



Oxford University Hospitals
NHS Foundation Trust

PROJECT TITLE: ***'Wall of Thanks'***

Public-facing donor-recognition installation at the Oxford Children's Hospital, John Radcliffe Hospital. Designed to thank supporters and create an uplifting event and photography backdrop for future charity gatherings and recognition events.

DESIGNED BY: **Jacqueline Love**

Head of Design, Oxford Medical Illustration

CLIENT: **Oxford Hospitals Charity**

Context and brief

In October 2025, Oxford Hospitals Charity commissioned Oxford Medical Illustration (OMI) to design a permanent recognition wall at the main entrance to the Oxford Children's Hospital at the John Radcliffe Hospital.

The Charity needed a public focal point that thanked major donors and wider supporters – individuals, community groups, businesses and schools – whose fundraising helps deliver major projects to improve patients' lives across the Trust.

The location made the brief more demanding than a conventional donor display. This is a hospital entrance used by patients, families, staff and visitors at emotionally varied moments. The design had to feel visually arresting, positive and uplifting while remaining calm, professional timeless and appropriate to a clinical environment.

Sensitivity was central to the brief. The recognised supporters ranged from marathon runners and school fundraisers to bereaved parents and families with deeply personal connections to the hospital. The design needed to celebrate generosity without feeling loud, commercial or emotionally insensitive.

A further requirement was that the installation would become a reusable photography backdrop. Future donor events, launch moments, supporter gatherings, press photography, school visits and charity happenings needed to be staged in this area with the wall clearly identifying the Charity and the purpose of the occasion.

The wall also had to work as a living system. Donor names would change regularly and the number of names would vary. PFI, estates and Trust Communications stakeholders also had to be reassured that the installation was fitting for the setting.



Site location:



Site Photography: taken during scoping stage to show the proposed location for installation at the Children's Hospital, next to the pre-existing Charity Hub (and dinosaur!)



Project overview & design response

The final concept reimagines the donor list as a bouquet of balloons. This metaphor was chosen for its accessibility in a paediatric hospital: celebratory, intuitive and hopeful without needing explanation. It also gives the wall a strong graphic silhouette that can read across a busy entrance and hold its own in photography.

The circles create a structured visual language for different donor messages, campaign identities and supporter acknowledgements. The wall therefore avoids the feel of a static plaque or list; instead, individual names contribute to a shared image of collective support and gratitude.

The composition is deliberately multi-distance. From the entrance, the Charity identity and balloon mass are immediately visible. At closer range, the donor-name fields and smaller circles reward detailed reading. In group photographs, the logo and balloon bouquet sit high enough to remain visible behind people, making the installation a practical event backdrop rather than decoration alone.

The palette uses Oxford Hospitals Charity's teal and magenta alongside soft tints, white space and controlled contrast. This keeps the work warm and paediatric-appropriate while preventing visual noise in a clinical foyer.

The hand-drawn quality of the 'wall of thanks' script adds humanity, while the overall structure remains professional and clear.

The result is a piece of environmental graphic design that communicates gratitude, improves the public arrival experience and gives the Charity a recognisable stage for future events.

Design response:



In-situ visualisation: used to communicate final concept design, scale and context

Technical delivery and flexibility

From the outset, the artwork was treated as a physical installation rather than a flat illustration.

Site photography and in-situ mock-ups were used to test the relationship with the Charity Hub, the scale of the entrance wall, sightlines from circulation routes and the competing architectural surfaces around the installation.

The production drawing specified the overall graphic area, gradient depth, switch clearances, protective panels, skirting interface and balloon hierarchy. These details are essential in a hospital foyer, where public graphics must withstand scrutiny from estates, PFI, communications and operational stakeholders as well as the intended public audience.

The key production decision was to separate the permanent visual identity from the changeable donor information. The master layout, colour system, balloon-bouquet focal point and Charity identity remain stable, while the donor-name fields can be updated as supporters change.

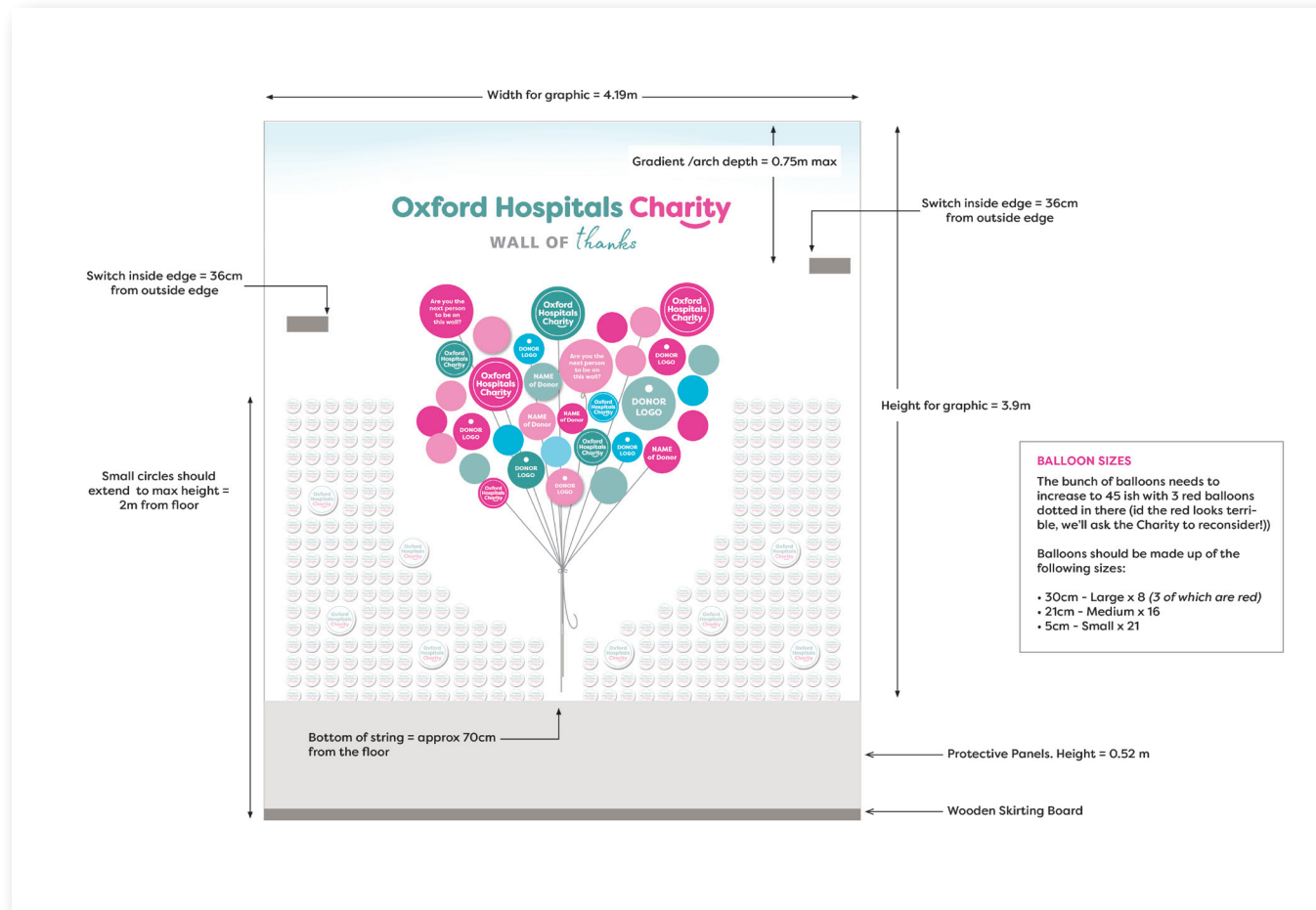
The wall was composed to work behind people as well as in front of viewers. Branding, colour and the balloon motif remain legible in event photography, while detailed donor content stays available for close reading.

The production specification was integral to the success of the piece. The wall graphic needed to perform as a permanent donor-recognition installation in a busy hospital entrance, while also operating as a reliable photography backdrop for future launches, gatherings, supporter events and charity communications.

For this reason, the artwork was printed on to adhesive, infection-control-compliant vinyl – a durable, wipeable material appropriate for a clinical public space. A non-reflective finish was specified to avoid glare from hospital lighting and to ensure the wall photographed cleanly, allowing people to be pictured in front of the installation without visual distraction.

The final graphic was designed for both longevity and editability. The roundel structure provides sufficient templated space for more than 200 individual donor acknowledgements to be added as semi-adhesive stickers, enabling Oxford Hospitals Charity to recognise individuals, families, schools, businesses and community supporters at scale, while retaining the balance, legibility and uplifting character of the overall design. This addressed the client's need for a flexible wall where names could be added or changed regularly and donor numbers could vary.

Technical delivery:



Design for donor labels: printed on semi-adhesive, wipeable vinyl

Final Concept: artwork mock-up annotated with installation specifications and environmental considerations

Outcome and impact

The installed Wall of Thanks gives Oxford Hospitals Charity a dedicated public point of recognition at the hospital entrance. It makes charitable support visible in a setting used daily by patients, families, staff, visitors and fundraisers, while improving the sense of welcome on arrival.

Its first event use confirmed an important element of the brief: the space can host group photographs, donor thank-you moments, launch events and future charity gatherings with the Wall of Thanks clearly present in the image.

The wall therefore performs both as public recognition and as a reusable communications asset.

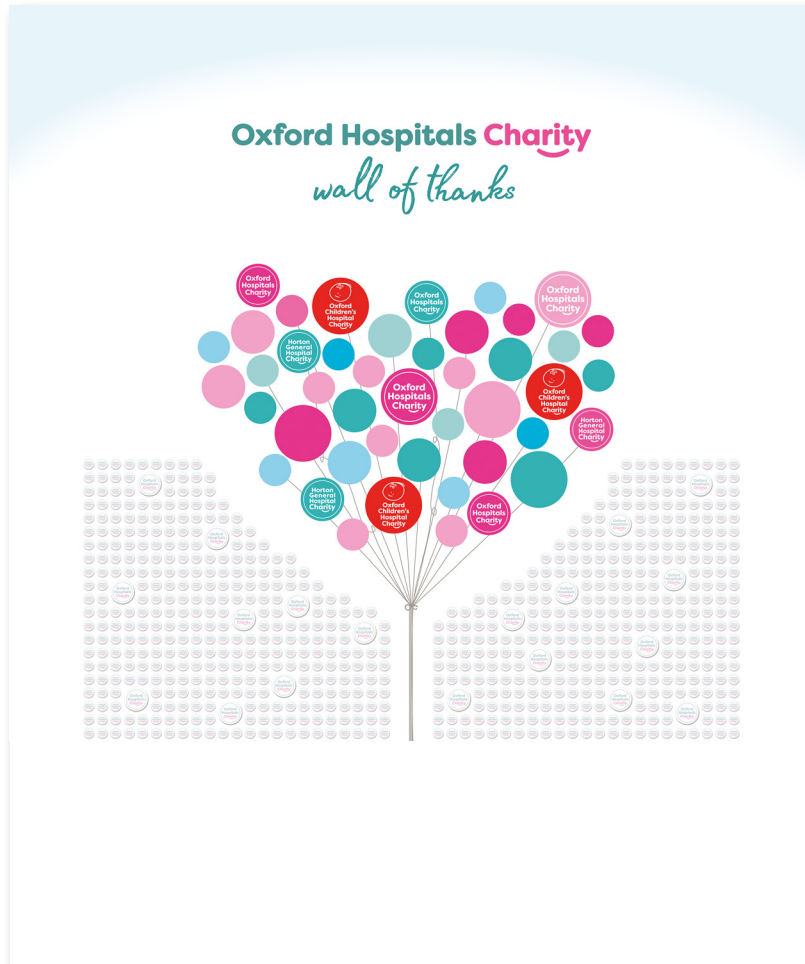
- **For supporters:** the *Wall of thanks* converts thanks into visible public acknowledgement.
- **For patients and visitors:** it adds warmth and optimism without overwhelming a hospital setting.
- **For the Charity:** it creates a recognisable stage for future storytelling, press moments and supporter engagement.

Beyond recognising existing supporters, the final design was intentionally created to encourage future giving. By placing donor names within a warm, uplifting and highly visible public artwork at the hospital entrance, the wall turns gratitude into an active invitation: patients, families, visitors, staff and community groups can immediately see the breadth of support behind Oxford Hospitals Charity and the tangible role that donations play in improving patient care.

The *Wall of Thanks* design presents giving as something collective, positive and achievable, celebrating everyone from individuals and families to schools, businesses and community fundraisers.

As a photography backdrop for future events and supporter gatherings, the wall also gives the Charity a powerful communications asset – every photograph taken in front of it reinforces the message that donors are valued, that their contribution becomes part of the hospital story, and that new supporters can be part of that legacy. This makes the installation both a permanent thank-you and a forward-looking fundraising tool.

The final design:



Finalised artwork: ready for installation



The final install: Oxford Children's Hospital entrance

Stakeholder interactions



Wall of Thanks ribbon-cutting event: with the installation functioning as a recognisable backdrop for VIP guests



Stakeholder interactions



Proud Supporters: celebrating at the Wall of Thanks ribbon-cutting event in March 2026

Stakeholder interactions



Semi-adhesive vinyl stickers: feature names of the Charity's major donors, fundraisers and loyal supporters

Stakeholder interactions



Team pride: Members of the Oxford University Hospitals Charity team celebrate the new installation

Stakeholder interactions



Fun for all ages: A young visitor to Oxford Children's Hospital is keen to have a selfie taken while holding the balloons!

Client Feedback

We commissioned OMI to create a recognition wall for installation at the main entrance to the Oxford Children's Hospital at the John Radcliffe.

Our charity is separate from, but closely aligned with, OUH Trust, and we wanted something that would publicly thank our main donors, who help us fund millions of pounds' worth of vital projects to improve the lives of patients across the Trust every year.

The goal was to create a design that was visually striking, with a positive and uplifting feel to help welcome patients and visitors as they arrive at the hospital.

The design also needed to be appropriate for a hospital setting and sensitive to the fact that the donors named on the wall ranged from marathon runners to bereaved parents. We asked for it to be flexible, as the names being recognised will change regularly and the number of names will also vary.

A number of stakeholders, including PFI, Estates, and Trust Communications, also needed to be reassured that the installation would be appropriate and fitting for its setting.

We are absolutely thrilled with the end result. The final design strikes the perfect balance between being positive and uplifting while also remaining professional and appropriate for a hospital setting.

We have received so many positive comments – from hospital staff, other charities, and, most importantly, our charity supporters and patients.

It is rare for a project to receive such universally positive feedback and fulfil the brief so completely.

We are absolutely thrilled with our
Wall of Thanks!

Sarah Vaccari
*Head of Fundraising,
Oxford Hospitals Charity*





Oxford University Hospitals
NHS Foundation Trust

Thank you
for your consideration

Jacqueline Love

Head of Design – Oxford Medical Illustration
Oxford University Hospitals NHS Foundation Trust

jackie.love@ouh.nhs.uk • tel: 0797 610 6986