

From Transactions to Trust

The Art of Connection in Financial Spaces

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Chief Growth Officer











We live in a world of
digital abundance.

Artwork: *Frequency (I Love You)* by Jeff Powers



The future of retail
banking is moving from
transaction **to trust.**

Artwork: *Lake Shore* by Michael Van Huffel

Trust is **Biological.**

Environments create
signals and connections
within **milliseconds.**

Artwork: *Coastal Series 12*
by Jenee Fortier



Your Brain & Body on Art

- Reduces Cortisol by 25%
- Lifts mood
- Creates social connection
- Enhanced sense of meaning

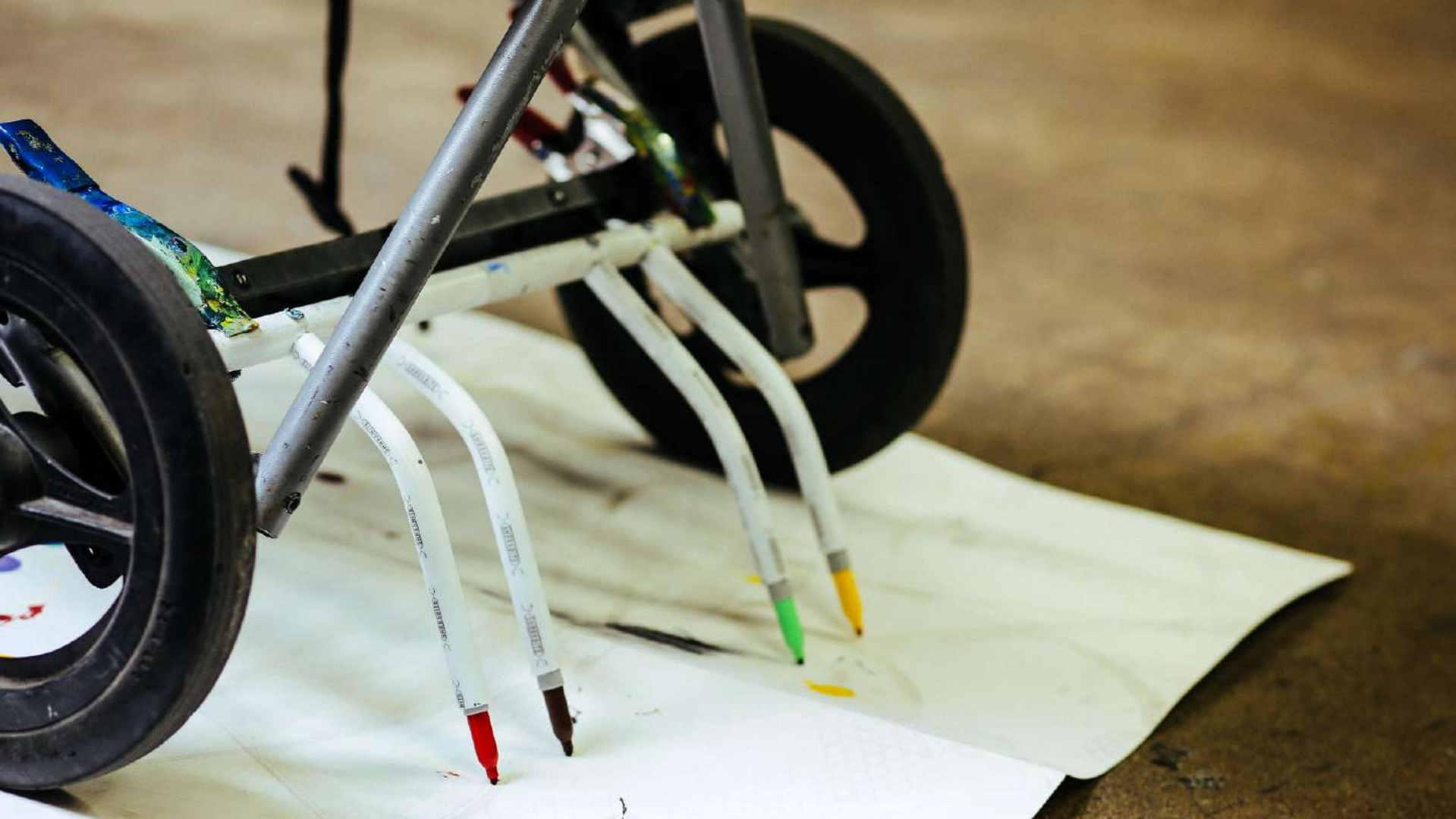




THE CHAIRMAN
A small portrait of a man in a suit, followed by a short paragraph of text.











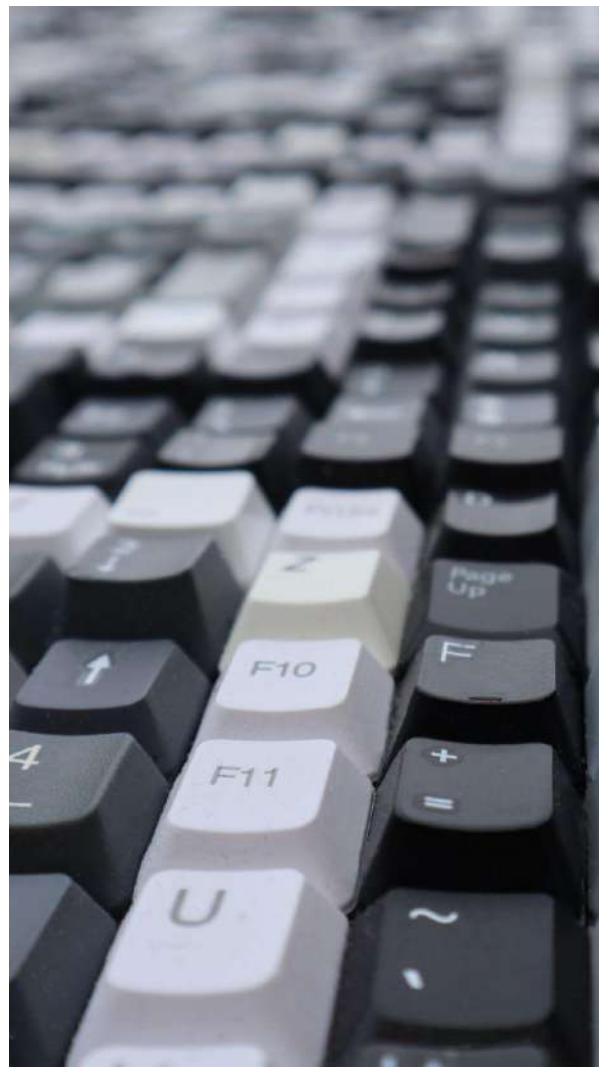
THE HISTORY
OF THE
COMPANY



















BANK OF AME



EXIT



BANK OF AMERICA 







So happy for you

Stories Encode Trust

**LINDSEY
HOLCOMB**
PORTLAND, OR



Boundless I

"Living with multiple sclerosis and neurodivergence have left an indelible mark on my practice; I create as I am able and as long as it sparks relaxation, wonder, and joy."

A passionate artist and advocate, Lindsey is an inspiration for those living with chronic illness. Upon learning of her MS diagnosis, she took the MRI scan of her brain and created a painting from it - full of vibrancy, movement, and life. This helped her heal and reimagine her illness. From there, she started the Colors of MS project to create paintings for others living with MS. Lindsey has now immersed herself into her own practice - making art that incorporates her Japanese heritage, love of poetry and her background in music.

- 63% remember stories, 5% remember statistics
- Stories increase oxytocin - the trust hormone
- Stories travel

The Power of Placemaking



Self-congruity by 53%

People 'identified with' &
'saw themselves' in spaces with art



Likelihood to recommend by 77%

People frequent, remember,
& drive traffic to spaces with art

The Largest Minority in the World

- 50+ million Americans
- 1 in 5 adults
- Largest economic group outside of gender
- The only minority anyone can join at any time







Citizens
PRIVATE BANK

The logo for Citizens Private Bank is displayed on a white wall. It features a square icon on the left containing a stylized, black and white sunburst or starburst design. To the right of the icon, the word "Citizens" is written in a large, bold, black sans-serif font. Below "Citizens", the words "PRIVATE BANK" are written in a smaller, all-caps, black sans-serif font. The entire logo is backlit, creating a soft glow.







1970s
Abstract
1970s
Abstract
1970s
Abstract



1970s
Abstract
1970s
Abstract



Impact Multiplier

Over \$11 million in artist impact

"I have three expensive medicines that are not covered by insurance and are essential to managing my multiple sclerosis and pain.

Being able to pay for them through my art gives me independence, dignity, and the ability to keep creating."

- Laria Saunders, ArtLifting Artist

We've grown to represent over

235
artists

25 new artists accepted in 2025

ArtLifting artists' work is featured in over

500
corporations

across 47 states and 5 continents

ArtLifting now has over

3400
installations

worldwide, with over 300 completed projects in 2025

Image: Bay Area artist Charles Blackwell sits in front of his artwork at Intuit's MTV22. Photo by Monica Semergiu.

With
intention,
impact can
be part of
**everyday
business.**



Trust = (Belonging x Meaning)

Friction

Connection is
not singular.

**Trust is
built in
layers.**



A Future Built on **Trust**

- Audit your trust signals
- Design for everyone
- Create spaces people want to enter, stay in, feel proud of, and talk about



Accessibility is Compliance.

**Inclusion is
Competitive Advantage.**



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