

RELEASE 23/09/2021

## **CELEBRATING OUR 'BEAUTIFUL PLANET': A MAJOR NEW PROJECT WITH FOUR SEASONS HEALTH CARE GROUP**

Paintings in Hospitals is delighted to announce our first major collaboration with Four Seasons Health Care Group on a new inclusive digital art project to bring culture and creativity into the daily lives of thousands of care home residents and care staff.

Launching on Friday 24th September, National Day of Arts in Care Homes, the **Beautiful Planet** project will provide a range of art activities to over 160 care homes and communities across the UK.

As part of the project, 8,800 residents of Four Seasons Health Care and brighterkind homes will be able to view artworks from the Paintings in Hospitals collection both physically and digitally via screens and tablets. Residents will then have the chance to explore the imagery, techniques and inspirations found in the artworks first-hand through a suite of new engagement activities.

Using artworks that investigate the themes of Land, Sea and Sky, each activity is expertly designed by Paintings in Hospitals to offer support for participants' mental and physical health. This approach supports and complements FSHC Group's existing Magic Moments programme aimed at providing activities for the mind, body, and soul.

Delivered by 350 Magic Moments coordinators, the Beautiful Planet project will also connect with over 13,000 care staff, and will provide artwork-inspired activities including, collage making, abstract photography, sunlit walks, stargazing, and word association.

Dominic Harbour, Relationship & Development Manager at Paintings in Hospitals, said: "Engaging with and creating art is part of what it means to be human, and we have been doing it since prehistoric times. Given the technologies available to us today, we can now be even more inclusive and creative than ever. The Beautiful Planet project allows us to share artworks with nearly 10,000 care home residents nationally, using high-resolution digital images and a range of resources that include audio playlists, wellbeing videos, and live webcams. Most exciting of all is how the project focuses on individual health and wellbeing through personal creativity, involving anything from keeping a sketchbook or making digital photographs, to enjoying nature or listening to music. We are delighted to be helping Four Seasons and brighterkind residents find support for their health, happiness and wellbeing through these specially-designed activities."

Steve Gardner, Head of Product Development at Four Seasons Health Care Group, said: "Arts and culture offer a wide variety of opportunities to stimulate a diverse range of interests, has many benefits for health and wellbeing and has always been an important feature in our Magic Moments activities programme. It has a wonderful way of evoking special memories and making us reflect in a way that's personal to everyone. The range of activities associated with the project aren't restricted to creating art, but do guarantee creativity, thoughtful discussion and good times."

**ENDS**

## PRESS ENQUIRIES

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[dh@paintingsinhospitals.org.uk](mailto:dh@paintingsinhospitals.org.uk)

## RESOURCES

Hi-res images available via Dropbox:

<https://www.dropbox.com/sh/x5x0vknht00I7s8/AAC3fkQXnAwGFZFf3Qfa0rdya?dl=0>



A patient taking part in a Paintings in Hospitals art workshop at St Michaels Hospice Hereford.

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## NOTES TO EDITORS

### ABOUT PAINTINGS IN HOSPITALS

[Paintings in Hospitals](https://www.paintingsinhospitals.org.uk) is the only national art collection of its kind. Founded in 1959, the charity uses visual art to transform care spaces and inspire wellbeing for patients and carers. Paintings in Hospitals is partnered with 180 care organisations across the UK, lending its art and facilitating [creative workshops](#). The Paintings in Hospitals collection holds 4,000 artworks, including pieces by Bridget Riley, Antony Gormley, Maggi Hambling, Yinka Shonibare, Helen Chadwick, Anish Kapoor, Elizabeth Blackadder, Anni Albers, Ben Rivers, Catherine Yass, Alexander Calder, Dame Elisabeth Frink, and more. In 2019 Paintings in Hospitals partnered with the National Gallery to bring a rare 17<sup>th</sup>-century masterpiece by [Artemisia Gentileschi](#) (worth £3.6 million) to a GP surgery in Yorkshire. And in 2020 Paintings in Hospitals partnered with Google Arts & Culture and artist Tom Croft for the global Healthcare Heroes virtual exhibition. The charity has previously partnered with the V&A, Arts Council Collection, Wallace Collection, and Hayward Gallery. Paintings in Hospitals is a Registered Charity (1065963).

Website: [www.paintingsinhospitals.org.uk](http://www.paintingsinhospitals.org.uk)

Twitter: [@artinhospitals](https://twitter.com/artinhospitals)

Instagram: [@PaintingsinHospitals](https://www.instagram.com/PaintingsinHospitals)

## ABOUT FOUR SEASONS HEALTH CARE GROUP

[Four Seasons Health Care Group](https://www.fshc.co.uk) is one of the UK's largest independent health care providers. Operating under the Four Seasons Health Care and brighterkind brands, the Group comprises of 166 care homes across the UK caring for nearly 9000 people. We provide long-term and respite residential and nursing care for older people and are an award winning, sector leader in specialist dementia care.

We also offer rehabilitation and reablement for those who are have a health setback and just need time to recover. Our mental health and learning disability communities support individuals to lead independent lives through empowering environments, understanding teams and holistic care plans.

Website: [www.fshc.co.uk](https://www.fshc.co.uk)

Twitter: @FourSeasonsHCUK

Instagram: @fourseasonshc