



Tireli-tareli-tiit

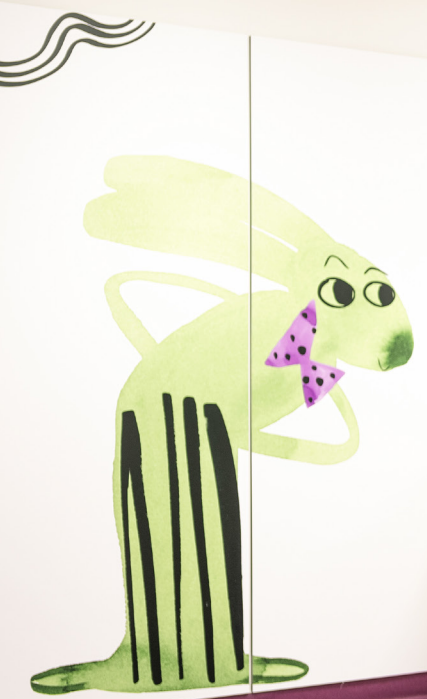
Tartu University Hospital's Children's Clinic is the most important pediatric center in Estonia. Recently a long-awaited new and modern building was completed, but the space needed something to uplift the mood of patients, their parents, and the hospital staff. So Tireli-tareli-tiit was created. Watercolour and ink illustrations of a story where friendship always wins, adventures never end and anybody can be the hero. Because kids will always be kids, whether sick or healthy. They want to play and have fun, even when it's not always physically possible, anything can happen in your mind.

All graphics and elements needed to follow the hospital's high hygiene and safety standards. Hand-drawn illustrations soften the hospital clinical spaces and create bright color accents throughout the corridors. Various studies have established that by nature, human eyes always look for faces in images and subconsciously reflect the detected emotions. In this way, the characters planned at the eye level of patients of different ages and heights attract the eye and convey good emotions, curiosity and surprise. A fantasy world full of fun and quirky characters in different situations was created to provoke imagination and invite kids to create their own stories. The Tireli-tareli-tiit world incorporates characters and details associated with Tartu and Southern Estonia, such as the hills, river Emajõgi, crows, and bears that made the headlines when sighted in the suburbs. This move aimed to make the hospital environment as homely as possible to aid the healing process of young patients and help their parents navigate the treatments and hospital stays.

The hand-drawn ink and watercolor illustrations were digitized and used in various mediums on walls, floors, ceilings, windows, and furniture throughout the seven floors of the hospital. More than 200 unique characters on 600 m². What started as a spatial graphics project, quickly grew into the visual identity of the children's clinic.







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