

Health + the Arts

Visual Identity System

Foster Gallery Exhibition
Department of Art and Design,
University of Wisconsin - Eau Claire

The healing arts and the creative arts have existed for millennia. This exhibition explored the intersection of health and the arts from different perspectives: health and healing as represented in art, and art as a form of healing.

The 'Health +the Arts' branding reflects **the intersection** of these two worlds as they collide with one another.

The World Health Organization defines health as "a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." By examining the connection between health and the arts, the exhibition shows how **each is enhanced by the other**.

Research and Design is by Richard Roth and Roy Cranston. All research, design, and development were overseen by Amanda Bulger, Dr. Mel Kantor, and Hyunjoo Kim.

Full-Color Promotional Poster

Foster Gallery
Haas Fine Arts Center
University of Wisconsin-Eau Claire

121 Water Street
Eau Claire, WI 54702
uwec.ly/fostergallery
(715) 836-2328

health + the arts
FOSTER GALLERY EXHIBITION

Feb.15 - Mar.13
Mon-Fri 10 a.m. - 4:30 p.m.
Thur 6 p.m. - 8 p.m.
Sat, Sun 1 p.m. - 4 p.m.

Opening Reception
Thursday, Feb.14
6:00 p.m. - 7:30 p.m.

University of Wisconsin Eau Claire logo and 'health + the arts' logo.

Final Logo Combination Mark - Color



Combination Mark Variations - Black and White



Typeface Use

Rubik Bold
AaBbCcDdEeFfGgHhIi

Rubik Medium
AaBbCcDdEeFfGgHhIi

Rubik Regular
AaBbCcDdEeFfGgHhIi

Full-Color Exhibit Title Piece

health + the arts

The healing arts and the creative arts have existed for millennia. This exhibition explores the intersection of health and the arts from different perspectives: health and healing as represented in art, and art as a form of healing.

Artist find inspiration for their work from a universe of possibilities. For some it is health, disease and body parts. Selected works from four contemporary artists will show their personal intersection of health and the arts.

Everyone desires good health, but good health is not something that everyone enjoys. There are major health inequalities across populations. A series of posters championing universal access to healthcare addresses the issue of health equity across the globe.

Medical illustrations embody the proverb "a picture is worth a thousand words." The medical illustrator's task is to communicate sometimes complex health issues and medical concepts to lay audiences, clinicians-in-training, and active practitioners. A sample of award-winning medical illustrations will exemplify this critical educational role of art.

Health issues are always of interest to the general public and often addressed in the news. Using TIME magazine covers, the exhibition will illustrate how health issues have been presented over several decades in response to the changing times.

Art that heals is used formally as part of rehabilitative counseling by credentialed art therapists and informally by support groups for various diseases and conditions. This exhibition includes examples of works from both settings, as well as works produced in a community setting.

Patients and clients, however, are not the only ones who have the need to heal or to prevent ill-health. Clinicians of all stripes are experiencing burnout, which affects their own well-being as well as their ability to care for patients. A selection of clinician-produced works will show how art can help express and relieve some of the stress and help build resilience to burnout.

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Mel L. Kantor
Oliver M. Ramsey Endowed Chair
Institute for Health Sciences
UW-Eau Claire

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Research, Development and Design
by Richard Roth and Roy Cranston