



Capability Statement

My WHY: It's my passion to capture peaceful landscapes under amazing light and then install these fine art prints in places that bring patients & clients a few moments of solace before interacting with your organization.

Core Competencies

- Evidence-based design (EBD) in healthcare art expert; 500 prints in 39 healthcare facilities; 30 in professional offices
- Prints to any medium: fine art paper, stunning framed giclee canvas, high-definition metal & vivid acrylic art prints
- Routinely works w/fine art, wood/metal frames, archival pH-neutral mats/UV glass & security/tamper-proof hardware
- Full-spectrum service starting with extended project mgmt, develops site plans/refines reqmnts, ships & installs artwork
- Need aerial imagery/drone photography? Part 107 Certified!
- 4-year warranty on print, matting, frame, & hardware defects
- Short on local imagery or stock photography options looking too stale? We capture & create high-end images of your town and iconic landmarks giving you a custom & vivid wall décor

Past Performance

- Kettering Health Network Sites (39 locations) (440 prints)
- Duvall & Associates Inc & CareSource Headquarters
- Dayton Club (21 prints) / Mandalay Banquet Center (3 prints)
- Horenstein, Nicholson & Blumenthal Law Firm (5 prints)
- Proof? see: www.artoffrozentime.com/Art-Installations

Differentiators

- Printed mediums are all archival quality; rated for 95 years
- “Judged” Exhibitions indicate high level of competency
 - Competitively selected for 13 juried exhibitions in 2 yrs!
 - See ArtofFrozenTime.com/Artist-Curriculum-Vitae
- Media interest in my art: American Trails, Landscape Architect Magazine, Dayton Magazine, Dayton Daily News
- Selected for U.S. Postage Stamp Series--Mighty Mississippi!

HOW I DO IT

- Capturing iconic locales under stunning light w/ special camera techniques
- Portraying vivid nature scenes & their inherent serenity/w high-end equipment

WHAT I DO

- Adorn waiting rooms with art which instills a sense of peace and calm
- Help you highlight your passion for the local community / environment
- Emphasizes your commitment to employees for vibrant workspaces
- Bring vitality & positive energy to your foyer, board rooms, and office spaces

Company Data / Social-Economic

- CAGE Code: 8CY89
- SAM.gov ID YN51DZEDJBM5
- DUNS: 093658992
- SAM Registration renewed 4 Jan 25
- SBA Cert SDVOSB & OH Vet. Bus. Enterprise 171174

NAICS codes / Product Supply Codes

- 459920 – Art Dealer, Gallery
- 449129 – Picture Frame Shop
- 541410 – Interior Design Services
- 711510 – Photographer, Indep. Artistic
- T001 – Arts-Graphics Services
- T010 – Gen. Photographic Services

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A Primer on Evidence-based Design in Healthcare Art

- Evidence-based design (EBD) principles guide art programs in today’s top healthcare facilities
- Researchers divided a hospital w/traditional art on one side of hallway & nature photography in the other
- EBD researchers proved when patients are immersed in nature, they had lower blood pressure, less stress, required less pain meds, healed & were discharged faster...EBD produces favorable patient outcomes
- The same principles benefit corporate boardrooms, hospitality facilities, and government offices/hallways

Government Buyer Art Tips

Do

- SELECT representational landscapes (where viewer understands the scene); allows the mind to relax
- SELECT landscapes with long sightlines and open skies which fosters sense of openness/safety; theory lies in threats of ambush in prehistoric man’s life
- SELECT scenes filled with plants and lush gardens; builds on biophilia theory; abundant life is good
- SELECT local scenes; allows you to tout pride in local area & where your waiting room art becomes a conversation piece about shared experiences

Don’t

- AVOID abstract art; induces confusion and doubt which is bad for patients facing big life decisions & loss of control in their lives
- AVOID black & white prints which are cold & confusing, why foster this mood in clients?
- AVOID wildlife subjects which often remind viewer/clients they are part of the food chain
- AVOID certain colors like red in the ER Dept
- AVOID misusing scene w/ room’s purpose; water is good, unless it’s in the bladder ultrasound room



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