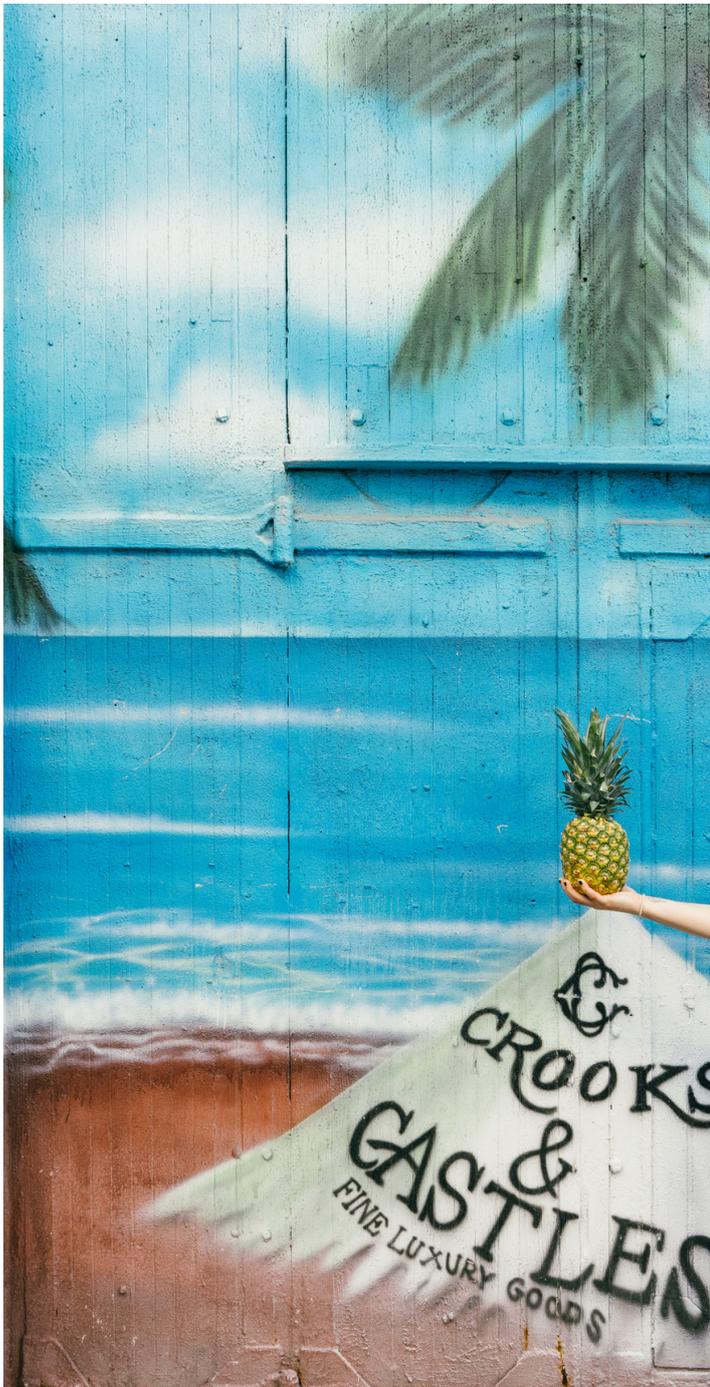
CREATE A WELLNESS SPACE FOR YOUR EMPLOYEES USING IMAGES OF NATURE

IMPROVE STAFF WELLBEING

Increasingly, research and health care organisations are including images of nature in their physical environments. Much like being outdoors in nature, natural imagery has been shown to improve peoples wellness. Art depicting nature has the ability to lower peoples cortisone levels reducing stress, make people happier easing feelings of depression, and relax people by lowering levels of anxiety.



If you have an area in your workplace where you would like employees to be able to relax and recharge, why not display paintings, or photos of nature to help them. Certain natural colour hues, or colour palette can also trigger these mental and physiological responses. A huge amount of money is lost each year through employee absenteeism, so supporting your employees health and wellbeing can positively benefit your businesses bottom line.



CREATE BRAND IMMERSIVE WORK ENVIRONMENTS

Art that reflects your brand can be used in reception areas, meeting rooms, or breakout areas to reinforce your brand to employees and guests. You could create a bold statement with a workplace mural, or even have a 3D installation referencing company products.

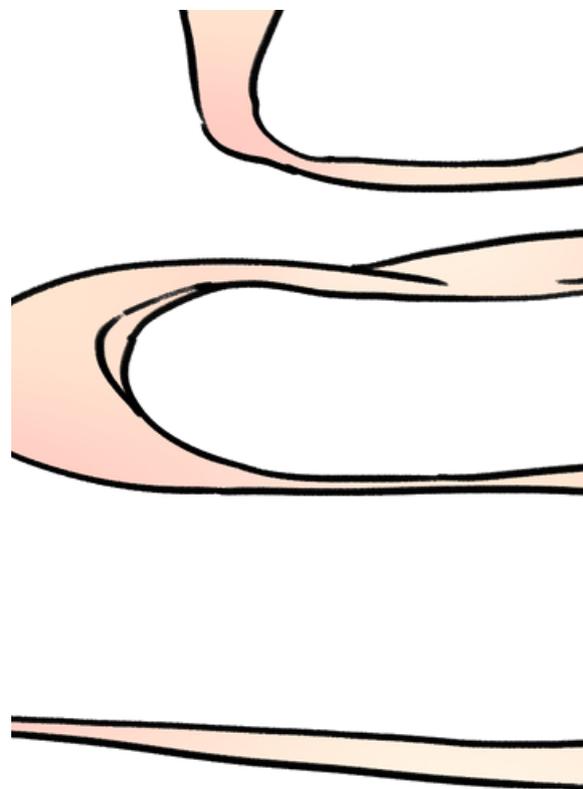
Wow guests with a meeting space filled with art that reflects your brand and make sure they remember their visit to your company. The extension of the tenets of a company's brand to its workplace can encourage employees to support and achieve corporate objectives.

Every space should tell a story, and creating a brand immersive space is a great way to share your leadership principles or company ethos and reinforce company culture and philosophy.

ART AS A WAYFINDING TOOL

CREATE A LANDMARK

Using art as a wayfinding tool is a stylish and subtle way to help employees and guests find their way around the office. Art can be used to help orientate people, or serve as a meeting location. Hanging art in your workplace can help people navigate the space via intuitive wayfinding. Making a space visually interesting or creating a landmark using art can help people to consciously or subconsciously identify their location.



CREATE A VIBE

Workplace murals could be positioned next to kitchens, or in social spaces where people gather. Art collections can be curated to create a certain vibe; vibrant and colourful images in high energy spaces, and more muted or natural images and colour palettes in calmer spaces.

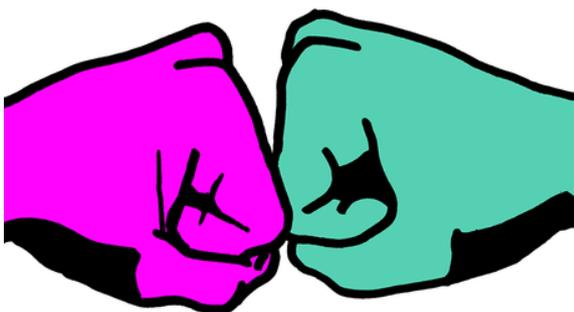
CELEBRATE AND COMMUNICATE COMPANY HISTORY AND CREATE COMMUNITY

SHOWCASE YOUR ACHIEVEMENTS

Art can be a fantastic way to communicate your companies history to employees and guests. A workplace mural could tell a story, or reference your products. Perhaps in a hall way or high footfall area you could include a visual representation of your companies historical timeline. A striking way to show how proud you are of your companies heritage and achievements.



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ENCOURAGE SERENDIPITOUS INTERACTIONS

Art opens discussions, engages people, and encourages conversations. Serendipitous meeting's in the office can be increased by actively promoting interaction by placing art in places where you would like your employees to gather.

WE'D LOVE TO HEAR FROM YOU!

FIND OUT HOW YOU CAN USE ART TO ENHANCE YOUR WORKPLACE



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Employee experience and the amenities offered in the workplace will become even more important post pandemic. After a long period of working from home, there is more pressure than ever before for the physical environment and workplace amenities to coax people back to the corporate office and support your employees best work. Art initiatives are a really interesting, simple and effective way to improve your workplace.

We are art curators, who work with organisations to find and bring art into their workplaces to activate space. We use theories from environmental psychology, colour psychology, and archetypal brand theory to choose art that is right for your space, brand, and company. We offer a variety of different installations to fit your budget and office, including art packages, workplace murals, 3D work, and gallery walls