



ORGAN DONATION

ARTWORKS

BY HOSPITAL ART STUDIO



# THE IMPORTANCE OF ORGAN DONATION ARTWORKS

Organ donation and transplantation is one of the greatest success stories of modern medicine, saving and transforming thousands of lives. Since 2021 all adults in England, Wales & Scotland are now considered to have agreed to be an organ donor when they die unless they have decided to 'opt out'.

But still, every year, hundreds of opportunities for transplants are missed.

It doesn't matter if organ and tissue donation in your hospital is a common occurrence or only two or three donors a year it's essential that everyone understand the importance of donation so that there are no missed opportunities.

This is why a recognisable donation memorial is so useful to get across the message to every department in your hospital as well as your local community.

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"Just as there is a war memorial in every park, every hospital should have a donation memorial. It's a small way to say to donors - you are not forgotten, and thank you."

Dale Gardiner | National Clinical Lead for Organ Donation



BRADFORD ROYAL INFIRMARY

## A TREE OF YORKSHIRE BIRDS

The Tree of Life has been used for millennia as a symbol of immortality and regeneration. In this tree, with an aged copper finish, birds gather amongst its branches as if clandestine fruits bringing new life and replacing leaves already fallen.

Birds flying around the exterior of the tree appear in a brighter verdigris copper finish. Symbolically this artwork represents donor recipients spreading their wings to enjoy renewed health and their new found freedom.





## WHAT TYPE OF DONATION MEMORIAL?

When a memorial is referred to, what may immediately come to mind is something sombre as found in a graveyard or a war memorial. But a donation artwork can be attractive yet prominent, featuring elements from nature in order to symbolise regeneration and thereby creating an uplifting and inspiring artwork that also acts as a memorial for donor families.

These artworks will always be a permanent feature for your hospital, created as an outdoor sculpture, a suspended ceiling sculpture or a wall artwork, and can be as big as the four-storey high wall artwork in Birds of Medway or as small as your budget and space allow such as Apple Blossom in Milton Keynes.

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“From initial concept design to final installation we were extremely impressed with the professionalism of Hospital Art Studio... The artwork stimulates discussion about organ donation and hopefully this will continue to increase the number of visitors who join the organ donor register.”

Dr Paul Hayden | Clinical Lead for Organ Donation Medway Maritime Hospital

# APPLE BLOSSOM

The gnarled branches of this 'Tree of Life' organ donor memorial artwork depict an apple tree bursting with springtime blossoms. We designed this sculptural wall artwork so that over the years, individual names of organ and tissue donors can be added to each blossom.

There are over 200 blossoms in total. The artwork is created in printed aluminium, the shapes cut out and fitted to the wall add depth and lustre.

MILTON KEYNES HOSPITAL





MEDWAY MARITIME HOSPITAL

## BIRDS OF MEDWAY

This semi-circular internal atrium is the hub of several main arterial corridors, yet the four storey high space was just an unused junction. We decided to utilise this blank canvas for an organ donation recognition artwork. Comprising of over 120 birds that inhabit the local estuary, all cut out of metal in a variety of aged finishes. The atrium is now a focal point in the hospital, a meeting place where visitors can sit in comfort. At other times this welcoming space transforms for meetings and events.

# HOW CAN ART PROMOTE ORGAN AND TISSUE DONATION?

Hospitals can often be scary or intimidating for patients; art is a perfect way to create a calmer and more welcoming environment. A striking donor artwork has even more significance and actually encourages people to engage. A descriptive plaque or some poetic wording can help contextualise and impart meaning. Once visitors are engaged, artworks can keep organ and tissue donation at the forefront of people's minds and later discuss donation with their families.

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## HOW TO ENGAGE THE LOCAL COMMUNITY?

Taking onboard local landmarks and the general landscape is important in the beginning of the design process, thereby building strong relationships with local communities, service users and staff. As a donor artwork develops it's important to ensure that the finished piece displays a strong sense of identity that is helpful in encouraging positive engagement.

The hospitals geographical location could instigate ideas and imagery that instil pride and fond memories for the local community. An Hourglass of Butterflies utilises butterflies that are indigenous to a nearby nature reserve, sycamore seeds that are also known as 'little helicopters' represent a town associated with the manufacture of helicopters in Yeovil's Verdigris Sycamore Seed sculpture.



*the Gift of Life*

*"It isn't what we say or think that defines us,  
but what we do."*

*Jane Austen, Sense and Sensibility*

Registering to become an organ and tissue donor is an act of great kindness that can save and transform the lives of many people. This sculpture is dedicated to all local donors and their families, who in their final hours gave a lifetime.

**About the Butterfly Hourglass Sculpture**

The facing lines of the hourglass resemble the passing of time, its points of sand replaced with butterflies, whose metamorphosis from caterpillars to a colorful insect is a metaphor for regeneration.

Butterflies of the base of the hourglass symbolize patients on the organ transplant waiting list, whilst those flying through the bellmouth represent recipients of the gift of life that are striving towards freedom, health and vitality and bringing joy to their lives.

Four butterflies have been chosen to represent the main species found in the region: meadow brown and common blue - Marlborough, Black Swallow, Painted Lady and Chrysothrix.

Responsible Hospital Organ Donation Committee

Rescued by Karen & Tony on the Request of Hospital Art Studio, who spent hours in the Verdigris Sycamore with permission from the Yeovil Council and support for the great cause.



## AN HOURGLASS OF BUTTERFLIES

Patients waiting to receive the 'gift of life' through organ donation often fear that time is running out. For this sculpture we have replaced the grains of sand with a positive image of butterflies flying free from the top of an hourglass. A symbolic message of regeneration, freedom and a celebration of life.







YEOVIL DISTRICT HOSPITAL

## VERDIGRIS SYCAMORE SEED

Sycamore seeds are often known as helicopters for the way they spiral to the ground creating new life. This sculpture depicts a single seed as if just fallen to earth, its tracery of veins containing uplifting words regarding organ donation.

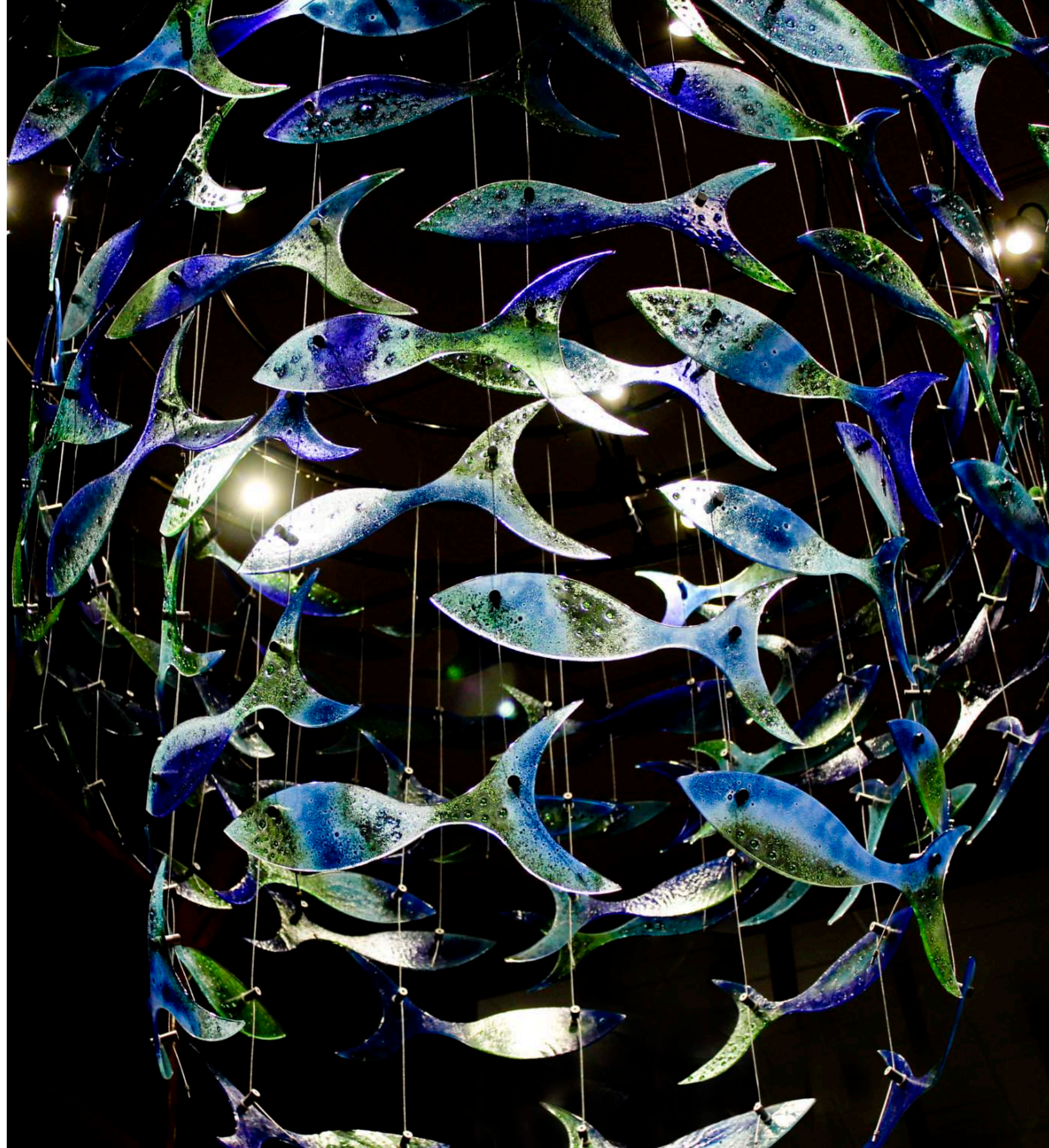
# SHOALING FISH

Often a hospital may wish for a large distinguishing artwork but don't have a sizeable entrance atrium in which to display it. We can help find that place, a space probably never considered before. This artwork is created for a large stairwell and is fully experienced by viewing through 360 degrees and on many levels.

The suspended sculpture is an iridescent vortex of steel and glass. Stylised waves, sea birds and the vitality of shoaling fish act as an uplifting metaphor – the wonder of nature and the gift of life.



YSBYTY GWYNEDD HOSPITAL, BANGOR





## GARDEN OF REMEMBRANCE

Creating artworks to be sited within nature requires a considered approach and a soft touch. When done well, art and nature can harmonise together, benefitting both the garden and the artwork. This sculpture uses gleaming copper with an aged patina and features butterflies gathering into a heart shape. The fragile, lacy wing characteristics allow the garden to be viewed around and through the sculpture. Sunlight bouncing off its surfaces gives an incandescent quality, shimmering with reflected colours of nearby plant life.

SALISBURY DISTRICT HOSPITAL



# ETERNAL MARTLETS

Courtyard gardens in hospitals are frequently underutilised or forgotten. Places that were once intended for quiet contemplation or calming distraction often become overgrown or are simply inaccessible to the public.

This sculpture was commissioned to breathe new life into one such space. Sculptures like this can create a focal point and encourage staff, patients and visitors to make better use of outdoor areas.

Shown in brass with a verdgris patina, this sculpture incorporates Martlets - a mythical bird with no feet, always flying and never landing. As an organ donation recognition sculpture, this is a compelling allegory for continuous effort, a meaningful symbol for new life and survival. The spiralling shape mimics flight and infers regeneration.





## SAILS AND SEABIRDS

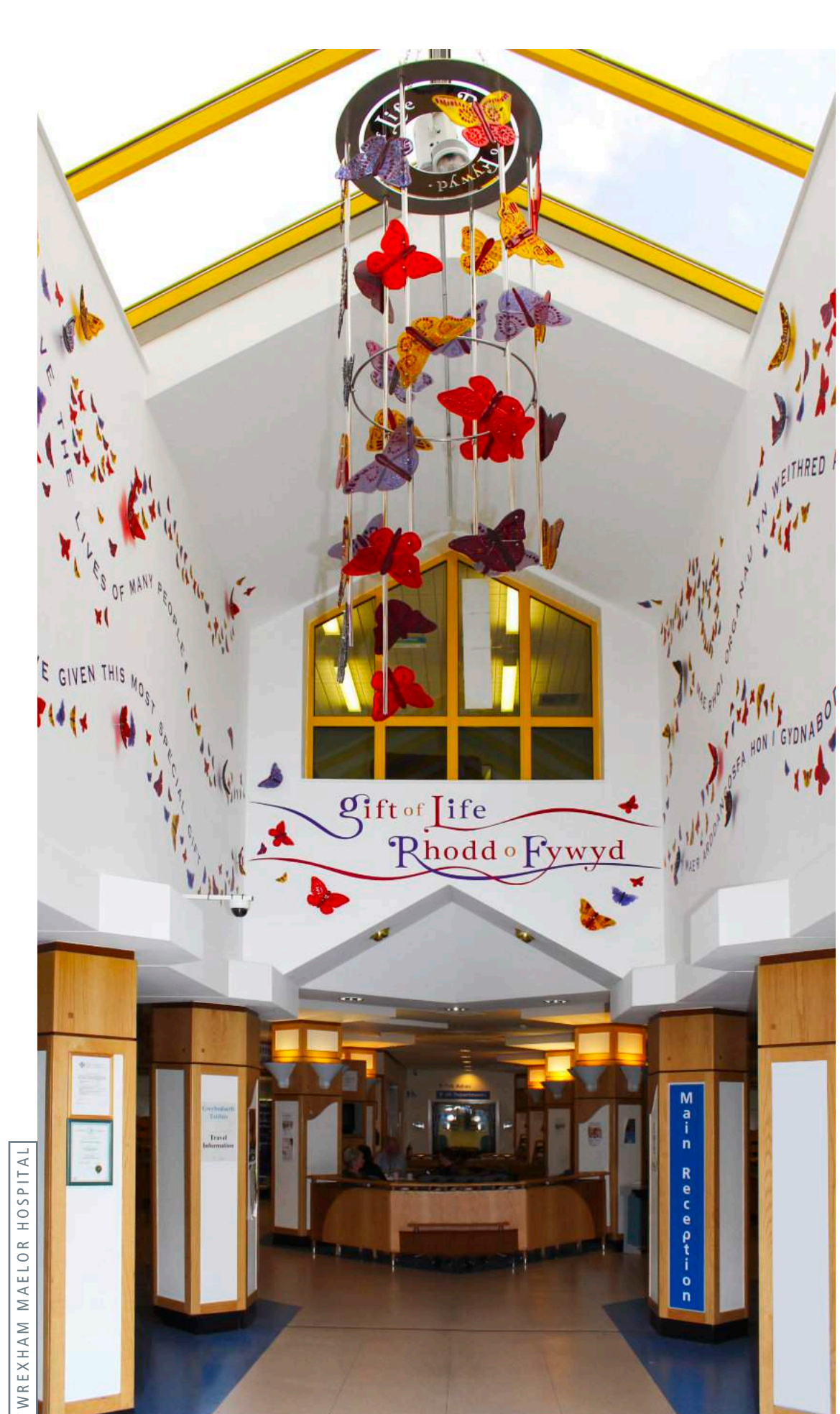
Southampton is famous for the biggest water-based boat show in Europe and many varieties of seabirds congregate around this area of estuaries and mud-flats.

Taking these key elements as inspiration we have depicted gulls soaring around an abstract representation of wind blown sailing ships, representing the freedom given by the gift of life.



## ATRIUM OF BUTTERFLIES

Bright light casting through this glass atrium entrance roof illuminates a dramatic suspended centrepiece in polished steel supporting more than 25 brilliantly coloured and patterned glass butterflies. Along the walls are trailing words about organ donation interspersed with flowing lines of fluttering butterflies.





ROYAL BERKSHIRE HOSPITAL, READING

## A HEART OF BUTTERFLIES

Butterflies indigenous to the region around the hospital congregate towards a heart shape to infer life and rebirth. Through their ongoing life cycles butterflies capture the idea of metamorphosis or regeneration linking perfectly as a thought provoking visual metaphor for organ donation.



## DANDELION SEED HEADS

Seed heads, such as those produced by the dandelion, are a strong metaphor for survival as billions of seeds can be spread with just the faintest of breezes allowing regeneration. On this artwork the outer circle of seed heads are intricately laser cut from stainless steel, the largest ones fixed off the wall with stand off fixings to seem like they are dynamically floating towards the viewer, light glinting off the steel adding vibrancy.



DERRIFORD HOSPITAL, PLYMOUTH

THE GIFT OF LIFE IS  
NATURE'S WAY OF CREATING AND  
CONTINUING LIFE.  
REGISTERING TO BECOME AN ORGAN DONOR  
IS AN ACT OF GREAT KINDNESS THAT COULD SAVE  
AND COVER EDUCATING LIFE TO MANY PEOPLE.  
THANK YOU  
TO THE BARRY WHO HAVE ALREADY GIVEN TO OTHERS





## A KALEIDOSCOPE OF BUTTERFLIES

A suspended spiral of butterflies created from metal to give strength yet conveying a fragile, lacy and almost seemingly transparent beauty. The coloured patterns impart a shimmering iridescent effect, beautifully picked out with the inclusion of lighting in the sculpture, to resemble the flash of a butterfly's wing in its fluttering flight.

SALISBURY DISTRICT HOSPITAL

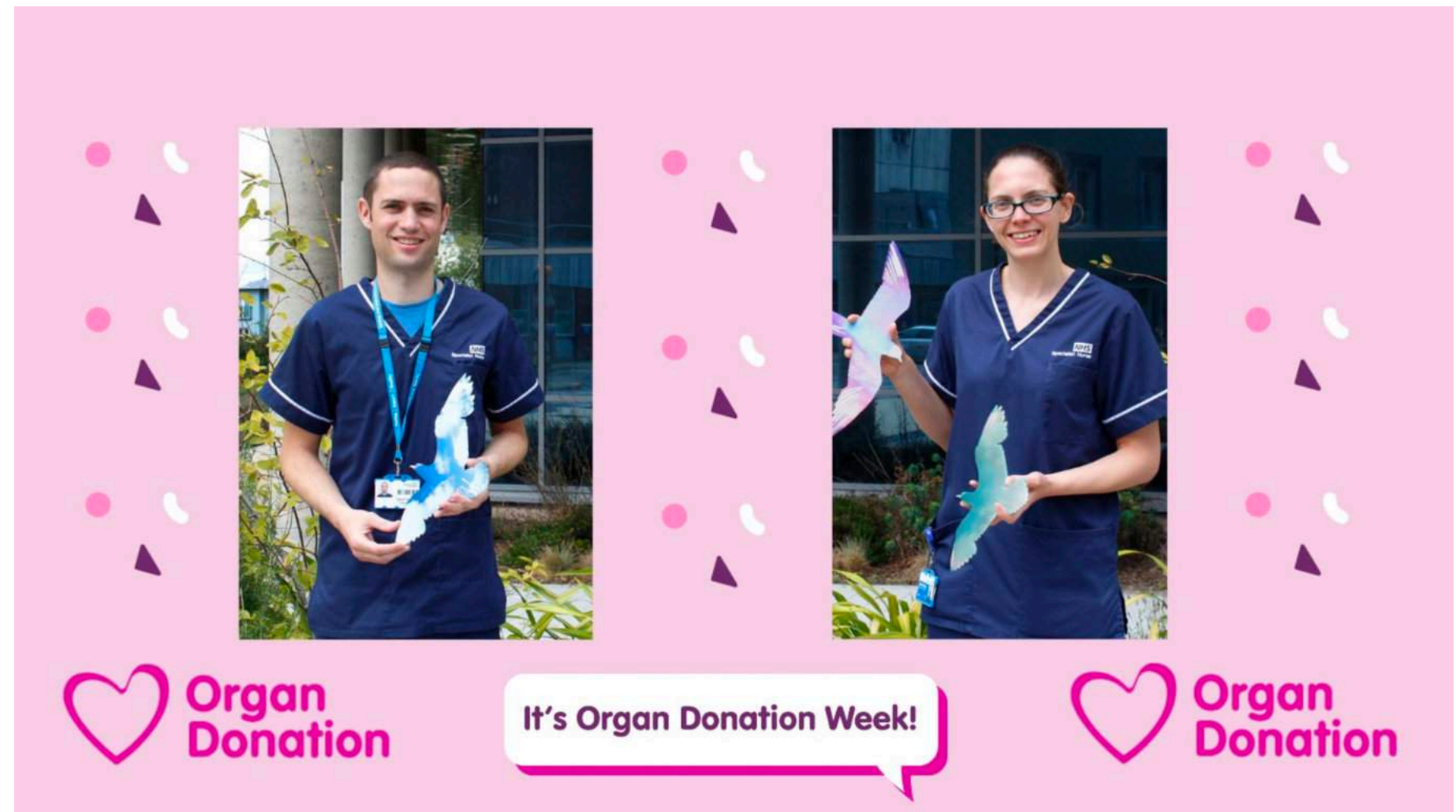


## OTHER WAYS TO PROMOTE ORGAN DONATION

Take a leading part in the promotion of organ and tissue donation both in your hospital and within your local community. Your Organ Donation Committee is expected to carry out some form of promotion activity during the annual Organ Donation Week held in September. At these times there is a fantastic opportunity to utilise your donation artwork, if you have one, as a branding and focal point.

If you have a donor recognition artwork use it as a beacon, a place to meet and greet in your hospital, raising awareness of the importance of donation.

Hospitals who already have a donation artwork have made the most of it by including the artwork in all promotion such as on banners and leaflets, social media platforms, promotional videos on YouTube, press releases and newspaper articles. Your hospital's communication team can help you with this.



## FUNDING

Consider and agree with your Organ Donation Committee how best to use the funding available to you. This funding might consist of the donor recognition funding available to NHSBT but some committees may also have access to charitable or other funding.

## FEEDBACK FOR OUR ARTWORKS



“This artwork provokes thought about organ donation but is also a sign of being reborn. The enormity of the piece really helps to get the message across. Organ donation has transformed my life beyond recognition. It’s the greatest gift that you can give. And if you’ve never talked about it, please do, as you could be someone’s hero as my donor is to me. It’s an incredible gift.”

Richard Burbidge | Double lung transplant patient | Royal Berkshire Hospital

“This is both brilliant and poignant at the same time. Thank you for creating this fantastic memorial. It really is a lovely way of thanking our organ and tissue donors over the years.”

Razdy Igasan | Specialist Nurse for Organ Donation | Bradford Royal Infirmary

“We are so pleased to have this beautiful artwork in place to recognise the gift of life given by organ and tissue donors and their families ... I particularly like how the ‘Sails and Seabirds’ represents not only the end of life journey of those who donate but also the new voyages that they offer the transplant recipients.”

Rachel Clare | Specialist Nurse for Organ Donation | University Hospital Southampton

## THE WAY WE WORK

To understand what will work best in your unique location we will listen, look, then listen some more to build a strong collaborative working partnership with all concerned. We are used to working both as part of a wider architectural team or providing a complete service from initial consultation through to managed installation.

## CREATIVITY WITH MEANING

Creativity is always foremost in our working practice, making sure the end result has meaning and visual impact. We will research the local environment and the communities around and about. We always aim to create artworks that are uniquely relevant to the locality.

## OUTCOMES

We create artworks and sculpture for internal and external locations. Our wall and suspended artworks can also feature lighting and include thoughtful explanatory text when relevant. We work with a wide range of materials and finishes having an eye for detail and professional commitment at all times.

## HOSPITAL ART STUDIO

Award winning artists and designers creating unique, permanent and relevant large scale art and integrated design for healthcare environments and in the wider public realm.



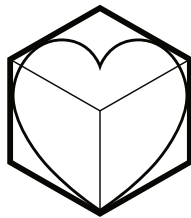
## CONTACT US

Contact us if you would like to find out more about our work and how we can work with you to create a unique artwork or sculpture, however large or small.

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