

PROMOTING POSITIVE RECOVERY THROUGH ARTWORK

Royal Orthopaedic Charity (ROC)

Birmingham

We listened to our patients and made it possible!

The ROH's Outpatient Physiotherapy and Podiatry Departments have relocated! ROC wanted to support this £3.5 million investment, so we funded the artwork to support patients through a challenging time of their lives.

Our patients were asked how they would like the new environment to look and they wanted the space to feel inviting and calming. As we have patients of all ages, we wanted to ensure the artwork was pleasing and age appropriate for all. So, we chose separate designs for the children and adult areas. The design for the young people's art was inspired by one of our Physiotherapist's children.



Motivational artwork in the new Physiotherapy Gym



Artwork in one of the Children's clinic rooms

Value for Money

We believe the new artwork will promote great patient experience and will support a motivational journey for their recovery. For that reason, the artwork is worth every penny. 'Grosvenor Interiors' provided a great service and helped us to reach our goal. We are very grateful for their support and for our partnership with them.

Most off the shelf designs are geared to workout gyms, whereas this is a rehabilitation gym, so we wanted to give a positive feel to the space to help patients on their journey to recovery whilst encouraging them to challenge themselves to reach their goals.