

altro

## University College London Hospital, London

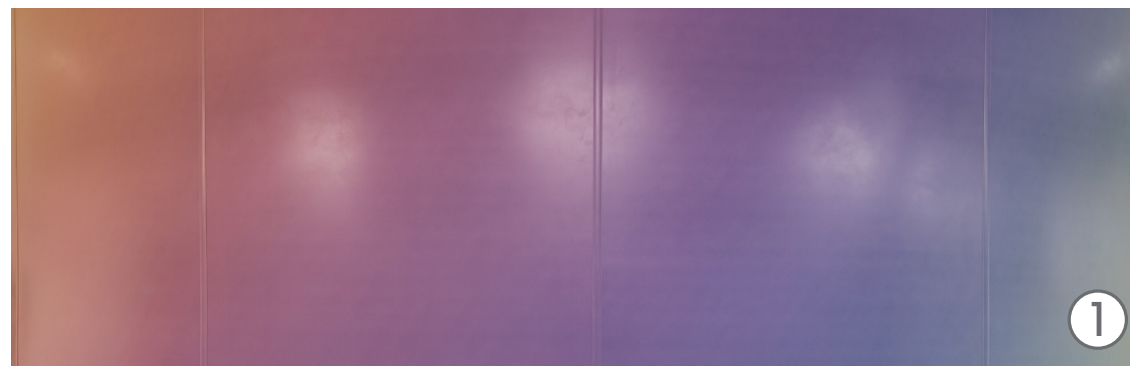
Art improves wellbeing in  
unique therapy centre



“

The print quality and colour resolution  
were simply excellent.”

Guy Noble,  
Arts Curator, UCLH Arts and  
Heritage programme



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1. Altro Whiterock Digiclad™ (Custom)





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### Art improves wellbeing in unique therapy centre

#### Issue

University College London Hospital (UCLH) accommodates a leading cancer facility, with inpatient wards for people with blood disorders, a critical care unit and surgical ward. The newly built Grafton Way building houses the Proton Beam Therapy Centre, a multi-million-pound investment in ground-breaking radiotherapy treatment. This new radiotherapy suite has the potential to improve and save lives of those suffering with blood disorders and complex cancers. With research showing an enhanced environment has a significant positive impact on wellbeing and outcomes, this project set out to improve the staff and patient experience by using wall art.

#### Approach

Guy Noble, Arts Curator with UCLH Arts and Heritage Programme curated the artwork prominently displayed in the facilities. Views of nature were the themes for the new building. Artwork to uplift, calm and distract were designed by Lucy Gough and Eloise Renouf for the critical care unit, with Alex Echo's work featuring in the Proton Beam Therapy Centre.

#### Solution

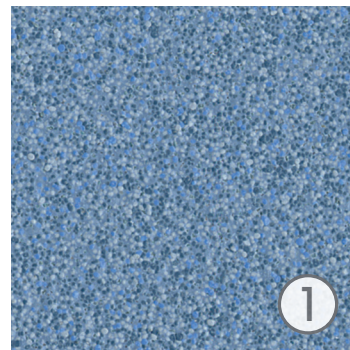
The walls needed to satisfy infection control requirements, have a robust nature, with cleanability and durability at the top of the agenda - Altro Whiterock Digiclad (Custom) fitted the bill perfectly. This ambitious art project was made possible by creating bespoke wall sheets.

"Altro Whiterock Digiclad (Custom) was the right choice for a number of reasons. It satisfies our infection control requirement, and our Fire Officer was more than happy with its fire rating too" said Guy Noble, Arts Curator, for the UCLH Arts and Heritage programme.



"The best [project] I was involved with last year, the ray of sunshine. Everyone involved was so positive about it, and it shows in the end result."

**Darren Baggett,**  
Internet Asset Entrepreneur



Altro Whiterock Digiclad™ (Custom) is a custom print option using UV cured inks onto an Altro Whiterock sheet from your photographic image or design. Great for feature walls, logos and to aid with signage. Inspired, unique, durable solution.

#### Looks great with:

1. Altro Pisces™
2. Altro Ensemble™
3. Altro Wood™ Comfort