

FRAME

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THE GREAT INDOORS



**Chromatic spaces
to boost wellbeing**



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**Five health-boosting interiors
explore the effect of colour on
physical and mental wellbeing.**

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TAKE THE CURE



Jean de Lessard's pastel interior for Uniprix Kieu Truong is meant to humanize the pharmacy.



Turquoise curtains enclose treatment rooms with floor-to-ceiling glass walls.

Soft Touch Pharmacy

Montreal designer Jean de Lessard paints abstract interior landscapes that mix form with feng shui, and composition with colour. His palette for pharmacy Uniprix Kieu Truong is both pale and powerful. The large open-plan space benefits from a single coherent scheme. 'We used pastels to manage the Yin and Yang of this joyful client,' says the designer. The white retail space features shelving in mint and pink, salmon tables with mirrored storage bases, butter-yellow walls and baby-blue counters. Treatment rooms have radiused floor-to-ceiling glass walls, pastel curtains and blond wood surfaces. These colours make the pharmacy 'empathetic' and unpretentious, inviting instead of clinical, and to get its complexion just right, De Lessard's team custom-fabricated the pink-peach laminate. 'We tried to make it as human and as simple as possible,' he says. 'We want clients to feel *good* here, to face no major disruptions, to feel that they are in a human and colourful space with almost no design.' De Lessard peered through a feng shui lens – noting north, south, east and west – when planning the layout of the shop and drew in a maximum of natural light to give the surfaces a burnish. Then he mounted fluorescent strips, each 61 cm wide, flush with the ceiling to further illuminate the vista below; together they form a radiant, albeit unobtrusive and gentle, sun. ↪

delessard.com



High-Profile Hues Pop-up gym

↑ Forget grief, forget death: black is the (slimming) colour of elegance and exclusivity. In a hush-hush-but-high-profile New York 'showroom' for sportswear giant Nike, which opened in April 2015, invitation-only guests work out with celebrity fitness models and enjoy both performance analysis and personalized tailoring. A cross between gym and boutique, the Nike+ 45 Grand pop-up – which occupies the two floors of a former metal workshop in SoHo – is designed by Rafael de Cárdenas (*Frame* 103, p. 132) in collaboration with creative director Jen Brill. There is a warm but strong approach to femininity: the central studio, in shades of black and grey, can be converted from workout area to display room, while clients entering the skylit mezzanine above found themselves in a lounge featuring powder-puff-pink banquettes, exposed wooden roof beams and a herringbone floor. The pop-up is a veritable celebration of structure, material, contrast and *colour*. At the time of writing, its closing date is yet to be confirmed. ↓

architectureatlarge.com



Photos David Allee

A rounded wall of frosted-acrylic fins illuminated by alternating hues – pink, purple and blue – allows daylight to penetrate Nike+ 45 Grand. The speed at which the colours change corresponds to activities inside, as well as to the time of day.





Photo David Allee

The comfort of a boudoir welcomes guests to a skylit mezzanine lounge at Nike+ 45 Grand with furnishings in a powder-puff-pink upholstery fabric: Divina MD 613 from Kvadrat.





Zoom+ picked an intense blue for its logo and interiors, a colour that refers to healing and relaxation.

Positive Energy Care clinic

↳ Seemingly a fusion of cosmetics boutique, coffee shop and Google office, Zoom+Care is a clinic in Oregon that turned itself from a series of urgent-care clinics into an on-demand, smart phone-activated 'retail care system' that aims to give individuals control of their own healthcare. The organization used colour to broadcast the change, which included the creation of Zoom+Labs, described as 'performance-based primary care studios'. In these spaces, tests that determine the health of body and brain are used to calibrate wellness programmes that involve traditional and nontraditional medicines, food and exercise. Based on the frequent appearance of blue in brand identities to convey trust, reliability and stability – and in healthcare to promote calm, healing and relaxation – the prevalence of blue in brand identities to convey trust, reliability and stability – and in healthcare to promote calm, healing and relaxation – the prevalence of Zoom+Blue conveys the increasing good health of the brand throughout its transition. Zoom+ chose a particularly intense, highly saturated blue to set its innovations apart from the industry status quo. Secondary palettes and illustrations used elsewhere allude to high performance levels and healthy eating, while helping to distinguish the brand's product lines. Neon orange, red and magenta fill Zoom+Labs with a dynamic ambience. In Zoom+Prime areas, where food and movement regimens are used to treat chronic conditions, three shades of green emphasize the importance of healthy eating. Colours and illustrations in spaces for children take their cues from storybooks. ↳

zoomcare.com



Photos: Boone Speed



Vibrant colours like neon orange give Zoom+Labs an athletic, dynamic ambience.



Following colour zones introduced by MVSA Architects, Tinker Imagineers created interactive experiences to distract and entertain patients at the Juliana Children's Hospital.



Photo Michael van Oosten

Photo Wim Verbeek



Soothing Treatment Children's hospital

‘Happiness design? To comfort and delight ailing children, a hospital in The Hague greets patients with a rich but simple palette that ties together architecture, furnishings, signage, wallcoverings and multimedia. MVSA Architects, part of the VolkerWessels Consortium, is responsible for both the exterior and interior design of the HagaHospital, which includes the Juliana Children's Hospital. The firm established four colour zones (green, yellow, purple and blue) that are used for walls, furnishings and doorways and that relate to wayfinding and functionality. Experience-design agency Tinker Imagineers added wall graphics and interactive media to MVSA's colour-coded zones. The interior design is crisp, clean and white, and the animations are full of character, literally. ‘It is not just 4,000 m² of animated wallpaper,’ says Tinker's Stan Boshouwers. ‘Via interactive projections and animations layered over wallcoverings in treatment rooms, the pre-op room and the passageway to the operating theatre, the storytelling follows five characters who live in a world of sun, sand and sea – and who accompany young patients on their journey through the hospital.’ The colour scheme helps to define each character's personality. Computerlike C-Bot, for example, is grass-green, ‘an eye-catching but quieting shade’, Boshouwers says, ‘because most children are scared of hospital machines’. C-Bot is rational and technical but optimistic, smart and ever-curious about medical devices, mediating between them and the children whose lives depend on them. Colours are characters in this interior, design tools that almost make illness another part of the adventure, a rite of passage on the way to the operating room. ↳

mvsa-architects.com
tinker.nl



Photos Rod Borland

Light Work(out) Gym

‘I’m actually quite colour-blind, so we winged it a lot,’ says Core Collective founder Jason de Savary, playfully understating colour’s contribution to his UK gym interiors, for which Waind Gohil + Potter Architects did the overall interior design. De Savary opted for a warm, ‘ungym-like’, rather gentlemen’s-clubby atmosphere – in contrast to the typical fitness space with its ‘painful strip lighting’. ‘Colour in the studio gives us the flexibility to change the feel of the whole space in an instant,’ he explains. ‘People have rigorous workout regimes, so we thought it would add to their routine to be surprised by the changing space.’ To reach his goal, De Savary not only brings in regular rotations of art from The Dot Project Gallery; he also hired lighting designer Alexander Stileman and KnektD to give each studio multiple personalities. In general, studies have proved that reds and similar hues are perceived as stimulants. Stileman’s scheme affects clients at different points throughout their workouts: warm and hot reds at the beginning of a class shift into calming blues, for example, during the post-workout cool-down period. ‘The system is infinitely programmable,’ Stileman says, ‘and is regularly changed to suit different trainers and workouts.’ The lighting is moody, not bright (except for invigorating bursts during spin classes), and all tinted light is indirect, avoiding shades like green that distort skin tones. Direct light sources – high-CRI LEDs – make gym members appear to be ‘in the pink’ at all times. X

core-collective.co.uk
wgpa.co.uk
stilemanlighting.com
knektD.co.uk



Lighting at Core Collective adapts to the different activity levels during a workout.

