



University
Health System

Women's & Children's Hospital

and Associated
Projects

MARCH 18, 2021
ENVIRONMENTAL
GRAPHICS FRAMEWORK

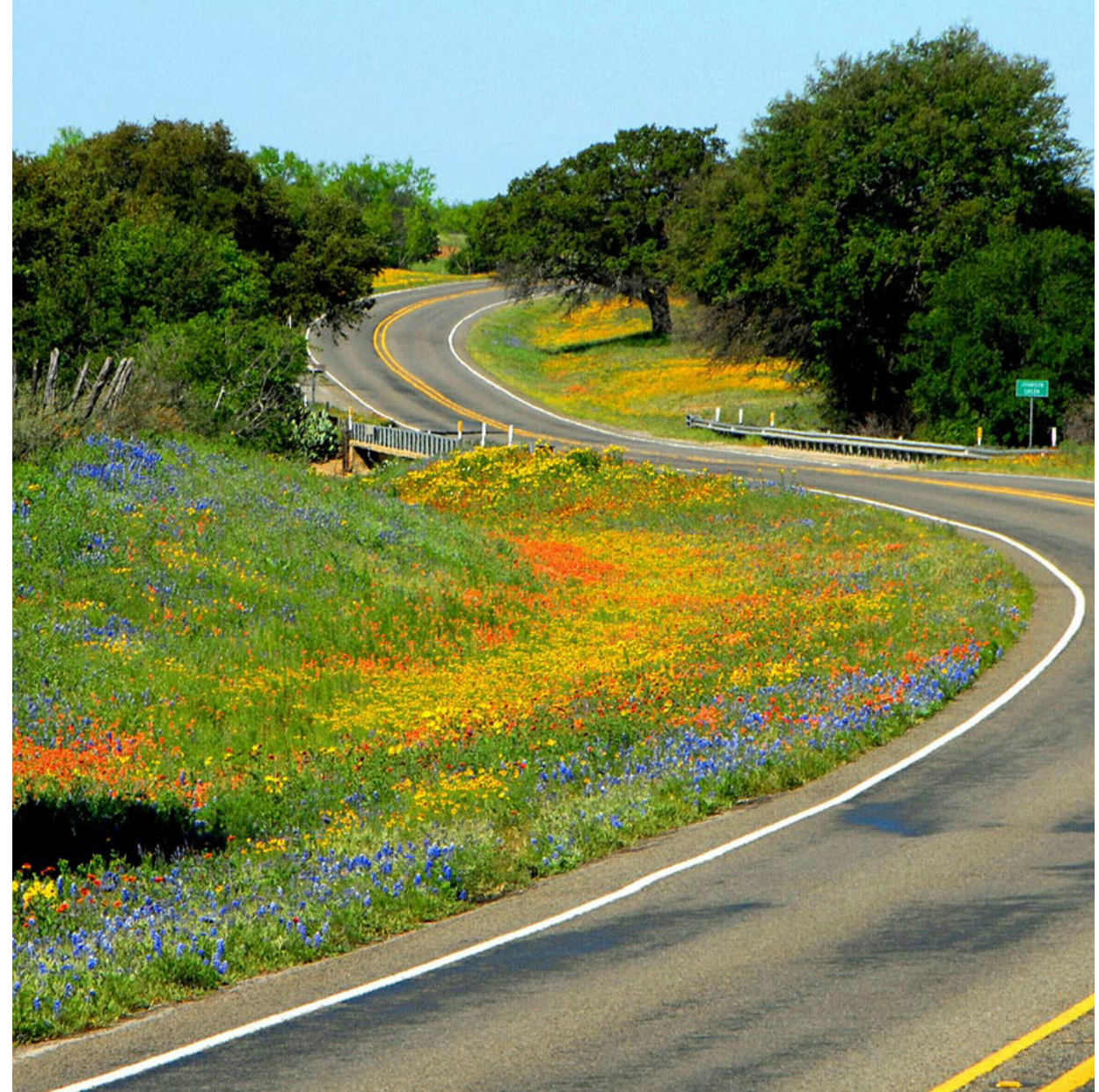
Patients and families are our focus.

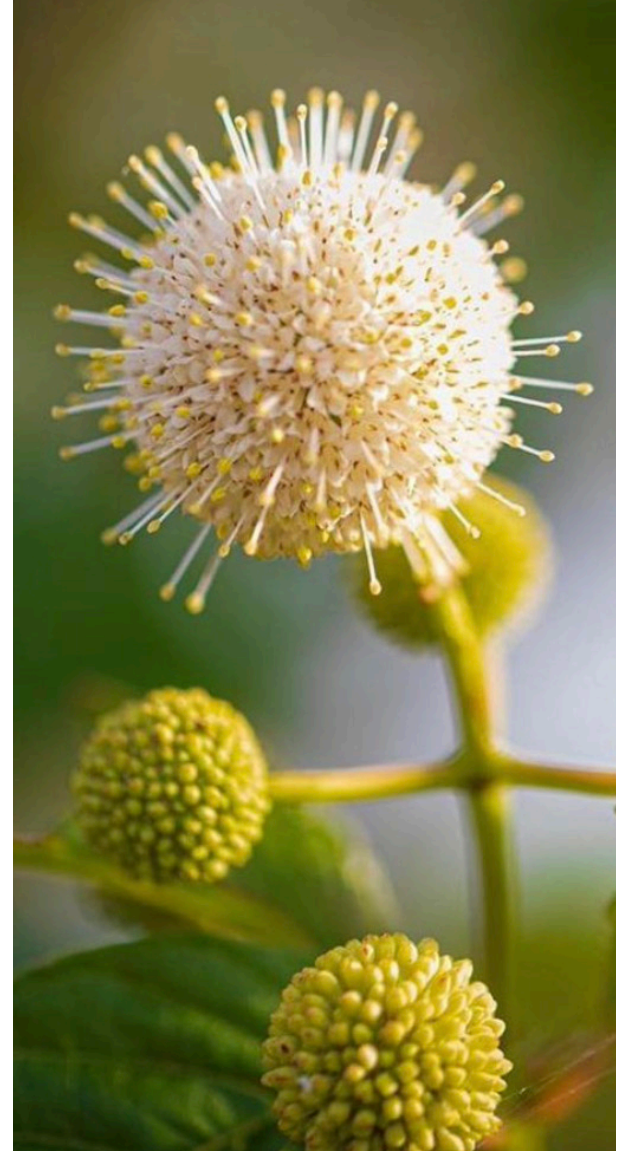
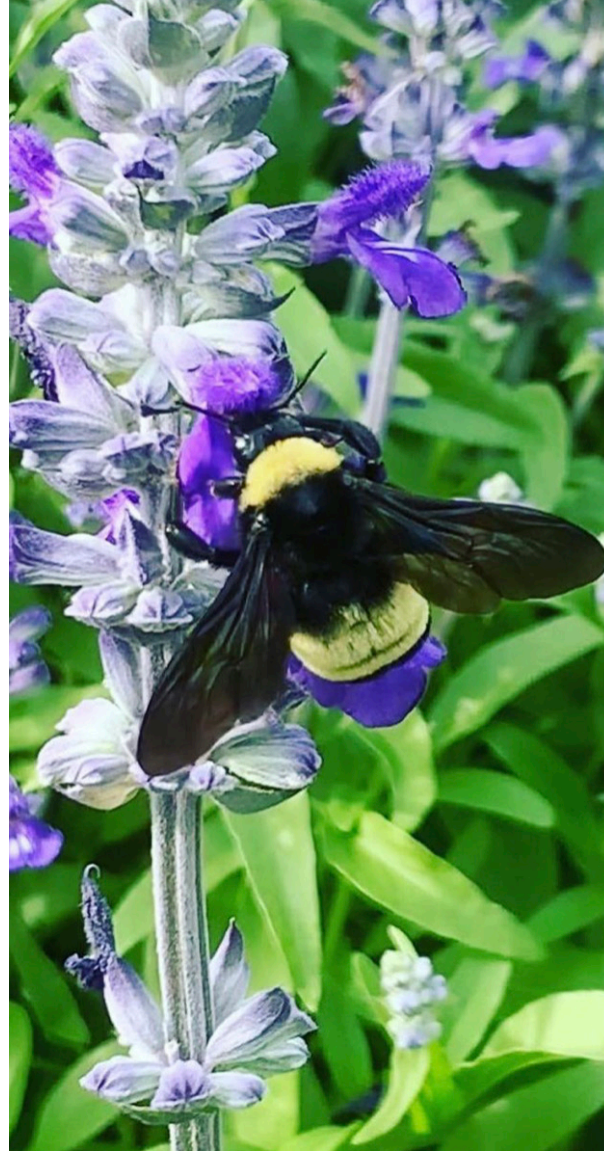
Helpful signage, memorable environmental graphics, and engaging public art have the potential to greatly enhance the patient & family experience.



“In Bloom”

- Symbolic of growth & individual beauty
- A defining feature of Central Texas
- Represent child-like wonder and discovery
- Universally admired
- Flowers provide opportunities for unique design enhancements







Sculpture



Watercolor



Collage

Ground Level Lobby

● Public Artwork

Reference Image

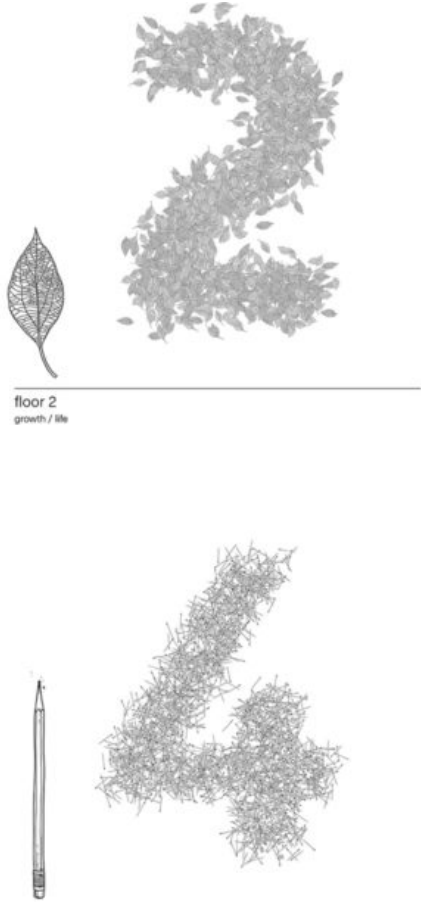
Level	Care Focus
12	Women's
11	PEDI Acute
10	PEDI HEM/ONC/IMC
9	PICU/PCCU
8	PICU
7	NICU
6	NICU
5	Postpartum/Nursery
4	Antepartum
3	Women's/LDR
1	First Impressions, Patients & Families
G	



Visual Character Illustrative
Playful
Friendly

Reference Images

Level	Care Focus
12	Women's
11	PEDI Acute
10	PEDI HEM/ONC/IMC
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8	PICU
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1	First Impressions, Patients & Families
G	



Visual Character Illustrative
Playful
Friendly

L3 Elevator Lobby

● Environmental Graphics

Reference Image

Level	Care Focus
12	Women's
11	PEDI Acute
10	PEDI HEM/ONC/IMC
9	PICU/PCCU
8	PICU
7	NICU
6	NICU
5	Women, Labor & Delivery
4	
3	
1	Public Concourse
G	PEDI ED



Visual Character Nurturing
 Maternal
 Intricate

Reference Images, sculpture and mixed media collage by Anne ten Donkelaar

Level	Care Focus
12	Women's
11	PEDI Acute
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9	PICU/PCCU
8	PICU
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4	
3	
1	Public Concourse
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Visual Character Nurturing
Maternal
Intricate

L6 Elevator Lobby

● Environmental Graphics

Reference Image

Level	Care Focus
12	Women's
11	PEDI Acute
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9	PICU/PCCU
8	PICU
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6	
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1	Public Concourse
G	PEDI ED



Visual Character Calming
 Reverent
 Delicate

Reference Images, flower pressing and watercolor

Level	Care Focus
12	Women's
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Visual Character Calming
 Reverent
 Delicate

L9 Elevator Lobby

● Environmental Graphics

Reference Image

Level	Care Focus
12	Women's
11	Children
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Visual Character Confident
Engaging
Expressive

Reference Images

Level	Care Focus
12	Women's
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Visual Character Confident
Engaging
Expressive

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THANK YOU.