

# Transforming Your Passenger's Experience "Creating Intentional Space: Peace in Public Places"



**SENSORY ART  
TO ENHANCE  
PUBLIC TRANSIT'S  
PHYSICAL ENVIRONMENT**

**Duo-Gard and nationally renowned artist – author – lecturer Vara Kamin collaborate in a new concept for public transit shelters and stations.**

- Reduce passenger stress
- Contribute a sense of community
- Create positive rider perception
- Shape passenger experience
- Support respect for shared space
- Engage riders with special visual focus

## **A CONCEPT PROVEN IN HIGH-STRESS ENVIRONMENTS ACROSS AMERICA**

Radiology – Oncology – Pediatric Intensive Care – Emergency Rooms – Dialysis – OB/GYN  
Physical Therapy – Grieving Areas – Chapels – Medical & Surgical Patient Care Rooms



Johns Hopkins Hospital, Baltimore  
TomoTherapy Treatment Room



Health Partners Specialty Centers  
St. Paul, MRI Suites



LifeDiagnostics Imaging, Minneapolis  
HFA Interventional Pain Clinic

Images shown: Moon Drops® left and right. View from the Mesa® middle. Vara Kamin's Impressions of Light®



**Presenting New Possibilities  
In Public Transportation**

## Introduced at APTA Expo 2008



### Shelters Aim to Transform Passenger Experience Through Artist's Vision of "Creating Intentional Space: Peace in Public Places"

Transit providers searching for ways to transform tomorrow's passenger experience into positive perceptions, reactions and behaviors found new and possibilities at EXPO 2008 in a unique approach to art for stressful environments.

Duo-Gard Industries Inc., a leading innovator in custom transit shelters, introduced exclusive collaboration with nationally known artist Vara Kamin, Founder/President/Artistic Director of Impressions of Light Inc.

The introduction included an on-site shelter installation of the illuminated art panels for ceilings and walls.

An artist, author and lecturer, Kamin is renowned for her original art that has been replicated for several years and placed in hospitals and healing centers throughout the U.S. The images assist in decreasing anxiety in high-stress environments and are used in both adult and pediatric settings.

"Let's face it: despite its dynamic new popularity, public transit contributes to stress," says Michael Arvidson, Duo-Gard's executive vice president. He cites passengers' changes in routine, loss of privacy, waiting in inclement weather, interacting with unfamiliar cultures and bombardment with visual advertising. "Through our collaboration with artist Kamin, we offer the transit industry new and exciting potential," he adds.

Art in shelters is nothing new. Artist Kamin's approach is. This approach is currently in action at locations such as Johns Hopkins Hospital, Boston Children's Hospital, VA Medical Center in Fargo, Hennepin County Medical Center, Arkansas Children's Hospital and numerous urban, suburban, rural and international facilities.

At EXPO 2008, she and Duo-Gard introduced transit experts to a different level of art...a level that challenges our use of space and explores the concept of "Creating Intentional Space: Peace in Public Places" through color, form and a special focus shaped by the individual viewer's personal interpretation of the imagery.

Kamin views the shelters and stations as an interesting opportunity to support riders in a new and healthful way. Her images provide a visual respite and a positive point of focus. In effect, a counterbalance to a stressful environment. They're in a variety of healthcare settings to actively engage a viewer's imagination and stimulate the relaxation response.

In much of art, viewers are visually told what to see. In Kamin's sensory art, viewers become engaged in creating personal meaning from what they see.

"In the transportation industry, perhaps the placement of these unique images in shelters and stations could not only enhance rider experience," says Kamin, "but also potentially contribute to a sense of community by supporting a new level of respect for shared public space."

The image shown above is *Summer of Sundays*© Vara Kamin's Impressions of Light®.  
Portions of this article appeared in the October 6, 2008 issue of *Passenger Transport* magazine.

Images below and others are available from Vara Kamin's Impressions of Light®, original works of art in placements around the U.S.



Bridge of Light©

Pricilla's Garden©

Sea Garden©

Pool of Reflection©

Soul's Eyes©

View from the Mesa©

**Searching for ways to create a distinctive new statement for your community? Contact me and let's talk about where you want to take your public transit system. We can help you get there!**

Michael Arvidson 800-872-4404 or [marvidson@duo-gard.com](mailto:marvidson@duo-gard.com). [www.duo-gard.com](http://www.duo-gard.com)