



CASE STUDY: VKI ART CREATES EMPOWERING SHIFT WITH TWO STORY 18' TALL BACKLIT WALL INSTALLATION

client:

Lake Erie College of Osteopathic Medicine (LECOM)

project:

Backlit Wall at Medical Fitness and Wellness Center

VKI image:

Moon Drops ©

developer:

ERDMAN

backlighting:

Everbrite Lighting

The Lake Erie College of Osteopathic Medicine (LECOM) offers views of the entire city of Erie, PA.

“Looking beyond Presque Isle State Park, you can watch ships sailing across Lake Erie into southern Ontario, Canada,” says the community page of the LECOM website. The LECOM campus extends to teaching hospitals and clinics throughout Erie; weaving in its cultural fabric the theme “The Community is Our Campus.”

The College owns and operates the John M. and Silvia Ferretti Medical Fitness and Wellness Center “where anyone can experience and learn about the ‘medical fitness difference’ that makes a positive impact on patients and personal well being. It is open to students and the public and aims to make a difference in local healthcare.”

While working closely with ERDMAN, the developer of the building, LECOM’s design committee expressed both a need and a desire for an inviting and inspiring Welcome Area in the main lobby of the Fitness and Wellness Center – a design that would guide and nurture the personal fitness and well being of all who entered.

The design team considered representational imagery of flowering trees, expanded blue skies and clouds, and various water and mountain scenes. However, this static imagery did not have the depth of content to stimulate and sustain a private, internal and individual experience for their guests.

When the Design Team encountered Vara Kamin's painting Moon Drops ©, they were intrigued. They connected to their "own inner landscape"; creating a personal, visceral experience.

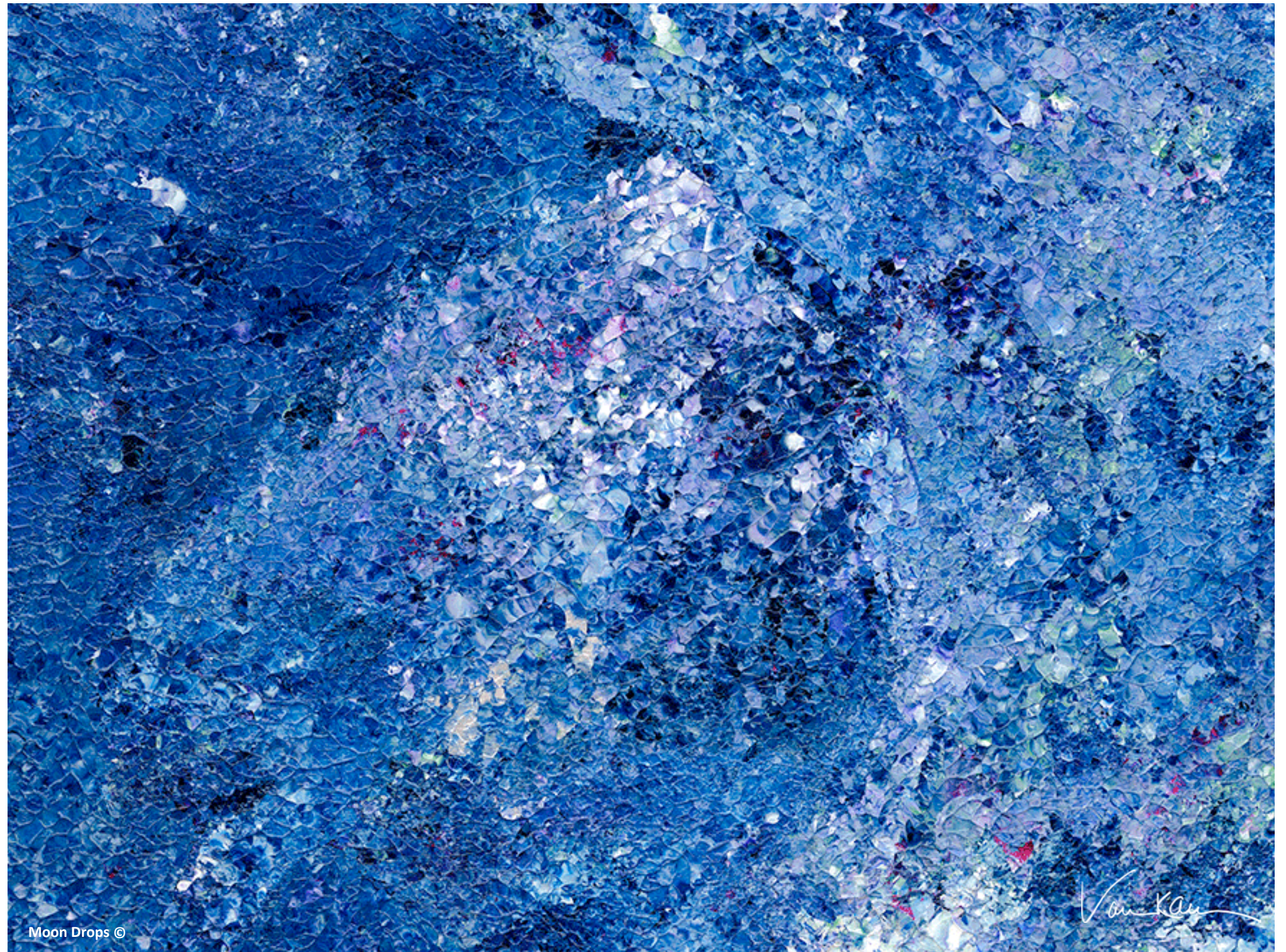


"Inspired by the vast night sky on the North Shore of Minnesota, and the spacious waters of Lake Superior, the painting, entitled Moon Drops, was created over several nights during the full moon phase of a hot summer's July. Gazing out from the sandy shore, it seemed as if the moon was undulating; its light showering on the deep blue water, creating a trail of stepping stones seemingly connecting me to the magical realm of all waters throughout the world: oceans, lakes, rivers, ponds and inlets. Eventually losing myself in the depth of the intuitive realm, where imagination knows no bounds, the sprawling waters before me distilled into just one drop. It is from those collective moments of inspiration that Moon Drops emerged."

**– Vara Kamin, Artist, Creative Director,
Founder of Vara Kamin's Images (VKI)**



Moon Drops © connected readily with the waters of Lake Erie.



The appeal of integrating the Image of Moon Drops ©, while simultaneously weaving the overall visual experience into the cultural fabric of the College and the City of Erie, excited the Founding Members, Doctors, and Designers of the College and the John M. and Silvia Ferretti Medical Fitness and Wellness Center.

An initial concern for the Design Team was their budget.

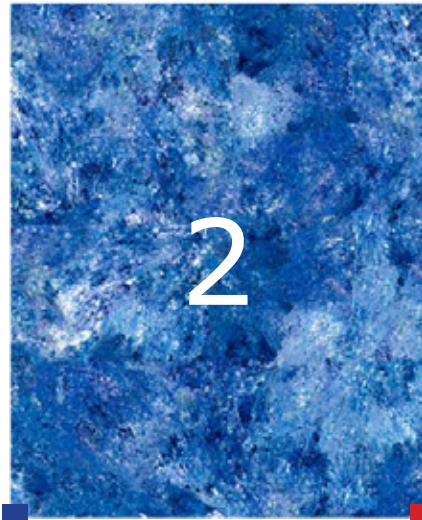
“How can we purchase a VKI Image in lieu of a landscape photograph? Will Moon Drops © fit within our budget?” questioned Dr. Silvia Ferretti.

The VKI team explained the options to reproduce and digitally create a replicated Image of Moon Drops ©, providing a high resolution, quality experience of Vara’s original painting in a cost effective manner.





PANEL 1
dimensions: 46.25" w X 58.375" h
filename: sectionA1.tiff



PANEL 2
dimensions: 47" w X 58.375" h
filename: sectionA2.tiff



PANEL 3
dimensions: 46.25" w X 58.375" h
filename: sectionA3.tiff



PANEL 4
dimensions: 46.25" w X 101.75" h
filename: sectionB4



PANEL 5
dimensions: 47" w X 101.75" h
filename: sectionB5



PANEL 6
dimensions: 46.25" w X 101.75" h
filename: sectionB6



PANEL 7
dimensions: 46.25" w X 54" h
filename: sectionC7.tiff



PANEL 8
dimensions: 47" w X 54" h
filename: sectionC8.tiff

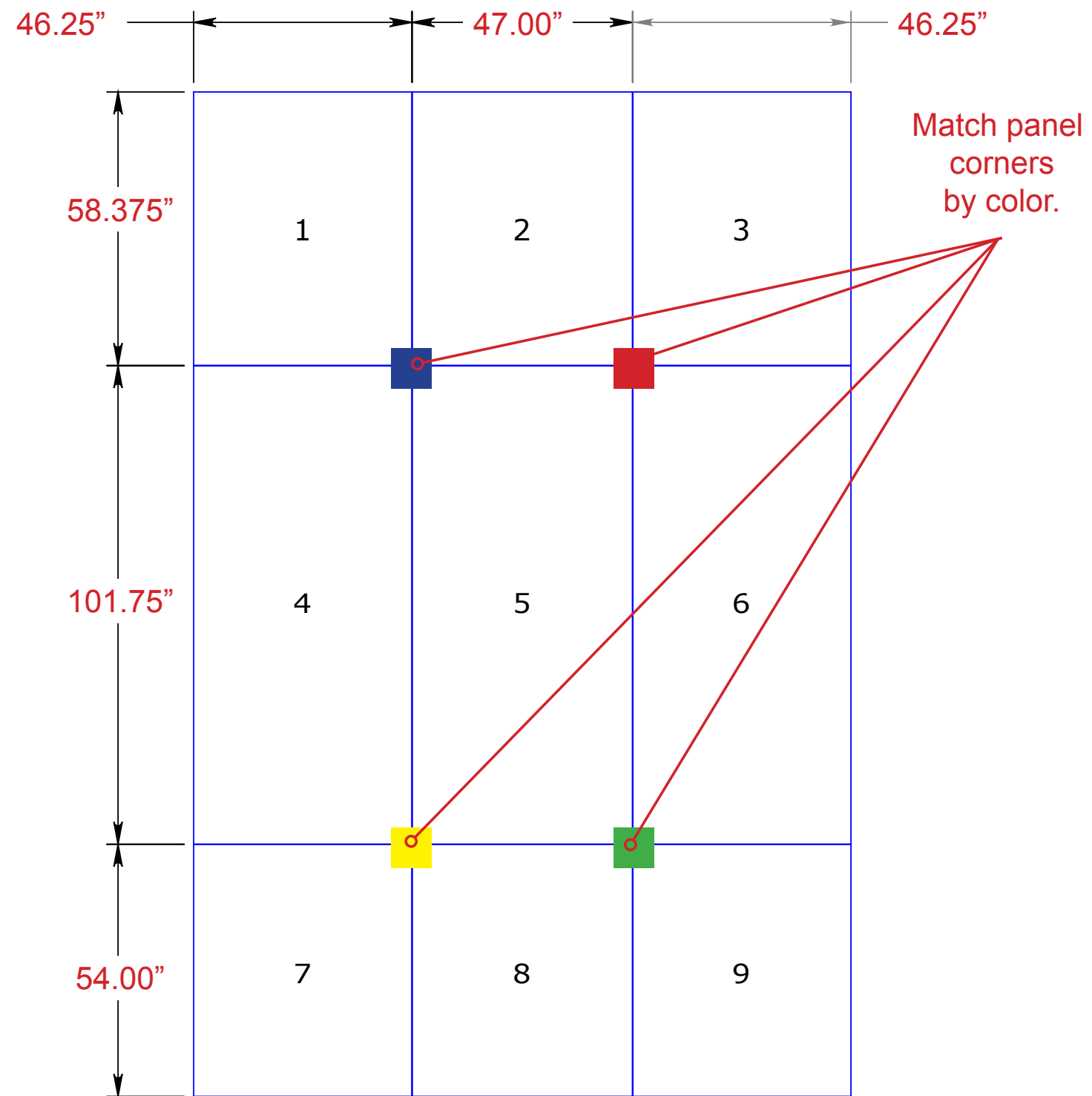


PANEL 9
dimensions: 46.25" w X 54" h
filename: sectionC9.tiff

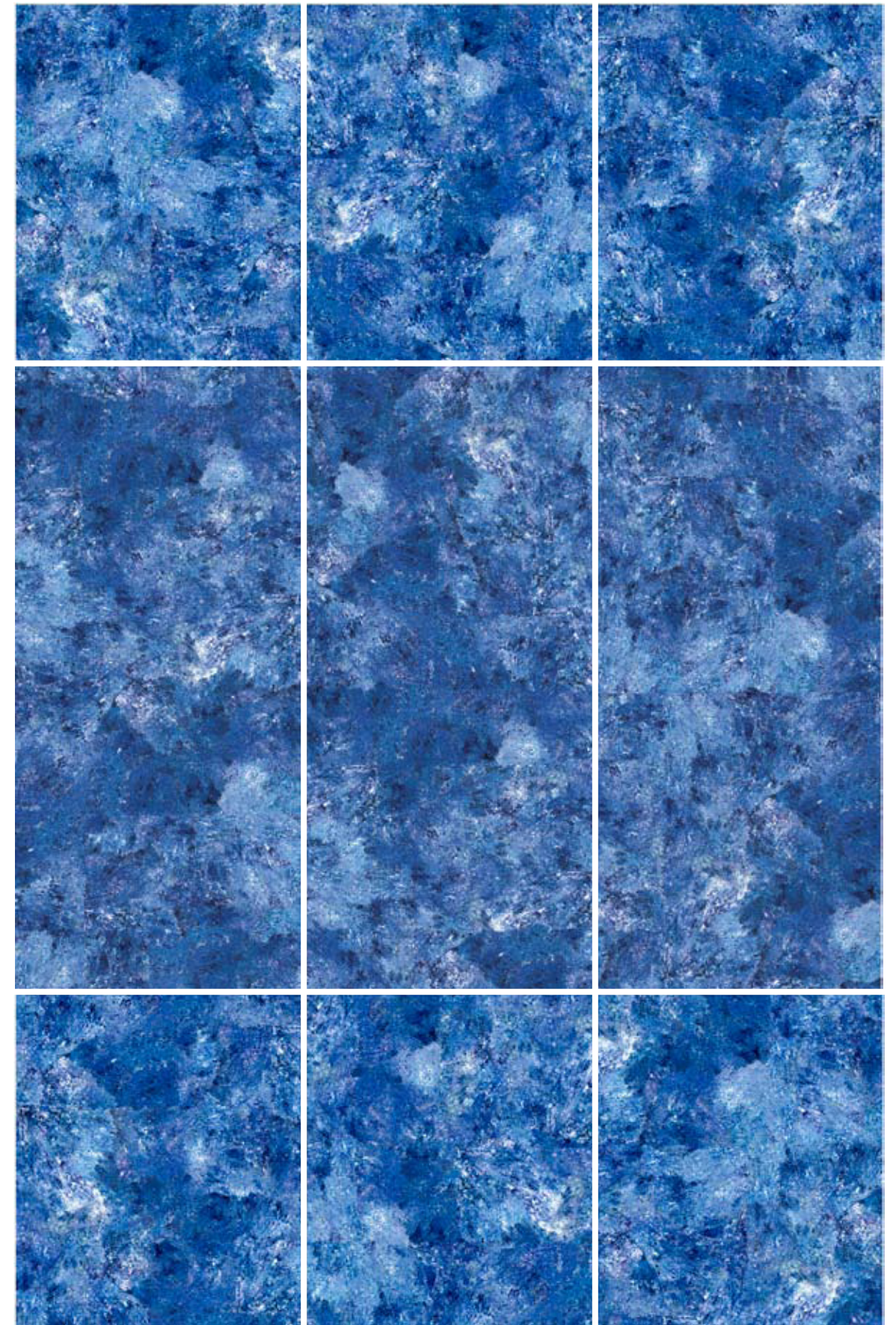
The project team at VKI received the specifications of the backlit wall installation from ERDMAN: 12' x 18' consisting of 9 panels.

The unique characteristics of Kamin's paintings and the way in which she creates the original works of art, allow for the extraordinary capacity to take various cross sections of the painting and fashion them into an extended design without compromising the deeper intent and integrity of the original painting. For example, the original painting of Moon Drops © is 4' x 3'.

The panels were specified with a slight convex curve that was achieved by cold forming onsite during installation of each panel into the support channels. The VKI Image was printed 2nd surface using UV cured inks. The installation is nearly two stories high. It is backlit using a custom LED lighting solution from Everbrite Lighting.



Panels to be cut to shown size.
Visible opening is $\frac{5}{8}$ " in from all edges.



UNIQUE VISUAL EXPERIENCE AND APPEAL

**Dr. Silvia M. Ferretti, D.O., Provost,
Vice President and Dean of Academic
Affairs at LECOM:** “The backlit wall
with Vara Kamin’s art is almost two
stories high. It has become a beacon
of light that invites everyone into
the Wellness Center. When entering,
the experience of looking at Moon
Drops© creates a shift in energy and
mindset for all. Vara Kamin’s art is
pivotal in redefining both the interior
and exterior space, engaging us as we
enter and leave the building.”

Tom Jeffries, VP, ERDMAN:

“We knew we had to do something
really special to create a compelling
centerpiece that would capture the
imagination. Not just for users and
employees of the Wellness Center,
but for passersby. This piece did
it! The LED backlit Image of Moon
Drops is stunning at night and is awe
inspiring, even in the day time.

Working with Vara and her group
as we wrestled with the physical
challenges of melding the art with the
architecture was a true team effort.
She helped us to make our client’s
vision a reality!”





Vara Kamin, Artist, Creative Director, and Founder of VKI: “I am gratified to hear so many stories of people interpreting my paintings and connecting them to an inner realm that is so unique for everyone. As wellness becomes more integrated into a wide variety of settings, including corporate environments and private residences, I appreciate the opportunity to make a difference in the lives of individuals in these various settings.”

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