



CADE TOMPKINS PROJECTS

Art Strategy for Healthcare Institutions

Healthcare Is Experienced Before It Is Evaluated



Patients experience the environment before clinical care.

Reception. Corridors. Waiting areas. Treatment rooms.

Within minutes, judgments form about competence, safety, and trust.

Many major hospitals now integrate visual strategy into environmental planning to shape perception, reinforce confidence, and support overall experience.

Cade Tompkins Projects brings large-scale hospital experience from the United States to institutions across the region.



Introduction to Cade Tompkins Projects UAE

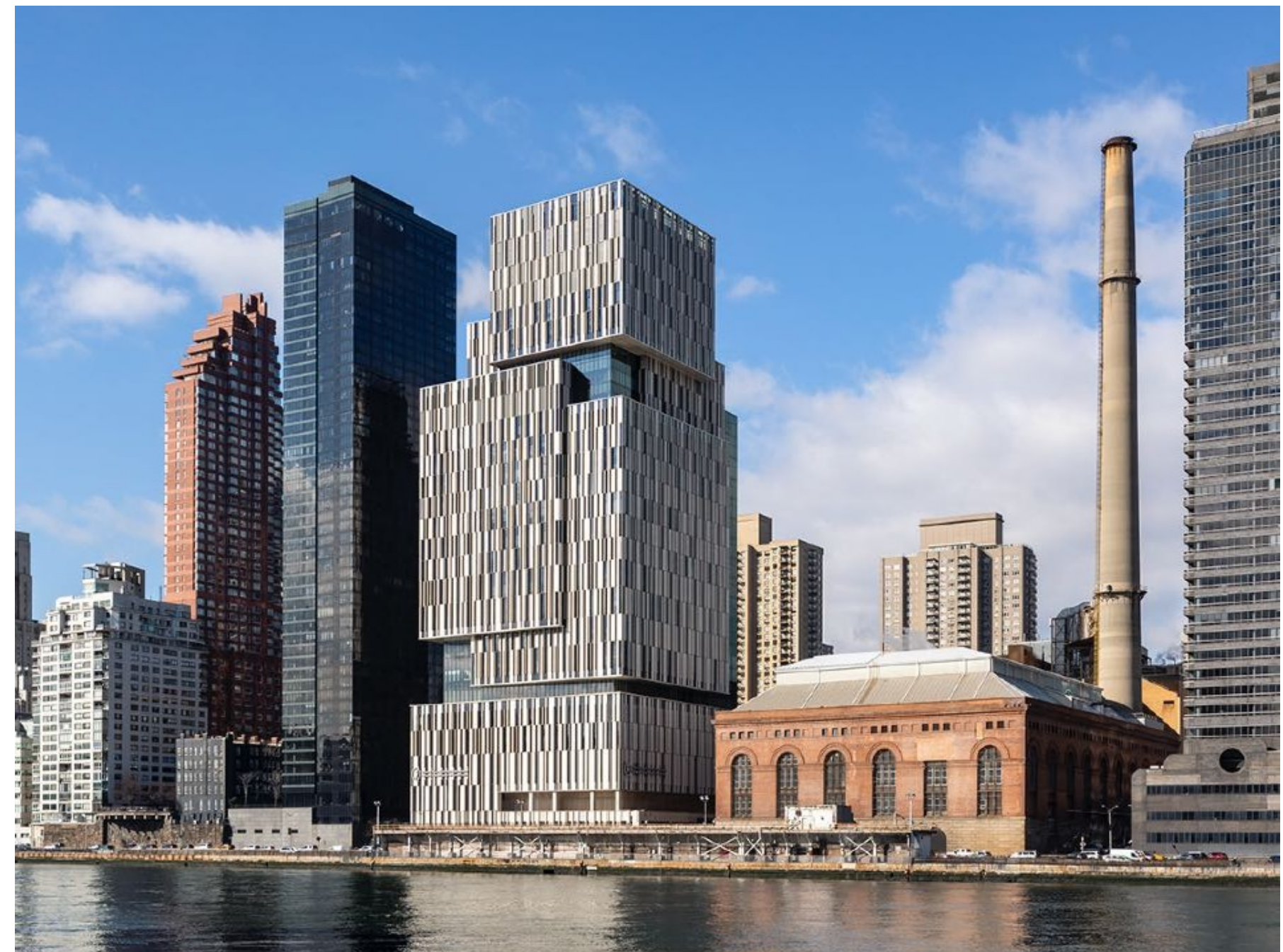


Cade Tompkins Projects (CTP) is a Dubai based firm specializing in art strategy and integration for healthcare institutions.

Our leadership brings over eight decades of combined experience in art collections, curatorial practice, and institutional business strategy.

We operate across the GCC and the United States, delivering projects at multiple scales, from single works to full hospital environments, in both new construction and active medical settings.

We curate art collections that function within real hospital environments and reflect the cultural setting of each institution.



Memorial Sloan Kettering Headquarters
David H. Koch Center for Cancer Care
25 floors + 1,250 artworks

Healthcare Art Strategy and Full Service Execution



Curatorial Strategy and Cultural Alignment

Artwork integrated with clinical function, architecture and institutional identity.

Artist Sourcing and Commissioning

Regional and international artists for custom commissions, large scale works, and integrated installations.

Project Management and Budget Planning

Concept development through installation, including floor plan analysis, art procurement, fabrication, and oversight. Budget phasing aligned with construction timelines and funding cycles.

Collection Stewardship

Museum standard inventory systems, documentation, and long term management.



Regional Cultural Integration



Healthcare institutions in the UAE serve Emirati communities while also caring for a diverse international population.

Artist selection reflects this context.

We prioritize strong engagement with Emirati artists, followed by GCC and broader regional voices, with selected international artists included where appropriate.

This approach supports institutional identity, contributes to the region's creative economy and aligns with the UAE's cultural development priorities.



Healthcare Requires Specialized Expertise



Clinical settings impose constraints

Infection control protocols

Fire and safety compliance

Material durability requirements

Cleaning and maintenance standards

Mounting and security specifications

Patient sensitivity considerations

Healthcare art integration requires specialized clinical and compliance expertise. Our projects are structured within these parameters from the start.



Evidence Based Impact



Peer-reviewed research links the visual environment to measurable outcomes including:

Reduced patient anxiety and perceived pain

Improved patient satisfaction and likelihood to return or recommend

Stronger staff morale and retention

Reduced stress in high-volume treatment settings

Clearer wayfinding and smoother patient flow

Selected research referenced in appendix.



Selected Healthcare Clients



Memorial Sloan Kettering Cancer Center, New York, NY
Headquarters, David H. Koch Center for Cancer Care

Hospital for Special Surgery, New York, NY

Hospital for Special Surgery, Paramus, NJ Stanford

Health Care, Stanford, CA

NYU Langone Health, New York, NY

Women & Infants Hospital, Providence, RI

Montage Health Foundation, Monterey, CA

Rhode Island Hospital, Brown University, Providence, RI

Brigham and Women's Hospital, Boston, MA

Massachusetts General Hospital, Boston, MA

Cleveland Clinic, Cleveland OH

Memorial Sloan Kettering Cancer Center, Nassau, NY



Case Study: Memorial Sloan Kettering

Headquarters, David H. Koch Center for Cancer Care, NY, NY



Scope

Full art integration executed across the entire 25-floor facility.

Approximately 1,250 artworks integrated throughout clinical and public spaces.

Environment

High-volume oncology environment serving up to 1,300 patients daily.

Impact

Documented staff and patient feedback recognizing the collection as an integral component of the treatment experience.

Art integration functioning as a therapeutic tool supporting structured patient movement across floors.

Program reinforcing institutional identity within a complex clinical setting.

Coordination

Developed in coordination with architectural, facilities, and clinical operations teams.



How to Begin: Consultation and Art Assessment



We begin with a consultation meeting to align on mission, priorities, and project scope.

Upon agreement to proceed, the art assessment includes:

- On site review with leadership and facilities teams
- Clinical zoning analysis from floor plans
- Preliminary art integration framework
- Budget modeling by department or phase
- Written art integration strategy including zoning, wayfinding markers, budget guidance, and long term stewardship plan

Duration: 2–5 weeks



Integration within Design and Construction Processes



Early Planning Advantages

Art zoning aligned with clinical flow
Embedded wayfinding cues
Structured budget allocation
Simplified installation logistics
Defined institutional identity from inception

Equally effective in new construction and renovation projects.



Patient Perspective



I am a patient at MSK in Manhattan and wanted to say thank you for your beautiful pieces. I'm an outdoor person and walking the halls and stopping to enjoy the art made a difficult time much easier.

Former MSK Patient

While accompanying my sister during treatment, I found myself walking the hospital and viewing the art. The experience felt more like a cultural space than a medical building. It eased my stress of long visits and changed how I experienced the hospital.

Family Member of MSK Patient

Clinical Perspective



Over 200 patients receive infusion therapy daily on our 15th floor. The artwork provides patients and staff with energy and optimism during demanding days.

Memorial Sloan Kettering Chaplain
David H. Koch Center, New York





Why Healthcare Leadership Engage Us

Full facility hospital curated art integration at institutional scale

Structured model aligned with capital planning

Regional cultural expertise grounded in UAE presence

Cade Tompkins Projects UAE Team



Cade Tompkins
President and CEO

Over four decades placing art in leading hospitals, museums, and institutional environments. Founder of Cade Tompkins Projects. Member IFPDA and ASA. Speaker at international healthcare and cultural forums.



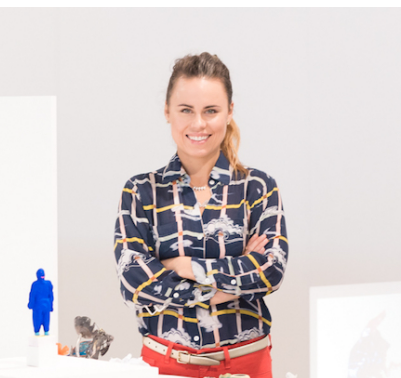
Charles Al Sidawi
Partner

Regional business leader and celebrated art collector based in Dubai. INSEAD graduate with executive tenure across Europe and the Middle East. Provides strategic oversight and regional institutional alignment for healthcare and government projects.



Philippe Al Sidawi
VP Business Development

Dubai born institutional partnership specialist focused on healthcare, government, and corporate integration across the Gulf. Brings regional insight and strategic growth experience. BA Syracuse University



Paulina Bebecka
VP Strategic Partnerships

Curator and art dealer with over 20 years of experience across the New York, Rome, and Dubai. Leads healthcare development and institutional partnerships in the UAE. MA, Sotheby’s Institute of Art.

Contacts



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Appendix: Selected Research and References



Policy and Evidence Synthesis

- World Health Organization Regional Office for Europe. Fancourt, D., & Finn, S. (2019). What is the evidence on the role of the arts in improving health and well being? A scoping review. Health Evidence Network Synthesis Report 67.
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Economic and Strategic Impact

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