

# Healthcare Art Consulting & Quality Art House (HAC & QAH) Refocus on the Importance of Color in Healthcare Spaces

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/EINPresswire.com/ -- Healthcare Art Consulting & Quality Art House (HAC & QAH), a leader in art consulting and visual communications, is thrilled to announce a refocus on the use of color psychology in healthcare environments. This initiative aims to enhance patient experiences, reduce stress, and promote healing through thoughtful and evidence-based color choices.



Color plays a significant role in influencing human emotions and behaviors, making it a critical consideration in healthcare settings. Recognizing the power of color to affect mood and perception, HAC & QAH has developed a comprehensive color strategy that aligns with the needs of patients and staff.

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*Mercedes Burton*

Key Elements of HAC & QAH’s Color Psychology Approach:

1. **Tranquil and Soothing Tones:** Soft blues, greens, and pastels are used to create a calm environment that help reduce anxiety and promote relaxation in areas such as

waiting rooms and patient lounges. These colors are particularly effective in pediatric units and spaces where patients or staff may experience heightened stress.

2. **Energizing and Uplifting Hues:** Bright and warm colors, like yellows and oranges, are

strategically applied in areas requiring a more stimulating atmosphere, such as rehabilitation centers and activity rooms. These colors can help boost energy levels and encourage positive interactions.

3. Neutral and Balancing Shades: Muted colors like beige, taupe, and soft grays provide a balanced backdrop, creating a sense of stability and neutrality. These hues are ideal for areas where focus and concentration are needed, such as administrative offices and consultation rooms.

4. Color-Coded Wayfinding: HACQAH integrates color-coded signage and design elements to improve wayfinding within healthcare facilities. This approach not only enhances the aesthetic appeal but also aids in navigation, reducing confusion and improving overall patient flow.

5. Art Integration: The strategic placement of artwork that complements the chosen color schemes further enhances the therapeutic environment. Art pieces are selected based on their color palette and thematic relevance, contributing to a cohesive and harmonious setting.



"We understand that the environment in which patients receive care can significantly impact their emotional and physical well-being," said Sara Beth Joyner, President of HAC & QAH. "By leveraging the principles of color psychology, we aim to create spaces that not only support healing but also enhance the overall patient experience. Our goal is to make healthcare facilities places of comfort and positivity" added Director of Design, Mercedes Burton.

HAC & QAH's dedication to improving healthcare environments extends beyond aesthetics. The firm's evidence-based design approach ensures that every element, including color, contributes to a supportive and healing atmosphere. This latest effort is part of HAC & QAH's ongoing commitment to innovation in healthcare design and art integration.

## About Healthcare Art Consulting & Quality Art House (HAC & QAH)

Healthcare Art Consulting and Quality Art House specialize in providing artistic solutions for corporate and healthcare systems and facilities nationwide. Since 2003, the firm's success has been centered on educating and building long-term partnerships with clients.

They offer a full spectrum of consulting and visual communication products, such as artwork on paper, canvas, acrylic, metal, and other mediums, custom framing, large scale murals and graphics, wayfinding signage, dimensional lettering, donor recognition signage, digital signage, patient communication boards, and more.

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