

Spectral Imagery

PROCRIT® Clinical Capsule
for
Ortho Biotech, Johnson & Johnson
Raritan, NJ



The 5-foot wide stage depicts an Oncologist's examination room with an adjacent office. The six minute show tells the story of a patient who has just received his third chemotherapy treatment for lung cancer. It has left him debilitated with fatigue. The show illustrates the symptoms of chemotherapy-related anemia through a series of vignettes that appear overhead as his wife, Anita, encourages him to speak frankly with Dr. Pierce about his condition.



The 12-inch high images of the nurse, patient Harris and his wife interact with the real, in scale furniture of the examination room. Dr. Pierce, who appears first in his office studying patient x-rays, passes through the real doorway into the exam room.

