

The role of Academic Art Institutions in Environmental Design Case study "Children's Cancer Hospital of Egypt 57357wall Decoration"

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Introduction:

In the Last decade severe diseases increased remarkably, the world health Organization fact sheet on February 2017 it was reported that the number old new cancer cases increased and is expected to raise by about 70% over the next two Decades. In Egypt it was reported to have nearly one hundred and nine thousands cancer case in February 2017. Although these health organizations are giving a great attention and effort to defeat these diseases, they are still representing a big problem all over the world. Unfortunately these kinds of diseases need along hard way for patients to go through patients and their families are staying or visiting hospitals daily, which uploads on extra stress on and effort on these hospitals stuff.

They are in a desperate need for a helpful medical environment, an environment that helps them Being-well, that reduces their tension and raises their hope and desire for being-well.

In Egypt we are suffering a lack of beauty in the Public hospitals environments, which needs serious efforts from Art institutions.

Research problem:

There is an Absence of beauty in the healing environment especially in public hospitals environment, with the budget all directs to the building construction and the medical equipments, which leads to a kind of neglecting Art presence in these hospitals environment. And if there is a kind of decoration, it is most of the times assigned to the consultant architectural offices or the construction companies as a paid job and not to the specialized Art institutions as a kind of Voluntary participation which will definitely make a change.

Research importance

1- Activate the academic art institutions role in environmental design depending on Academic students' designs and efforts.

2-Spreading Beauty in the hospitals environments through art to lessen the pressure and tension on patients and their families and the staff working in the medical institutions.

Research aim:

1-Developing the voluntary aspects in college students and get used to serving their society and improving their visual environment with their art work.

2-Studying the project of decorating the Children's Cancer Hospital of Egypt wall by the students of Egyptians government art faculties.

Research Methodology:

This research takes an applicable approach.

Art in Hospitals Environment:

Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity". (E. Huisman, 2012)and the "healing environments can be considered as smart investments because they save money, increase staff efficiency, and reduce the hospital stay of the patient by making the stay less stressful." (Ulrich, 1992) and the presence of Art can play an essential role in the composition and development of hospitals environments. This can affect positively many aspects.

It has been revealed that a proper visual environment can enhance quick recovery in Patients by 10 %.(P.Uwajeh, I.o.Timothy, 2016)

Art is considered one of the main factors affecting the feeling of comfort either for patients and their families or the hospital staff.

A study made in the Mays clinic in MD Anderson Cancer Center, USA.showed that when asking patients staying or visiting the hospital as well as the visitors about their feelings about the presence of art in the hospital." They mentioned that art served as a distraction, made the hospital deinstitutionalized, gave comfort, was cheering and uplifting, helped get rid of anxiety, and contributed to the perception of the overall quality of care". (K.Harthon , 2008).

The applied project:

It started by a request sent from 57357 Children's Cancer Hospital of Egypt to the art Government colleges to decorate the wall surrounding their new expanded hospital.

Four art colleges responded to this request including our faculty of applied arts, Helwan University.

This request was directed to the decoration department, we were excited and motivated to participate in such an activity with our students. The work was assigned to:

Associate prof. Dalia El Sharkawy & Lecturer Heba Tullah Zohny. At the beginning we were confused about which grade out of the department's four grades' students to choose? Then we decided to choose the students who have just finished their 1st grade for many reasons.

They have achieved a good level in their mural design class and produced distinctive designs that we could use in the decoration of the hospital's wall.

Since they have practiced the theoretical design process in their mural design class, it would be an excellent experience to have the opportunity to apply their designs on the expanded hospital walls and they are still in adolescent's age so they will be the closer in age to the sick children and can understand and communicate well with them.

What does the hospital exactly want?

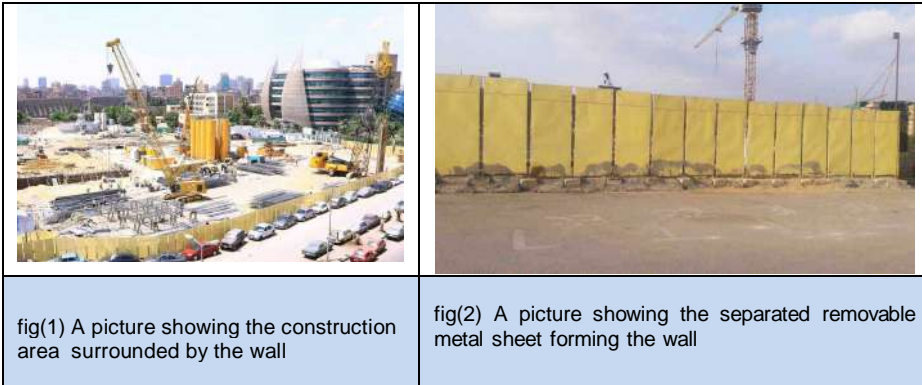
The hospital public relations team scheduled a meeting for all the participating colleges including professors and students to explain and discuss how we could manage the wall decoration process.

This meeting under lined some basic points; First of all this wall is a temporary cover for the new building construction area that will last for around three years, it's next to the main hospital building, the wall consists of 153 extended removable metal sheets nearly (150m in length and 2.30m height). There is a paint company serving as a sponsor that will provide us with the needed paints.

We all agreed that we are working as a team not as competitors.

There is no need for any readymade or copied designs; they should be all new ones.

We want the wall to be decorated manually by the students, so we can invite the children and volunteers to participate in the decoration process to transmit the feelings of being cared about to the sick children.



Is there any design limitations?

We all agreed on certain points that represent the hospital vision and form the design limitations.

First: We want simple design that can be clearly understood by the children's.

Second: figurative designs not landscapes.

Third: all designs should be positive and encouraging, representing the hospital's vision, expressing the children's dreams and experience inside the hospital.

Fourth: the wall consists of 153 separated metal sheets which need the design to be divided into vertical rectangles (90 x 230 cm).

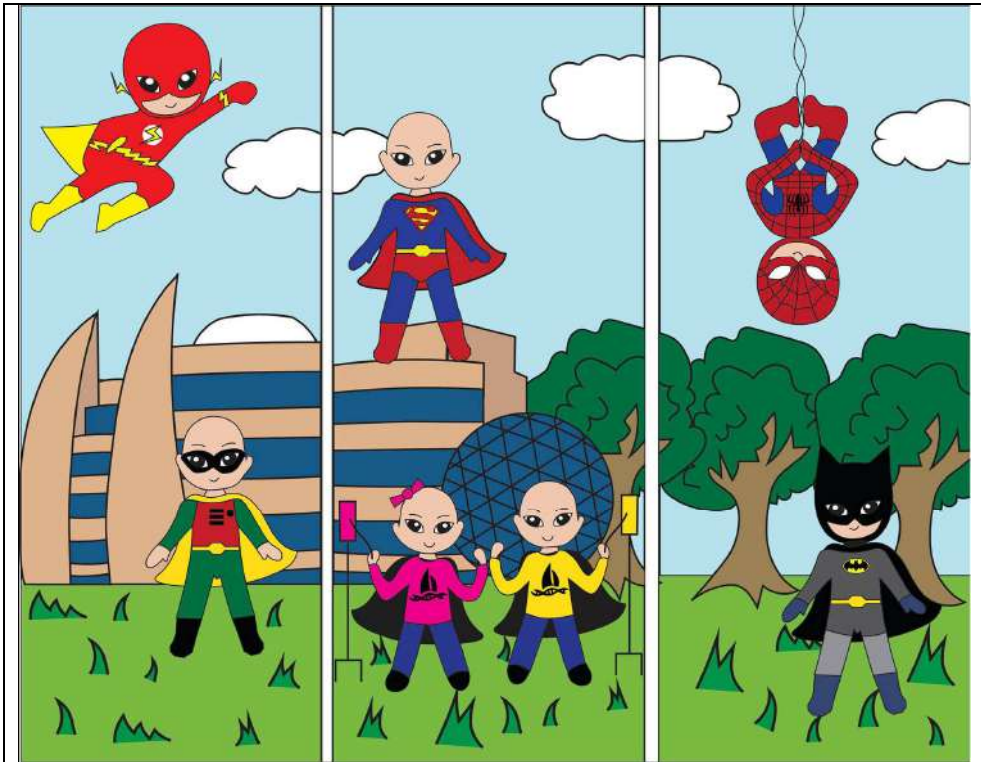
Fifth: since the wall is made of metal sheets it needs a certain kind of paint (Lacquer paint) that limits the coloring process opportunities to be mainly solid areas with limited gradient areas.

What are the designs about?

There are many subjects that our designs could express:

- 1- The hospital is based on donations serving all Egyptians and Arab children, rich or poor; they are all treated for free and cared about equally.
- 2- The hospital has a scientific research center that serves and develops the therapeutic process.
- 3- The hospital has a garden, library, theatre, activities room and a play ground where the kids can be happily treated.
- 4- The hospital has a school inside for sick children to study and follow their education programs to help them achieve their dreams while being treated or after being cured.

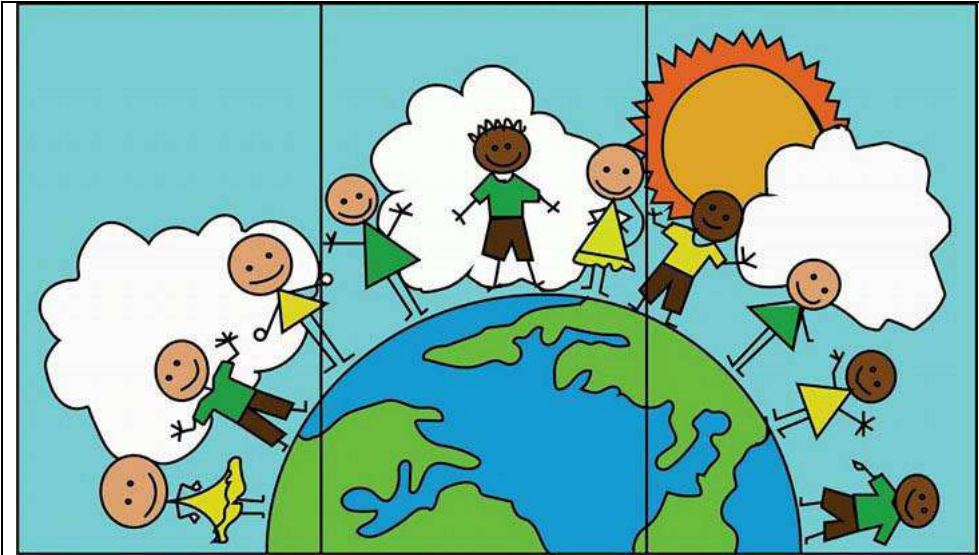
Faculty of Applied Arts Helwan University students' designs:



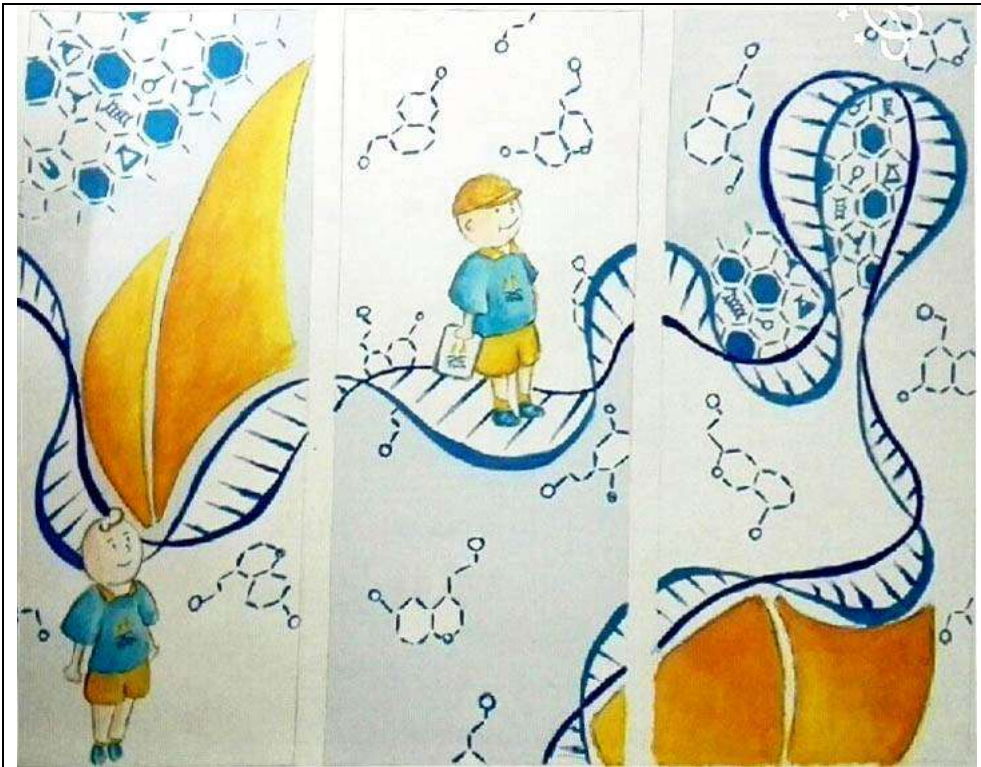
Design concept:	Our sick children are strong and brave like their beloved super heroes
Design dimensions:	270cm width x 230cm height
Designed by:	Andro Nabil
Applied by:	Andro Nabil-Rana Ahmed-Raghad Mostafa



Design concept:	Our hospital is based on scientific research that can enables children to reach the moon.
Design dimensions:	270cm width x 230cm height
Designed by:	Dalia Abd Elsatar
Applied by:	Dalia Abd Elsatar-Enas Magdy-Heba Dahy



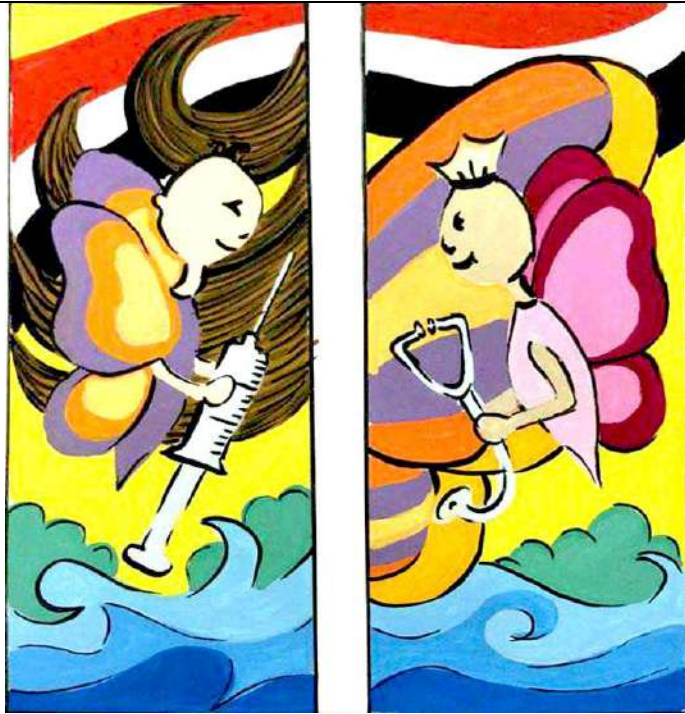
Design concept:	Our hospital is serving the whole world's children.
Design dimensions:	270cm width x 230cm height
Designed by:	Lydia Nashat
Applied by:	Lydia Nashat -Rania Adeb-Hana Nabil



Design concept:	We are taking the scientific research way that will lead our children to total recovery.
Design dimensions:	270cm width x 230cm height
Designed by:	Salma Salah
Applied by:	Salma Salah-Doaa Aly-Noran Ahmed



Design concept:	Our children are playing and Drawing their dreams in the sky while being treated.
Design dimensions:	270cm width x 230cm height
Designed by:	Ereny Gerges
Applied by:	Ereny Gerges-MaramSayed-Salma Shafey



Design concept:	Taking medicine isn't scary.
Design dimensions:	180cm width x 230cm height
Designed by:	Ahd Aly
Applied by:	Ahd Aly-Fatma Fouda



Design concept:	Our children are playing and learning happily while being treated.
Design dimensions:	180cm width x 230cm height
Designed by:	Monica Boulous
Applied by:	Monica Boulous-Merna Adel



Design concept:	The Children are facing hard times but they are brave and strong and our hospital will help them reach the safe side.
Design dimensions:	180cm width x 230cm height
Designed by:	Nour Hasan
Applied by:	Nour Hasan-Asmaa Mohamed



Design concept:	Our sick children are happily playing in their hospital.
Design dimensions:	180cm width x 230cm height
Designed by:	Nada Atef
Applied by:	Nada Atef-Mena Tullah Hesham



Design concept:	All the cured children are thankful to 57357 children cancer hospital .
Design dimensions:	180cm width x 230cm height
Designed by:	Mira Farag
Applied by:	Mira Farag-Salma Adel



Design concept:	All the children are treated and cared about equally.
Design dimensions:	450cm width x 230cm height
Designed by:	Norhan Mohamed
Applied by:	Norhan Mohamed-salwa elgedawy-Ereny Samy-Maram Mostafa



fig(3) A picture showing the two supervising professors with the students of Faculty of Applied Arts

The design application was finished on 23 October 2017.

It took three days of hard working in the sun and hot weather , students all worked together happily, sharing and helping each other in love , they were all working to do one big nice mural all together , volunteers from the inhabitants of the street and passing by people came to offer their help ,students of other grades came to help ,the sick children and their families were thankful watching and drawing with the students,coloring the wall in bright colors full of children with smiling faces , the mural filled the whole place with joy .

Conclusion:

- Art can make a difference in the hospitals outdoor environment.
- Public hospitals and hospitals dependent on donations need art academic institutions voluntary efforts in adding beauty to their environment.
- Students' efforts can achieve an improvement in their real lives.
- Mural design can serve psychological needs in the healing environment especially in hospitals of long treatment diseases.
- To design and work voluntarily in a place which is really in need for your work can inhabit positive feelings and results for both sides the beneficiaries and the volunteers and even the whole society.

Recommendations:

- The medical environment plays role in the patients being well, so we should give it an eye and let Art be a part of it.
- Different academic art institutions should serve their society as one of its main aims.
- There should be analytical studies on what kind of art and design are preferred in different medical institutions especially long period treatment hospitals.

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