

Intentional Design for Memory Care: Supporting Residents and their Communities – C1



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Presentation Objectives

- Differentiate between residential/hospitality design and memory support specific design
- Understand the evidence-based strategies and resident benefit of the specific examples utilized
- Understand how conveying best practices with families and visitors can improve the strategic position and marketing of your care community

Impact of Hospitality Design on Culture Change

Hospitality Design magazine recently highlighted a number of trends that are current in the hospitality industry. These included, among others:

- Active Wellness and Wellness-based healthcare
- Experiential Retail and food as a consumer experience
- Social living with a community-centric focus
- Dual purpose eateries/Casual fine dining/Food and beverage marketplaces
- Community building landscape architecture
- Scent design and aromatherapy
- Audio identity: music as a brand and memory prompt

The Evolution from Institutional settings...



...to Residential settings that borrow from Hospitality and provide intentionally Supportive Environments

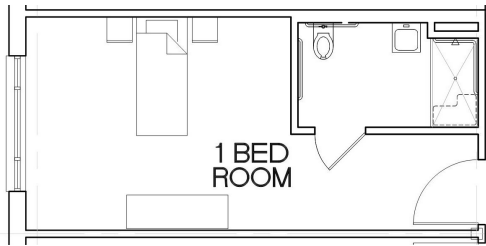


Conventional hospitality room configuration



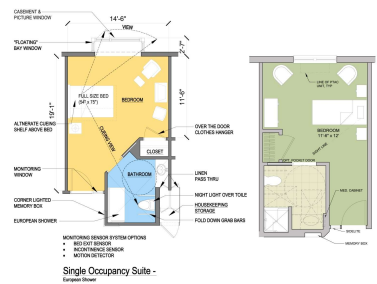
Horizontal lines for notes.

Conventional hospitality room plan



Horizontal lines for notes.

Visual cueing and reduced travel distance of a more supportive environment



Horizontal lines for notes.

Sliding doors to minimize door impact within the room



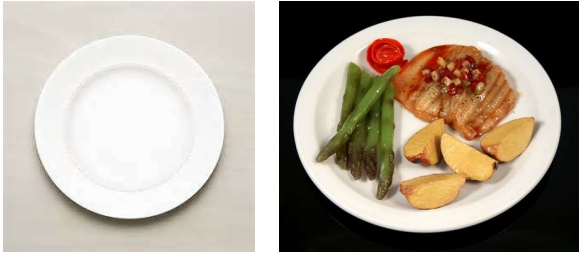
No threshold showers, decorative grab bars, & development of contrast



Seating with appropriate depth, arms, & color contrast



Color contrast between placesetting & table & placesetting & food



Hospitality food bars



Resident refreshment service



Low contrast flooring pattern & contrast between seating & flooring



Selection of appropriate furniture



Use of contrast to facilitate legibility and navigation of space



Night lighting to support visual cueing



Modulation of lighting contrast ratio



Institutional issues of glare and inappropriate borders



Indirect lighting controls glare and provides more uniform quality of light



Color tunable LED lighting



Hospitality acoustics



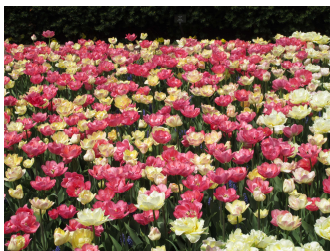
Acoustic consideration of shared and common spaces



Ambient and background sound



Scents as sensory stimulation



Free access to outdoor space



Views to landscaped and natural areas



Intentional and meaningful outdoor activities and destinations