



P O R T F O L I O

Hospitals & Healthcare

2026

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PEDIATRIC

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Case studies reveal pediatric anxiety in medical settings often stems from past trauma (like painful IVs), fear of the unknown (unfamiliar places, people, procedures), and lack of control, manifesting as physical symptoms (shaky hands, stomach aches) or behavioral refusal.

Hospital environments can also be distressing for pediatric patients, particularly before surgery.

Preoperative anxiety is a common issue among children, potentially leading to adverse psychological and physiological effects.



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Soothing Visuals

Child-friendly environmental modifications, such as incorporating cartoon characters and natural scenery in hospital design, may help reduce anxiety and improve patient experience.





ICU

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ICU patients indicate a strong preference for visual stimuli that are calming, provide a connection to the outside world, and offer a positive distraction from the hospital environment.





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Patients and nursing experts agree that **nature scenes** are **beneficial for mental well-being**. The most favored content includes landscapes, vegetation, water, flowers, and animals. These visuals are thought to be stress-reducing, consistent with the biophilia hypothesis, which suggests humans have an innate tendency to seek connections with nature. They often feature calming blue and green colors.





Case studies show that such visuals can improve mental health by reducing stress, anxiety, and the incidence of delirium.



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