
FREE DESIGNER RESOURCE

Choosing Nature Artwork for Commercial Interiors

A practical planning guide for healthcare, senior living, hospitality, office, wellness, and other client-facing spaces.

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Begin with the space, the people, and the desired experience.

The strongest artwork plans do more than match a color palette. They support how a room should feel, how people move through it, and what the project should communicate.

1

Define the room's purpose.

Is the space meant to reassure, energize, welcome, orient, support conversation, or create a memorable sense of place?

2

Consider the primary viewer.

Patients, residents, guests, employees, families, and visitors may respond differently to scale, contrast, subject matter, and visual complexity.

3

Identify the visual role.

Artwork may function as a quiet background element, a destination feature, a regional story, a wayfinding cue, or a coordinated collection across multiple rooms.

4

Review practical constraints.

Note wall dimensions, sightlines, lighting, glare, installation requirements, cleaning needs, budget, quantity, and the project's schedule.

Useful starting question: What should a person feel within the first few seconds of entering this room?

Choose artwork large enough to belong to the architecture.

Undersized artwork is one of the most common problems in both residential and commercial interiors. Use these sizes as flexible starting points, then adjust for the wall, furniture, ceiling height, and viewing distance.

STARTING SIZE	OFTEN USEFUL FOR	PLANNING NOTE
24x36 or 30x40	Private offices, consultation rooms, smaller resident rooms, narrow walls, and secondary placements.	Works best when the artwork supports the space rather than carrying the entire wall.
30x45 or 36x48	Seating areas, bedrooms, office lounges, dining areas, therapy rooms, and mid-sized feature walls.	A versatile range with enough presence for many client-facing rooms.
40x60 and larger	Reception walls, waiting rooms, lobbies, large corridors, hospitality spaces, and statement walls.	Use when the artwork must read clearly from a distance or anchor a larger volume.
Coordinated groupings	Long corridors, multi-room projects, resident wings, guest floors, and workplace collections.	Repeat a visual language while varying subject, orientation, and scale.

01

Check sightlines.

View the artwork from the entrance, main seating, reception desk, corridor approach, and other important decision points.

02

Respect breathing room.

Allow enough negative space around the artwork so it reads intentionally rather than feeling squeezed into the wall.

03

Coordinate orientation.

Wide landscapes suit long walls and furniture groupings. Vertical work can strengthen narrow walls, columns, and corridor ends.

04

Mock up before ordering.

A room photograph and wall dimensions make it easier to confirm scale and placement before production.

Select nature imagery by atmosphere, not color alone.

Color can help artwork connect to the interior, but subject, depth, contrast, season, and visual movement often shape the emotional effect more strongly.

WATER

Calm and visual escape

Soft shorelines, streams, waterfalls, mist, and reflective water can create a quieter focal point for wellness, therapy, healthcare, hospitality, and restful rooms.

FOREST

Warmth and connection

Woodland light, paths, trees, and seasonal foliage can introduce texture, familiarity, and a biophilic sense of shelter.

MOUNTAINS

Scale and aspiration

Mountain imagery adds depth and a stronger visual destination, making it useful for lobbies, offices, hospitality interiors, and statement walls.

OPEN HORIZONS

Space and breathing room

Prairie, roads, sky, badlands, and open landscapes can make enclosed interiors feel more expansive and less visually crowded.

MONOCHROME

Restraint and cohesion

Black-and-white or muted artwork can support sophisticated palettes while allowing architecture, materials, and furnishings to remain dominant.

REGIONAL LANDSCAPES

Identity and story

Artwork connected to Ohio or a project's destination can create a more specific experience than generic decorative imagery.

Collection strategy: For multi-room projects, choose one visual family - such as quiet water, regional landscapes, or monochrome nature - and vary the images without losing cohesion.

Match the presentation to the room and project requirements.

The same image can feel residential, understated, contemporary, or highly polished depending on its substrate, frame, glazing, and finish.

Framed Paper Prints

Refined and flexible for offices, resident rooms, hospitality suites, consultation spaces, lounges, and other interiors where a classic presentation is appropriate.

Canvas

Warm and approachable, with no glazing. Often useful for residential-feeling interiors, cabins, senior living, casual hospitality, and rooms where reflections are a concern.

Acrylic

Polished, dimensional, and contemporary. Useful when the project needs stronger visual depth, crisp color, or a more elevated modern presentation.

Metal

Clean and durable in appearance, with a modern profile. Often considered for offices, commercial corridors, and high-traffic contemporary environments.

Frame direction

Thin matte black frames are versatile and architectural. Natural oak or walnut can add warmth. White frames may suit bright coastal or minimal interiors. Coordinate the frame with the room's metalwork, millwork, and overall contrast.

Project review

Before specifying, confirm accepted materials, glazing or glare concerns, cleaning expectations, required certifications, installation method, and whether local codes or facility policies affect the final presentation.

Adjust the artwork strategy to the project type.

Healthcare & Wellness

Prioritize reassuring, legible imagery with moderate visual complexity. Water, familiar regional scenes, forests, and open landscapes can support waiting rooms, consultation spaces, patient areas, and corridors.

Senior Living

Use warm, recognizable, and dignified imagery. Regional landscapes and seasonal nature can support resident connection, conversation, orientation, and a less institutional atmosphere.

Hospitality

Create a memorable sense of place through coordinated artwork for lobbies, guestrooms, suites, restaurants, lounges, and corridors. Consider bolder scale in arrival and gathering spaces.

Office & Workplace

Use artwork to soften reception, reinforce regional identity, and create visual destinations in executive offices, conference rooms, corridors, and employee spaces.

Therapy & Consultation

Choose quieter imagery that does not compete with conversation. Soft water, fog, gentle pathways, and low-contrast landscapes often provide a restful visual anchor.

Multi-Site Projects

Establish a repeatable collection system with approved subjects, formats, frame directions, and size tiers while allowing each site to retain a local or room-specific character.

Professional support available: project-specific curation, coordinated collections, custom sizing guidance, room mockups, and help narrowing imagery by atmosphere and application.

Information that makes artwork selection faster and more accurate.

☐ Project type and room function	☐ Wall dimensions and ceiling height
☐ Room photographs or renderings	☐ Primary viewing distance and sightlines
☐ Desired atmosphere or emotional goal	☐ Palette, materials, and finish direction
☐ Preferred subjects or regional connection	☐ Format, frame, and glare requirements
☐ Quantity and coordinated collection needs	☐ Budget range and production schedule
☐ Installation and facility restrictions	☐ Decision-makers and approval process

WORK WITH DAN

Need a small curated selection for a project?

Send the room type, wall dimensions, a photo or rendering, and the atmosphere you want to create. Dan can suggest suitable images, scale, format, and collection direction.

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dsproul.com/for-designers.html



This guide provides practical starting points rather than project-specific specifications. Final artwork size, material, framing, installation, and compliance decisions should be confirmed for each project and facility.