

Over 1,000 Works by Tri-County Artists

Healing Arts Program launched by Cottage Health System

By Kerry Methner / CASA

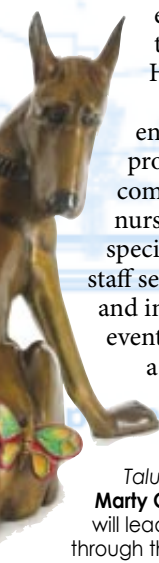
THE INCLUSION OF PUBLIC ART ON A GRAND SCALE, has created excitement and anticipation in a program being launched by Cottage Health System called The Healing Arts Program. The impending opening of the new building at Santa Barbara Cottage Hospital has hundreds of artists on edge as their works are prepared for display in what is being described as the largest collection of works by living central coast artists.

"I cannot say how thrilled we are to work with the local art community," shared Carla Long, Director of Planned Giving at Cottage Health System. "People have been very patient with us as we've developed The Healing Arts Program."

The Cottage Hospital Healing Arts Program will officially launch when the new hospital opens its doors sometime in early 2012, but it has been in the planning stages for years, with a call for artists developed in 2009 and published in 2010.

Over 400 artists responded to the call by the June 2010 deadline and many of those began to receive letters of acceptance that fall. While many talented artist's

work were not selected, in all over 1,000 works by tri-county artists will eventually become part of the Cottage Health System Healing Arts Program.



Talulah by Marty Goldstein will lead guests through the collection on-line as well as be installed in a garden.

This summer Cottage entered a new phase of the program when a committee comprised of physicians, nurses, architectural and design specialists, and other hospital staff selected a number of the pieces and introduced them at a special event for hospital supporters via a visual presentation. Labeled the Landmark Collection, the grouping of 2 and 3-D works are meant to be anchors for the collection. The opportunity to sponsor the pieces in the Landmark

Collection was offered at the premier showing. Response was positive and over \$610,000 was raised in an hour's time to support the purchase, maintenance, and care of the collection. "We would like to get more pieces sponsored to sustain and grow the program as time goes on. We'll need more sponsors," Long noted.

Now, as the hospital appears to be nearing completion (with inspections for certification slated in process) the art installation part of the process also approaches.

A central design feature of the new hospital is the *River of Life*, that runs through the hospital and culminates in a fountain outside. Along that river, various sculptures will find their homes.

For each of the three dimensional pieces an architect has reviewed specs and determined a safe way to install the piece. This has meant a certain amount of back and forth between artist and engineer as they worked to agree on the best solution for safety and presentation.

In early November locals might be lucky enough to catch a glimpse of pieces arriving and the installation beginning.

But for those eager to see what the committees have selected, the hospital has decided to offer an on-line tour of the collection, led by one of the team

Talulah, a bronze dog created by Marty Goldstein. Soon *Talulah* will be ready to guide and visitors will find opportunities to view the art and opportunities to sponsor it.

The decision to include art from the beginning in the design of the hospital was not made lightly. "We



First Steps by James Menzel-Joseph will be placed on the Women's Services Terrace

Barbara Cottage Hospital will have a theme featuring architecture, seascapes, or landscapes. Additionally, Cottage has reserved a gallery on each floor to partner with local museums and artists for rotating displays.

When all is ready and inspections and installations are complete, the public will be invited to several open houses at the hospital. Look for them to occur some time in January 2012.

For more information about Cottage Health System visit: www.cottagehealthsystem.org

Editorial note: Kerry Methner, the writer of this piece, in addition to being Editor of Casa Magazine, is a local sculptor. One of her pieces will be included in the Healing Arts Program collection.



Untitled by Mara Abboud Labor and Delivery Waiting Room - 3rd Floor

wanted art to be there for our patients and visitors as a way to comfort and inspire them," Long explained. A significant amount of empirical research supports this position, highlighting the importance of aesthetics and art in the healing process. The next phase of the project will be to install art at the new Goleta Valley Cottage Hospital. Each floor of Santa



A Mosaic blue bench by Griffoul will be placed in one of the gardens



Yin and Yang by Brian Chessmar will be placed on the Board Room Terrace



Landscaping for the Public Garden, just outside the Cloister Garden, which will be the location of several art benches and sculptures, is complete.