

contract

inspiring commercial design solutions october 2006



ORA Dentistry Spa by Arch-Interiors Design Group
Healthcare Design
University of San Diego Cancer Center
by Zimmer Gunsul Frasca
Designing Around Code Restrictions
Patient Room Furniture
2006 Healthcare Environment Awards

health and fitness winner

Project: Swedish Medical Center Executive Health

Location: Seattle

Designer: Callison

Photographer: Callison, Chris Eden



For time-crunched, high-level executives, scheduling an annual physical often is easily bumped to the bottom of the to-do list. To counteract this, the Swedish Medical Center partnered with Callison to create a program and facility that would make a primary care medical experience a nicety instead of a nuisance. As a result, the Swedish Medical Center Executive Health combines state-of-the-art services with amenities more commonly found in five-star hotels.

Recognizing that the visitor's overall experience transcends the space itself, Callison's designers provided input on all aspects of a patient's experience, including who would greet each guest, how they would progress through the various areas, how they would stay connected to their offices throughout a visit, and even what a guest would wear while on a treadmill. Upon arrival, guests are greeted curbside by a personal liaison and guided through a gallery of artwork before settling into their individual suites that include an exam room, living room with wireless Internet connectivity, and a spa-like bathroom. Priority scheduling eliminates the need for a waiting room. Throughout the space, the palette is rich and luxurious, featuring cream gauzy curtains on the windows that diffuse light, and warm stone and woods that create a comforting and sophisticated atmosphere throughout the interiors. The choreographed experience of an appointment at the facility has gone over well—Callison is now designing a 50 percent expansion for the facility to accommodate the high demand and also is in discussion to plan another, similar facility.

