

## Great Ormond Street's interactive animal wall

Angus Montgomery

Jason Bruges Studio has created an interactive 'distraction artwork' at Great Ormond Street Hospital, designed for patients aged 1-16 on their way to operating theatre.



The installation, called The Nature Trail, runs along a 50m length of corridor and aims to create a calming and engaging route to surgery.

The installation features illuminated and interactive animal characters, including hedgehogs, horses and rabbits, which appear in a forest and foliage wallpaper.



The animals come to life when sensors in the ceiling sense movement below.

The images are animated using integrated LED panels – 70 LED panels using a total of 72 000 LEDs have been installed. These are embedded into the wall at varying heights in order to be accessible at different eye levels.



Bespoke printed wallpaper, which is hospital-grade, wipe-clean and easy to replace, provides the backdrop for the animals.

The first phase of The Nature Trail has been installed in the Theatre Floor within the hospital's new Morgan Stanley Clinical Building. Phase two of the work is set to launch in 2017.



An animal-based wayfinding and naming system for the new building was developed by Landor in 2010.

Natalie Robinson, deputy director of redevelopment for Great Ormond Street Hospital, says, 'The Nature Trail on the journey to theatre is an effective piece for patients.'

'The benefit of taking this kind of approach to distraction is a really positive experience for children and their families.'

**Fonte: Design Week. Disponível em: <<http://www.designweek.co.uk/news/great-ormond-street%E2%80%99s-interactive-animal-wall/3035740.article>>. Acesso em: 14 Dec. 2012.**