

Lobby Photo Exhibit Calms, Entertains Patients

By Aleta Walther
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As practice manager of client relations for Wheat Ridge Animal Hospital in Wheat Ridge,

Colo., Nadja Torling is always looking for ways to reduce pet owners' stress at her general practice, specialty and emergency hospital.

At Torling's urging, the 25-

veterinarian practice recently incorporated an art exhibit into its reception area decor.

The subjects? Animals, of course.

"I was in a restaurant that displayed the work of local artists," Torling said. "We were remodeling our lobby at the time and I thought the photos would give it a fresh look. I also thought such an art display would enhance our waiting area, uplift and entertain our clients, and in some cases, maybe even distract them. We have been surprised by how positive the feedback has been."

As a specialty and emergency hospital, Wheat Ridge sees many animals whose owners come in feeling stressed over a pet's health emergency, Torling said, adding that clients say they find the photos relaxing.

Wheat Ridge is a small animal hospital, but the exhibit



showcases a variety of species, including whales, horses, frogs and ants. All photos are for sale, but prices are not posted. A small sign advises clients to see the receptionist for information about purchasing photos.

The 22 photos on display are the work of Nathan Closson and Erin Sturga. Many other area photographers have expressed interest in displaying their work at Wheat Ridge, so Torling anticipates the art exhibit will be ongoing. The artwork will

change every three months to provide regular clients a change of scenery.

"We are always looking to build awareness of our services and we thought the art exhibit would provide a win-win opportunity for the hospital, the artists and our clients," she said. "If more people hear about us, our services, from the artists, our clients who tell friends about the art, or publications that write about what we are doing, that's great."

