

# Art with heart

At one very basic level, art is created to move the viewer. Talk to Earl Pinchuk and Gary Blair, cofounders of the Art for Healing Foundation, and they'll assert that

ailing friend at the Royal Vic, the two art lovers were struck by the drab surroundings. So began their



women on the walls. "They convey a sense of empowerment," says Blair. "That's important, because women here are under the gun. Being tested, waiting for results – these are stressful situations." There are also relaxing images in the Department of Diagnostic Radiology, all contributing to a refreshing change in ambience for both staff and patients.



Gary Blair and Earl Pinchuk

*Art for Healing brings the stimulating, emotive powers of visual art to the medical environment.*

the right artwork in a healthcare setting can help move everyone, from patients to physicians, closer to an important goal – a greater sense of well being.

mission to bring the stimulating, emotive powers of visual art to the medical environment.

A project started five years ago, Art for Healing was born out of a very personal experience for both Pinchuk and Blair. Visiting an

A key element of their work lies in selecting art appropriate to the clinical setting. At the Cedars Breast Clinic, Art for Healing has placed strong and confident images of

To date, the Art for Healing Foundation has placed 350 reproductions and 260 original pieces, worth over \$200,000, in hospitals and medical institutions around Montreal. To learn more, visit [www.artforhealingfoundation.org](http://www.artforhealingfoundation.org). They would certainly love to have you in the picture. ■