

Picture That Awarded Major Healthcare Facilities Art Consulting Project by Bridgeport Hospital

Will Provide Specialized Consulting & Project Management Services in Selecting, Framing and Installing Works of Art For New 120,000 Sq Ft Outpatient Medical Building



Stamford, Connecticut (September 26, 2014) Valerie A. Cooper, founder and owner of Stamford-based Picture That LLC, announced her firm has been awarded a large-scale art consulting project by Bridgeport Hospital for the new 120,000 square foot medical office building on its outpatient campus at 5520 Park Avenue in Trumbull, conveniently located just off the Merritt Parkway at Exit 47.

The award-winning entrepreneur, who launched her corporate art consulting business 12 years ago, recently joined hospital officials in a groundbreaking ceremony for what Bridgeport Hospital's President and CEO **William Jennings** said was a "game changer for health care in the communities we serve." The facility is scheduled to open March 2016.

Over the next 18 months, Ms. Cooper's firm will provide specialized art consulting and project management services in selecting, purchasing, commissioning and installing numerous works of art including sculpture that will grace the lobbies, corridors as well as specialized medical suites including a Smilow Cancer Care Center with Healing Garden and a Breast Care Center. The new addition will serve as a regional hub of an outpatient campus providing ambulatory surgery as well as a full range of support services for patients and their families.

Commenting on the collaboration between Picture That and Bridgeport Hospital, Mr. Jennings stated: "Picture That has successfully worked with the Yale New Haven Health System in the past as well as with Bridgeport Hospital. We look forward to working with Ms. Cooper and her team again in selecting the art for what will be the centerpiece of the region's preeminent outpatient care campus."

Bridgeport Hospital continues Picture That's expansion into the healthcare facilities art consulting sector which has emerged as the "busiest and fastest growing segment of our business," said Ms. Cooper. She added: "We have positioned our firm to meet the needs of hospitals and other healthcare providers that are constructing new facilities and undertaking major renovations in a rapidly changing healthcare services landscape focused on outpatient services."

Picture That's foray into the healthcare sector began in 2010 when **Pamela Scagliarini**, Vice President, Supply Chain Management, YNNHS, retained Cooper's firm to outfit a new facility located at 2 Howe Street on the New Haven campus. Subsequently, Picture That installed art in several facilities for YNNHS's extensive network of affiliates including Smilow Cancer Center-Torrington; Bridgeport Hospital's Ahlbin Rehabilitation and Industrial Medical Centers and YNNHS Compliance at One Church Street, New Haven.

More recently, Picture That completed a large-scale project for Saint Francis Hospital in Hartford for its new 57,753-square foot technology and finance center. The results of that engagement led to Ms. Cooper's firm being nominated by Saint Francis Hospital for and subsequently winning the prestigious [2014 Greater New England Minority Supplier Development Council \(GNEMSDC\) Supplier of the Year Award](#).

Last year, Ms. Cooper attended the inaugural class of GNEMSDC's Community Business School which was also designed to provide networking opportunities for participants, a value proposition that worked in Ms. Cooper's favor when she met Mr. Jennings who was sitting next to her. As a result of that meeting, she learned about Bridgeport Hospital's expansion plans. She was later invited to make a presentation about her firm's capabilities, the first step that led to Picture That winning the contract for the hospital's massive art consulting project.

Dr. Fred W. McKinney, [President of GNEMSDC](#), lauded Ms. Cooper for her exemplary leadership role, especially for the Community Business School's mission in providing targeted entrepreneurial education for local small businesses and entrepreneurs. "It was a huge success thanks to Ms. Cooper's outstanding participation. That is why we invited her this year to serve as a Dean of the Community Business School to help design the curriculum and select speakers for our fall semester starting October 11," explained Dr. McKinney. "Our greater New England business community is fortunate to have the support of a talented and dedicated professional like Ms. Cooper," he noted.

About Picture That LLC

Picture That was established in 2002 in Stamford, Connecticut, specializing in art consulting, appraisal, collection, management and curatorial services for corporations, healthcare organizations and academic institutions nationwide. The firm has assembled an extensive team of art professionals including designers, art handlers, appraisers, restoration specialists and fine art trained technologists. In addition, artwork by a diverse composite of established and emerging artists are used to implement award-winning solutions.

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