

Take A Closer Look - Artist in Residence for Varian Surgical Sciences

7 original medical illustrations were created by artist Cynthia Turner for reproduction as prints for Varian Surgical Sciences' TAKE A CLOSER LOOK educational campaign, highlighting Varian's role in advancing Radiation Medicine for early stage prostate cancer and lung cancer treatment. The illustrations depict how Varian products work, and function as single-sheet brochures. Cynthia worked closely with two Varian medical physicists and Varian's Creative Director.

The illustrations were used in conjunction with an educational outreach to two disease-specific (lung cancer and prostate cancer) and surgical/clinical-specific medical specialists (thoracic surgeons, pulmonologists, thoracic radiation oncologists / urologists, urologic radiation oncologists) at 3 conference exhibitions that Varian Surgical Sciences attended over the past 6+ months.

The illustrations were created offsite by the artist in conjunction with Varian's physicists and communication specialists, and printed on 100% rag paper with archival inks. At the shows, Ms. Turner was in the booth and attracted attention by showing how she created this art on her computer which was linked to and displayed by a high luminosity light-emitting diode 10 foot wide by 8 foot high display (like the ones used at the Beijing Summer Games) hanging from the ceiling 15 feet above the audience. This was complimented by a white paper on lung and prostate cancer respectively for the individual clinical target.