

Picture That

ART CONSULTANTS

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Valerie Cooper, Stamford's Successful Entrepreneur, Makes Impact in Growing Healthcare Facilities Sector As Corporate Art Consultant

Her firm, Picture That, Strengthens Reputation with Projects For New Haven Healthcare System and Saint Francis Hospital

Stamford, Connecticut (April 24, 2014) **Valerie A. Cooper**, the Stamford entrepreneur who founded 12 years ago the successful corporate full-service art consulting firm, Picture That LLC., was recently among a small group of accomplished women who were presented the first "Women Making an Impact" Awards by the Fairfield and Westchester County Business Journals.

The latest accolade, one of several she has earned throughout her distinguished career, coincides with significant advances Cooper's firm has made in the healthcare facilities sector. "The healthcare industry is currently our busiest and fastest-growing area as hospitals and other healthcare providers aggressively construct new facilities and undertake major renovations to meet the growing demands for, and changes in, the delivery of healthcare services," she said.

Cooper added: "Hospital administrators recognize the important role art plays in the healing process. Further, Picture That's extensive portfolio of artwork includes paintings, works on paper, photography and sculpture that speak to diverse populations of constituents including patients, employees, visitors, shareholders and the community at large."

Picture That's initial foray into Connecticut's healthcare market began in 2010 when it was retained as a primary art vendor for Yale New Haven Health System (YNHHS) to outfit a new facility on the New Haven campus. Picture That has since installed art in several facilities for YNHHS's extensive network of affiliates including Smilow Cancer Center; and Bridgeport Hospital's Ahlbin Rehabilitation and Industrial Medical Centers. Client testimonials have affirmed the reputation for excellence that Cooper's firm has earned.

Cooper notes that these YNHHS art consulting projects, along with her affiliations with the Connecticut Hospital Association and the Great New England Minority

Supplier Development Council, were catalysts for securing a contract with Saint Francis Hospital and Medical Center's new technology and finance center in Hartford.

When renovations are complete in July for Saint Francis Hospital's five-floor, 57,753 square-foot facility, employees and visitors will see 72 works of art comprising tranquil scenes of sunflowers and autumnal foliage; sunrises and sunsets; local and regional waterscapes; and current cityscapes as well as vintage photos from Hartford's past. "It is designed to be a visually stimulating yet educationally attractive collection, whose mission is to reflect the culture, history and surroundings of St. Francis Hospital, an integral part of the Hartford community for more than 100 years," Cooper explained.

Saint Francis Hospital nominated her firm for the Greater New England Minority Supplier Development Council's (GNEMSDC) prestigious Supplier of the Year Award. Cooper's firm is one of three nominees in the category based on similar sized businesses. In making the nomination, **Robert Falaguerra**, Vice President for Facilities, Support Services and Construction at Saint Francis, noted: "Valerie and her firm did a splendid job evaluating the art and complying with our wishes while maintaining the established budget. It was a pleasure working with Valerie who selected, framed and installed the art in our new building."

The GNEMSDC winners will be announced at an awards ceremony on May 6 but, for Cooper, getting the nomination for a very significant sized project, and an endorsement from a leading healthcare provider like Saint Francis Hospital, will be very helpful in her strategic plan to increase market share in Connecticut and regionally in the burgeoning healthcare facilities market. "This is a very exciting time for my team and I."

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.