



## **Guiding Vision: Art for the Cone Health Heart and Vascular Center**

### Cone Health Heart and Vascular Center

- A World Class Facility for World Class Heart Care
- The future of cardiovascular care in the Piedmont is being built in Greensboro. Cone Health is investing \$160 million in its heart and vascular facilities in Greensboro and Burlington to treat heart disease today and prevent it tomorrow.

### Vision: Art, Community, and Wellness

The Heart and Vascular Center is envisioned as a place that weaves together art, community, and wellness through heart and vascular health to frame a welcoming patient and staff experience. In particular, the role of art in the building will:

- Enhance experience through reflection, connection, beauty, and wonder
- Offer calming and inspiring elements for patients, physicians, staff, and caregivers
- Welcome all users and the public to this community and accessible facility
- Celebrate the dedication and empathy of the staff and physicians of Cone Health

### Community

The primary audiences for the art that will fill the Heart and Vascular Center will be the people who receive care, work in the building, and live in the surrounding area. This community centers on our patients: people of all ages and backgrounds who may be first-time visitors or familiar faces. It includes the family members and caregivers who accompany patients. It includes the medical staff, physicians, and administrative staff. Another audience will be the people who live and work near the Heart and Vascular Center or are affiliated with or invested in Cone Health. The Heart and Vascular Center is centrally located in Greensboro near Wendover Avenue and will be seen by many people on their way through town or on their daily commute.

### Environment

The people who visit and work in the Heart and Vascular Center will have a range of experiences and emotions. They may be feeling fear, nervousness, shock, or anxiety. They may be waiting for a loved one, for their appointment, or to hear the results. They may be suffering, in pain, or in some way struggling with their health. Or they may be feeling relieved, grateful, or tired. They may have just received good news or

be on a path to recovery. The people who work every day in the Heart and Vascular Center may be focused on their patients, taking a break between tasks, meeting with one another, or simply navigating their way to work.

The art created for the Heart and Vascular Center should evoke a caring, positive environment of vitality and wellness.

## Potential Themes

Themes for the artwork in the Heart and Vascular Center may include:

- Wellness, activity, and invigoration
- Human connection, interaction, and community
- Reflection, contemplation, or perhaps distraction and escape
- Celebrations of the empathy and dedication of the Heart and Vascular Center physicians and staff
- Celebrations of the Greensboro community and its history
- Possibility, wonder, beauty, delight and surprise

## Process

Calls for art will be submitted for five identified locations in the Heart and Vascular Center. An additional call will be issued for numerous smaller works of art to be placed throughout the building.

A Steering committee, with representation from the involved constituencies, has been established to guide the art selection process. Selection committees will be convened for each of the art locations. They will review submissions and make recommendations to the Steering committee, which will make final decisions about the collected art for the Heart and Vascular Center.



The Arts Council of Greater Greensboro is dedicated to fostering creativity and enriching the cultural lives of all residents. The ACGG strives to support, promote, and elevate local arts and cultural organizations, making a lasting impact in the community. **The ACGG is facilitating the art selection process. Go to [www.TheACGG.org](http://www.TheACGG.org) for more information**