



VOYANT

THE ART & GRAVITY of PRESENCE™

FOR INTERIOR DESIGNERS

The Art & Gravity of Presence

How to specify a Voyant work, and the reason it matters at every link between your pitch and the person standing in the room.

Let us provide the gravity. You provide the space.

You are usually the first person to say it out loud. A property owner asks what should go on the wall, and you have a few minutes to explain why this wall should hold something more than decoration.

Voyant is a series of large landscape photographs, made to order, and a three-minute composed session written for that exact image. A guest, patient or colleague scans a code beside the work, puts on headphones, and takes a few minutes with nothing asked of them but attention. It is bought against the art budget a property already holds, and it can earn a share back for the property and for you. This paper gives you the reasoning for each person you will have to convince, an honest account of what the research shows, and the specification details your owner, procurement team and installer will ask for.

The chain, at a glance

LINK	WHAT THEY CARE ABOUT	WHY VOYANT, IN ONE LINE
You, the designer	A room that holds together. An object you can specify, schedule and defend.	A cohesive series, three defined sizes, a stated finish, lighting guidance and a stated lead time. Earns 10% on the art package, built into the price. The rate can grow over time.
Property owner or manager	Distinction, asset quality, and a low burden on staff.	Art that does something, in a numbered edition that is retired when it sells out. Keeps 30% of guest art sales where it is the paid party.
Operator: hotel, hospital, enterprise	The experience of people in the building, and anything that adds work or risk.	A place to pause that needs no facilitator and no staff action once it is installed. Bought against the existing art line where that budget covers it. Owner and operator agree which of them is paid the revenue share.
The guest, patient or employee	A few minutes of relief, without having to learn anything.	Three minutes, headphones, a code on the wall. At a partner venue there is no account to create.

Why a room needs somewhere to look

People have designed with nature for a long time on instinct. Over the past four decades researchers have tested the instinct. The honest summary is that the direction of the evidence is consistent and the size of the effect is modest. We would rather you pitch that than something larger.

WHAT WAS STUDIED	WHAT WAS FOUND	READ IT CAREFULLY
A hospital window onto trees versus a brick wall (Ulrich, 1984)	Among 23 matched pairs of surgical patients, those with the tree view had shorter stays and took fewer strong analgesics.	A real window, a records review, 46 patients.
Attention restoration (Kaplan, 1995; Berman, 2008)	The theory: natural scenes hold attention gently, which lets effortful attention rest. In Berman, walking in nature or viewing pictures of nature improved performance on attention tasks.	Later reviews are mixed. Of 13 pooled measures in one review of 31 studies, three showed a clear benefit (Ohly, 2016). A second review found low to moderate gains in working memory and flexibility, and stronger results from real settings than virtual ones (Stevenson, 2018).
Nature murals and sounds during a procedure (Diette, 2003)	In 80 patients having bronchoscopy, nature scenes and sounds were linked to better reported pain control.	One hospital, one procedure.
Nature art in emergency waiting rooms (Nanda, 2012)	After still and video nature art was installed, observers recorded less restlessness and noise.	Two hospitals, 30 hours of observation. Behaviour was observed.
Nature sounds after a stressor (Alvarsson, 2010)	Skin conductance tended to recover faster with nature sounds than with noise.	40 people.

Natural fractal patterns (Hagerhall, 2015)	Natural-form fractal curves produced more alpha activity on EEG, a marker of wakeful relaxation.	35 people, one minute each, line patterns rather than photographs.
Real time outdoors (Hunter, 2019)	In 36 city dwellers, time spent in nature was followed by lower salivary cortisol. The best return for time was at 20 to 30 minutes.	Outdoor time, not imagery.

Breathing, pace and heart rate

Slow, paced breathing reliably raises a heart-rate variability measure linked to the parasympathetic system, across a large body of studies (Zaccaro, 2018; Laborde, 2022). Heart-rate variability biofeedback, where people watch their own signal and breathe to it, showed a large effect on self-reported stress and anxiety in a meta-analysis, with the authors asking for better-controlled trials (Goessl, 2017).

What the Voyant app does today

The session is a composed voice with a sound bed, written for the image on the wall. It invites a slower pace; it does not set a breathing rate. The default session is three minutes, and five and ten minute lengths exist in the app.

With an Apple Watch, the app reads the guest's heart rate during the session. Daily readings from a connected wearable, such as overnight heart-rate variability and resting heart rate, can describe the starting point if the guest allows it. Heart-rate variability is not measured during the session today. At the end, the ZeroPoint Score shows the change from where the guest started, built from heart rate and from how they say they feel. It is a personal reflection for the guest.

The reason at each link

The property owner or manager

Owners are asked to justify every object in the building. The case for a Voyant work is that it earns its wall in three ways.

- **It is distinct.** Each Signature image is limited to ten and permanently retired when the tenth is placed, so a property can hold something its neighbours cannot.
- **It does something.** The work comes with its own composed session. The room offers a pause, which is the point of the object.
- **It asks little.** Once it is hung, there is little for staff to do. There is no kit to issue, charge or reset, and the work sits inside the art budget the property already has, where that budget covers the package. Where the owner is the paid party, it also keeps 30% of guest art sales and a share of app subscriptions, as modelled in What a deployment can return.

We make no promise about room rates, and we suggest you make none either. The financial terms are modelled assumptions, set out in What a deployment can return.

The operator: hotel, enterprise, hospital

Hotel. Place each work where its mood belongs. Our four reference placements: the lobby for arrival (The Solar Crown, Awaken), the lounge for settling (Valley of Still Winds, Clear), the spa (The Olive Terrace, Soothe) and the suite for the end of the day (The Glacial Breath, Rest). Placement follows the room, not the wall size.

Enterprise. A boardroom, a deep-work zone or a quiet corner gives people a three-minute reset without leaving the building, and without a meeting or a facilitator.

Hospital and care settings. Voyant is not a medical device and makes no clinical claims. The research above is the reason designers have long put nature in care environments, and Voyant has no evidence of its own in those settings yet. We would like to earn it responsibly. For now, treat a care setting as a conversation with us, not a specification.

What a pilot shows an operator. A weekly report: sessions started and finished by location, and what guests said afterward. A live dashboard across a portfolio is in development, and pilot partners help shape it. We show operators only what the data supports.

The person in the space

Nothing here should feel like a programme. A guest sees a large landscape, a code, and an invitation. At a partner venue the session opens with no account and nothing to pay. If they wear a watch, their own heart rate is read and shown to them. Health data is never sold and never used for advertising. The app’s camera feature faces outward only, never at the person.

What a deployment can return

A Voyant work is bought against the art budget a property already holds, so where that budget covers the package, the entry point needs no new capital. The figures below are one use case, a hospitality property, modelled in the Voyant ROI Project Calculator. They are assumptions, not promises.

Who earns what

These are the starting rates. They can grow over time.

WHO	STARTS AT	PAID FROM
You, the designer	10%	The art package price. Built into the price, not added on top.
The paid party (owner or operator)	30%	Guest art sales
The paid party (owner or operator)	50% pilot, 30% full property	App subscriptions

Owner and operator decide which of them is the paid party. Only one is paid, and the contract says which.

One use case, modelled

	PILOT, 6 PIECES	FULL PROPERTY, 15 PIECES
Package price, your commission included	about \$21,790	about \$50,000
Your commission (10%)	about \$2,179	\$5,000
Guest art sales per year to the paid party (30%)	\$27,000	\$67,500
App subscriptions per year to the paid party	about \$14,600 (50%)	about \$8,759 (30%)

Art sales are modelled at an average sale of \$15,000 and one sale per piece per year. They are upside only, and the pilot tests the assumption. The app subscription share at 30%, about \$8,759 a year per property, is the one figure we underwrite. The pilot figure at 50% is arithmetic on the same modelled funnel. The mix of Signature and Collector works is set in your quote. Voyant takes no share of room revenue.

Specifying a Voyant work

	SIGNATURE	COLLECTOR	OPEN
Size	40 × 60 in	30 × 45 in	24 × 36 in
Edition	10 per image, hand-signed and numbered, then retired	50 per image, numbered	Unsigned, unnumbered, unlimited
Provenance	Certificate of Authenticity	Certificate of Authenticity	Not stated
Pricing	Private inquiry; ask for trade terms	Ask for trade terms	Listed on the shop
Mounting	Heavy-duty French cleat into studs or blocking; plan for a 40–50+ lb work	Z-bar or security mount	Confirm at specification
Minimum wall	7 ft wide × 6 ft high	6 ft wide × 5 ft high	—
Viewing distance	4–6 ft	About 4 ft	—

Build (Signature). The print is optically laminated behind 3 mm of antiglare acrylic and sealed to a rigid backer, as a frameless piece with a subframe and shadow gap. There is no separate frame. Collector and Open build details are confirmed at specification.

Lead time. Every work is made to order in Camas, Washington. The current lead time is four to six weeks from acquisition.

Lighting. High-CRI LED at 3000–3500K, directed from the ceiling at 30 to 45 degrees. Avoid placing a work directly opposite a large uncovered window. Leave 12 to 18 inches of clear wall around it, and keep it away from thermostats and switches.

Care and maintenance. A high-density microfiber cloth and distilled water, or an anti-static cleaner such as Brillianize. No chemicals. Every Signature Edition includes a maintenance kit. Low maintenance, not none.

Delivery. A specialist fine-art courier, crated, fully insured, worldwide, to the point of installation. No installation service is listed, so plan for your own art handler; our care guide covers mounting.

Terms, risk and liability. Inspect on delivery and report damage within 48 hours; damaged works are prioritised for restoration or replacement, and defects are repaired or replaced. Each work is made to order with its edition number allocated at acquisition, so all sales are final and cannot be cancelled once production begins. Ask for the written warranty terms with your quote.

What it is not

- **Not a medical device.** It does not diagnose, treat, cure or prevent any condition, and it is not a substitute for care.
- **Not a clinical programme.** We make no clinical claims and promise no clinical outcomes.
- **Not a promise of results.** We do not state any effect on mood, performance or room rate. The financial figures are modelled assumptions, not guarantees.
- **Not heart-rate-variability biofeedback.** The app reads heart rate during a session. Heart-rate variability is only daily context from a connected wearable.
- **Not a replacement for real nature.** The research favours time outdoors; a work on the wall is a place to rest the eye.

Bringing it into the conversation

Three sentences you can use, in your own words.

To the owner. "This wall can be a work that is limited, signed and numbered, and that gives the room a reason to slow down. It can sit in the art budget you already hold. Where you are the paid party, you keep 30% of any guest art sales, and it adds nothing for your team to run."

To the operator. "A guest scans a code beside the work and takes a three-minute session on the spot. You get a weekly view of how often it is used, and in the guests' own words what they made of it. Where your art line covers it, the art is bought against that line, and if you are the paid party, you share in any guest art and app revenue."

To the person in the room. Nothing. They will find it themselves. That is the design.

To begin: choose the wall, choose the work, and ask us for trade terms through voyantpresence.com. Start with one.

Let us provide the gravity. You provide the space.

Learn more: Voyant ROI Project Calculator

The Voyant ROI Project Calculator models the return and the cost of a deployment for enterprise, healthcare, and hotel and hospitality settings. Use it to show an owner or operator what a placement could yield before you specify it. Its figures are modelled assumptions, not clinical claims.

Open <https://hub.voyantpresence.com>. If prompted, sign in with the demo account. Email: demo@voyantpresence.com. Password: designer.

References

Evidence was read at abstract level. Effect sizes quoted are from the abstracts.

1. Ulrich RS. View through a window may influence recovery from surgery. *Science*. 1984. PMID 6143402.
2. Kaplan S. The restorative benefits of nature: toward an integrative framework. *J Environ Psychol*. 1995;15:169–182.
3. Berman MG, et al. The cognitive benefits of interacting with nature. *Psychol Sci*. 2008. PMID 19121124.
4. Ohly H, et al. Attention restoration theory: a systematic review. *J Toxicol Environ Health B*. 2016. PMID 27668460.

5. Stevenson MP, et al. Attention restoration theory II. *J Toxicol Environ Health B*. 2018. PMID 30130463.
6. Diette GB, et al. Distraction therapy with nature sights and sounds reduces pain during flexible bronchoscopy. *Chest*. 2003. PMID 12628899.
7. Nanda U, et al. Impact of visual art on patient behavior in the emergency department waiting room. *J Emerg Med*. 2012. PMID 22325555.
8. Alvarsson JJ, et al. Stress recovery during exposure to nature sound and environmental noise. *Int J Environ Res Public Health*. 2010. PMID 20617017.
9. Hagerhall CM, et al. Human physiological benefits of viewing nature: EEG responses to exact and statistical fractal patterns. *Nonlinear Dynamics Psychol Life Sci*. 2015. PMID 25575556.
10. Hunter MR, et al. Urban nature experiences reduce stress in the context of daily life based on salivary biomarkers. *Front Psychol*. 2019. PMID 31019479.
11. Zaccaro A, et al. How breath-control can change your life: a systematic review on psycho-physiological correlates of slow breathing. *Front Hum Neurosci*. 2018. PMID 30245619.
12. Laborde S, et al. Effects of voluntary slow breathing on heart rate and heart rate variability: a systematic review and a meta-analysis. *Neurosci Biobehav Rev*. 2022. PMID 35623448.
13. Goessl VC, et al. The effect of heart rate variability biofeedback training on stress and anxiety: a meta-analysis. *Psychol Med*. 2017. PMID 28478782.

Product and specification details are drawn from voyantpresence.com (Signature Editions, FAQ, Fine Art Care, Shipping & Returns, Presence Sanctuaries). Financial figures are modelled in the Voyant ROI Project Calculator (Hospitality Hub workbook v4-7, 3 September 2026) and are assumptions; only the app share is underwritten. Voyant is a product of Nine-Eleven-Nine LLC.