Healthcare Design Services
Statement of Qualifications

...bringing harmony, balance and beauty to the built environment.
Statement of Qualifications

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AESTHETICS INC  ☀ ☀ ☀  | 3
Since 1980, our innovative work has transformed built environments using evidence-based design principles. The founder and president of Aesthetics, Inc., Annette Ridenour, leads an outstanding team of individuals that includes architects, interior designers, graphic designers, environmental designers, artists, and arts consultants. Through this multidisciplinary team approach, Aesthetics assists your organization in creating physical environments that reflect your history, culture and aspirations.

Our process assists your organization in expressing your uniqueness while completing projects in a timely and cost-effective manner. Aesthetics produces customized environments that are unique for each installation. Our commitment is to create spaces that inspire the human spirit and respects human dignity.

Our Approach to Design
Aesthetics has built our national practice from its view that healthcare design is an opportunity to enhance patient and family experiences, relieve stress, and create environments that are supportive and empowering for patients.

We have long recognized the benefits of the interior and exterior environment, art, displays and music in impacting the emotional and psychological state of patients and families, and have carefully followed and regularly contribute to evidence-based research in the field.

Integrated Design
We believe each of these aspects of design is important enough that we have in-house departments in all of them: interior design, arts programs, cultural identity displays and wayfinding. Each of these departments is led by a director who is an experienced specialist in the field. In addition, Aesthetics has created an associated business, Aesthetic Audio Systems, Inc., with a digital library of nearly 9,000 songs, assembled by a musicologist specializing in music and healing.

Evidence-Based Design
Aesthetics practices evidence-based design in all aspects of our work and will bring to the table current research on interior design, material selection, color, art and music to assist the design and leadership team in making appropriate decisions. Research has validated two important tenets of the impact of environment on the patient experience:

Loma Linda Medical Center
Loma Linda, CA

Cancer Center
The Wayfinding Master Plan provided the structure for the interior design master plan that was implemented in both new construction and cosmetic remodel projects. By having a consistent strategic master plan, both cosmetic and new construction provided a unified design statement that supported its cultural transformation.

(Right) Loma Linda Reception Desk
• Patient and family perceptions concerning both the quality of medical care and the caring attitude of medical staff are significantly influenced by the design of the hospital environment.

• The physical environment has a significant ability to impact a patient’s state of mind and affect the person’s ability to heal, the tolerance for pain and the level of anxiety.

Certified Planetree Designers
Aesthetics, Inc. has been an integral part of the Planetree Advisory Committee and brings holistic philosophy of healthcare to our clients as certified Planetree Designers.

The Planetree model of care is a patient-centered, holistic approach to healthcare, promoting mental, emotional, spiritual, social, and physical healing. It empowers patients and families through the exchange of information and encourages healing partnerships with caregivers. It seeks to maximize positive healthcare outcomes by integrating optimal medical therapies and incorporating art and nature into the healing environment.

Government Project Experience
Aesthetics, Inc. is familiar with the protocols of working with a Federal Agency. Our experience will ensure that project management and communication with us will be smooth at all levels of coordination. We hold a GSA schedule (See Page 18-19) and are certified as a small business woman owned entity. Our qualifications allow your agency to fulfill your small business contracting requirements.

We also have experience working with A/E firms who may be awarded contracts as a prime to fulfills their small business requirements. We also have experience working with and managing vendors nationwide for mission critical fabrication and installation project. Rest assured, Aesthetics, Inc. provides the best value solution to many of your project needs.

“Their involvement has been invaluable in helping to create a strategic master plan in both wayfinding and interior design for our extensive facilities upgrades...”

Jesse Mock
VP of Facilities and Environment
Loma Linda University Medical Center
Loma Linda, CA

Designed around bringing in the comfort and imagery of nature, the new cancer center provides the best of medical care in a beautiful hospitable environment.
Interior Design

- Sustainable Interiors Master Planning
- Cost Effective Cosmetic Upgrades
- Patient-Centered Holistic Design
- LEED and Green Design

Our interior design team transforms environments by combining interior elements, art and multi-sensory experiences to enhance the healing process. Innovative and carefully researched use of color, light, sound, aroma, and space are an integral part of our design approach. Custom interior treatments and appropriate furnishings, finishes, and space planning accomplish the hospitality look and feel that is important in today’s healthcare environments. Our team also designs sacred spaces to serve as places of worship and quiet reflection, and to promote the healing experience for patients, family and caregivers.

“We were pleasantly surprised and so much enjoyed working with your staff. You all should be proud of the service, quality and products that you provide. More than once, I’ve heard our team express, ‘I’m so glad we found Aesthetics to work with’.”

_Sandy Cavanaugh_  
_Vice President of Community Development_  
_Exempla Good Samaritan Medical Center_  
_Lafayette, Colorado_

_Scripps Mercy Hospital_  
_San Diego, California_

For over a decade the Chaplains and Sister’s of Mercy had a dream for a new chapel at Mercy San Diego. The Aesthetics design team successfully designed a sacred space to serve as a place of worship and quiet reflection, and to promote the healing experience for patients, staff, and visitors. The Holy Family Chapel was created in the true spirit of collaboration. Over 23 hospital members joined with Aesthetics to creatively explore design options that would meet their spiritual needs.

Designed in the Catholic tradition, the chapel can be easily transformed into an ecumenical place of worship to address the multi-ethnicity of the community served. Aesthetics commissioned ten artists to create works of art that are integrated into the interior design, thereby enhancing the organic, harmonious, and sacred ambiance.
(Right) The “River of Life,” an inspiring symbol of healing and transformation, was incorporated in the flooring and large stained glass window as artworks (Above.)
Wayfinding

- Multidisciplinary and inclusive process
- Sustainable by the facility
- Support and reinforce your mission and values

The AIA’s latest healthcare guidelines name wayfinding as one of the eight essential elements in the “Environment of Care.” Good wayfinding is friendly and founded on patient and family centered sensibilities. Wayfinding done correctly reinforces positive attitudes among staff about customer service, commitment to excellence and their part in achieving it. Where fully helpful and aesthetically gratifying wayfinding systems exist, all stakeholders – not just patients and visitors, but staff, administration, the community, and others – experience the facility and its organizational culture in more positive ways. A well-designed, comprehensive wayfinding program strengthens the facility’s brand identification and creates a competitive advantage for a hospital.

Aesthetics, Inc. employs a multidisciplinary, systems-based approach to wayfinding design. The first step in this process is a comprehensive assessment that begins with mapping the patient’s or visitor’s journey and experience. This is an in-depth analysis of the campus from the first-time customer’s point of view. Using this systems approach, we look at information, operations, and facility design to see how they either work together or conflict with each other to support or deter optimal performance.

Wayfinding begins with developing a simplified direction giving system for appointment setters that identifies all of the points important in navigating to and through the campus. This direction giving system organizes the medical center circulation then provides visual identity, which is designed to assist patients and visitors in their navigation.

Our methods integrate with the hospital’s interior design, but emphasize public pathways, hubs, and department entrances. One of the distinguishing factors of our approach is the depth of services offered to our clients to ensure that the program is integrated into operations, and that it is sustainable. We collaborate with the organization’s team to accomplish the design of the wayfinding components and incorporation of appropriate information into the organization’s internet and intranet presence.

AtlantiCare Regional Medical Center
Atlantic City, NJ

Although the facility was becoming very old and tired, there remained a great deal of community pride regarding AtlantiCare’s Atlantic City hospital.

Aesthetics, Inc. was hired in a design leadership position to work with the hospital administration team, the architect and the interior design firm to establish the strategic goals of the project and to develop intuitive wayfinding signs, themes, graphics, and a supportive arts and music program for both the new tower and the existing hospital.
“Their ability to assist in developing an organization’s vision is wonderful! Working with them on wayfinding systems and arts programs for over fifteen years, I rely on their consistent ability to meet our needs.”

Blair Sadler
Past President
Rady Children’s Hospital
San Diego, California

(Right) Each pavilion is themed with its own icon and graphics. This aids in giving visitors a sense of place while navigating the facility. All sign inserts are produced using digital media for easy in-house updating. New maps and directories divide the expanded facility into intuitive pavilions. Only public wayfinding corridors and destinations are included.
Healing Art Programs

- Public Art Specialist
- Evidence-based Healing Gardens
- Roof Top Gravel Designs

A positive human experience of the built environment is a critical factor in helping patients, families and staff attain successful outcomes in the healing process. We believe that the arts can be a tool in creating healing experiences and enhancing the physical environment by adding beauty, positive distraction, meaning, serenity and appropriate stimulation.

Art can also be instrumental as landmarks that reinforce comprehensive wayfinding. In order to do this, it is important to understand the psychological and physiological responses to colors and imagery, along with the effects of certain patterns and designs on patients under stress and under medication. Other areas that should not be over looked are the clinical, emotional and spiritual needs of patients and families as well as culture. What is healing to one culture is not necessarily healing to another. Aesthetics develop guidelines to assist clients in addressing all of these important questions to successfully build a positive human experience in the built environment through arts.

We have years of experience creating regional arts program for clients nation-wide. A regional arts program features and reinforces the positive image of the organization by featuring and celebrating community artists. Regional arts programs create enormous good will and are unmatched by other types of acquisition programs. For institutions that have either a national or international focus, or a specialty that dictates the need for a broader acquisition program, we are able to conform the arts program focus to these goals.

AtlantiCare Regional Medical Center Mainland Campus, Center for Childbirth
Pomona, New Jersey

The theme for the arts program was “The Dance of Women in Nature.” With this in place, Aesthetics developed art plans, price points, framing palettes, quality criteria and sent a request for art out to local artists and art agencies. Aesthetics worked closely with the Foundation to identify funding opportunities that resulted in over 75 percent of the cost of the program being underwritten by the community. We then helped obtain over 190 pieces of art and 10 major commissions.

(Right) “Joie de Vivre” sculpture by Jonathan Darmon.
“We are so very proud of our 415 pieces of art by thirty-seven Colorado artists. This process of creating a healing environment through the arts has been enlightening, inspiring and beneficial to staff, visitors, and the community.”

Sandy Cavanaugh  
Vice President of Community Development  
Exempla Good Samaritan Medical Center  
Lafayette, Colorado

(Top) Rooftop gravel design.  
(Left) “Oceans of Reflection” by Liz Nicklus is a 50-foot wall mosaic that serves as a border for the hospital entrance and creates a new visual landmark for Atlantic City.  
(Above) “Ode to O’Keefe” by Dressler Smith is a three-panel original oil on canvas feature located in the elevator lobby of the fourth floor.
Interpretive Displays

- History Displays
- Cultural Identity
- Recognition Systems

From pre-design through implementation, the interpretive display department creates custom displays that provide a visual identity of the organization’s culture to visitors and staff through its mission, vision, values, brand, donors, foundation, community, history, and product. The goal for these projects is always to promote or create cultural transformation in an organization by honoring the mission and uniqueness of the organization and educating both staff and visitors of the space about these aspects.

Our process starts with an assessment and brainstorming session with key decision makers in order for us to truly understand the unique identity of that organization and what components of that are priorities to emphasis through the displays. This process leads the design as far as content, and Aesthetics will collaborate with marketing, facilities, the architect and the designers to utilize materials that are appropriate for the space and for the purpose of the project.

From here the design process starts, and our scope of services spans conceptual design, design development, fabrication, installation and maintenance of the displays. The client has the opportunity to determine the level of involvement in each of these phases, and Aesthetics is skilled at providing turn-key services for these projects, if desired. We have established relationships with vendors and subcontractors in a variety of fields, and we internally bid each project to ensure the best possible quality and pricing for our clients.

The displays range from wall mounted panels to custom casework installations, and can include a variety of artistic and architectural components such as water features and light boxes. Community ties through art and photography are incorporated whenever appropriate and desirable. Client provided content is featured in a manner to engage viewers and

Biogen Idec - Nobel
LaJolla, CA

Biogen Idec is an international pharmaceutical company that creates medication for healing degenerative diseases. When Biogen and Idec merged, their campuses spanned the globe but had no similar visual identity. Aesthetics created an art and culture program and designed a visual identity to unify the campuses. Aesthetics’ design concept aligns their core values with the company’s positive impact on patients’ lives, in a visual way that inspires and rewards the scientists and staff at their research and manufacturing facilities.

(Right) In the main corridor, the Culture Wall showcases the collective values and products of Biogen Idec.
encourage interaction. Rather than having words and photos on the wall, the display should tell a story to its readers.

Many designs feature updateable and changeable digital components, so the content and look of the display can evolve with the organization. We are here to support these efforts as needed.

“The architect gave us the beautiful building and Aesthetics put our face on it.”

*Bob Wiley*
*Associate Director, Facilities*
*Biogen Idec*
*San Diego, California*
Sound and Music

Aesthetics is a strategic partner with Aesthetic Audio Systems, who develops custom designed sound, music and image programs for public, patient and clinical spaces in healthcare institutions. Studies have shown that acoustic environments can affect how we feel, how we work and help balance the body’s health and well-being. The design of appropriate auditory and visual environments can create positive mental, emotional and physical patient impressions.

Aesthetic Audio Systems introduces two distinctively different programs to the healthcare industry with an eye and ear towards creating a positive patient experience.

Harmonic Healthcare®
Using evidence-based methodology, we carefully consider each institution’s unique architecture, geographic location, and culture. We conduct a comprehensive on-site sound and acoustical evaluation, to assess the auditory and acoustic environment, on a per zone basis, of every area of the facility. Considering the well-being of patients, their families and visitors, and staff through the therapeutic principles of music and listening, we study the waiting time, patterns of flow and movement of people at various times of the day. We then recommend a blended design of light classical, smooth jazz, ambient and world music to provide a variety of harmonic experiences and to produce an atmosphere of energized relaxation.

MuViCure®
Scientifically and clinically documented research studies, on over 6,000 hospitalized patients since 1998 have shown that MusiCure® designed sound and music produces positive health benefits. MusiCure® is the music behind MuViCure®, a unique film genre that combines specially-composed music with images and outstanding moving pictures from nature, edited in close harmony. Annual licensing of MusiCure® and MuViCure® is available in the United States through Aesthetics Audio Systems, Inc.

Marianjoy Rehabilitation Hospital
Wheaton, Illinois

During construction of Marianjoy Rehabilitation Hospital’s newest building, Aesthetic Audio Systems was engaged to conduct an acoustic assessment of their planned space using architectural plans as well as their existing rehabilitation hospital facilities.

(Right) The labyrinth, while attractive and wheelchair accessible, was not as ‘inviting’ as they wished it to be. The utilization of the labyrinth was limited to those who were directed there and not by those left to their own inclination.
Aesthetic Audio Systems designed four special Harmonic Zones™ at focal points throughout the facility. The sound and music, uniquely programmed for each area, are designed by Don Campbell, composer and author of The Mozart Effect®. (Above) Enabling Garden: Reduce stress and anxiety and encourage “sound health.” (Right) Waiting Area: Emphasize the institution’s focus on compassion and caring.
The development of the Sky Pavilion in the light filled main atrium set up the themes for local artist.
Aesthetics, Inc. has a seasoned team of professionals that bring the best-value to your project. On the following pages are resumes of some of our highly qualified team members. This includes:

Annette Ridenour
Founder and President of Aesthetics, Inc.

Roger Hill
Director of Architecture

Duane Fisher
Director, Wayfinding

Leah Goodwin
Director, Healing Art Programs

Linda Martinez
Project Manager, Interior Design

Rachael Akin
Interior Designer
Annette Ridenour has created nationally recognized and award-winning healing environments, arts programs, wayfinding programs, interior design and donor recognition systems for some of the largest and best-known healthcare, educational and community-based organizations in the United States and Canada. In over twenty-five years as a leader in healthcare design, she has collaborated with more than 400 companies, over 200 medical facilities, and numerous major artists and architects from around the world. She founded her design firm, Aesthetics, Inc., in 1980 and specializes in bringing a holistic approach to design of the built environment.

Annette is a co-founder and president emeritus of the Society for the Arts in Healthcare, and in 2006 she was awarded that organization’s Janice Palmer Award for invaluable leadership and outstanding service. Numerous articles by and about her have appeared in publications that include Healthcare Design, Health Facilities Management, Healthcare Building Ideas, and Spirituality & Health. She has served on boards and advisory councils of several healthcare design and arts-related organizations.

As a pioneer and proponent of evidence-based, patient-centered and family-focused design principles, Annette is one of America’s leading experts on healing environment and whole person design. She has lectured extensively at design conferences in the United States (for example, Planetree, the Society for the Arts in Healthcare, The Center for Health Design, Healthcare Facilities Symposium, and Neocon World’s Trade Fair) and in England, Sweden, Japan, Canada, Austria and China.

She cofounded the Blair L. Sadler International Healing Arts Awards to recognize exemplary arts undertakings that have measurably improved the quality of healthcare. She and Blair Sadler are currently co-authoring a book on evidence-based arts programs featuring the award winners from the first several years. She is also currently authoring a book on wayfinding.


She currently provides journal editing, review and critiques for the Healthcare Environments Research and Design Journal and the Planetree Visionary Design Council.

SELECTED CLIENT PROJECTS

AtlantiCare Regional Medical Center • Atlantic City and Pomona, NJ • Wayfinding Programs; Donor Recognition System; Arts and Music Programs

Biogen Idec • San Diego, CA; Cambridge, MA; Research Triangle Park, NC • Cultural Displays

City of Hope Medical Center • Duarte, CA • Arts Program

Exempla Good Samaritan Medical Center • Lafayette, CO • Wayfinding Program; Regional Arts Program; Healing Sound and Music Program

Kaiser Permanente • 25 Facilities throughout California • Wayfinding, Interior Design and Arts Programs

Loma Linda University Medical Center • Loma Linda, CA • Wayfinding, Interior Design and Arts Programs; Master Planning

Magee-Womens Hospital • Pittsburgh, PA • Wayfinding Assessment and Design

MultiCare Health System • Tacoma, Gig Harbor and Puyallup, WA • Wayfinding, Interior Design and Donor Recognition

Rady Children’s Hospital • San Diego, CA • Healing Gardens; History Displays; Wayfinding; Arts Programs; Donor Recognition System; Interior and Exterior Design; Master Finish Plan

San Diego Humane Society and SPCA • San Diego, CA • Donor Recognition, Arts, Interior, Interpretive, Garden and Wayfinding Design

Sanford Children’s Hospital • Sioux Falls, SD • Arts Program

Scripps Mercy Hospital • San Diego, CA • Chapel; Interior/Exterior Design; Wayfinding; Arts Programs; Interactive Computer Kiosk; Programming, Signage and Landmarks

St. Joseph’s Mercy Hospitals • Clinton Township and Pontiac, MI • Campus-wide Wayfinding, Donor Recognition, Arts Programs, Multisensory Room
SELECTED CLIENT PROJECTS

Arizona Center for Health and Medicine • Phoenix and Scottsdale, AZ • Interior Architectural Design

AtlantiCare Regional Medical Center • Atlantic City and Pomona, NJ • Exterior Wayfinding Design

Biogen Idec • Atlanta, GA • Celebration Garden and Fountain

Children's and Women's Health Centre of BC • Vancouver, British Columbia, Canada • Wayfinding Assessment and Design

Comanche County Memorial Hospital • Lawton, OK • Exterior Wayfinding Design

Exempla Good Samaritan Medical Center • Lafayette, CO • Exterior Wayfinding Design

Hoag Memorial Hospital Presbyterian • Newport Beach, CA • Donor Recognition System

Kaiser Permanente • Facilities throughout California • Interior Architecture

Loma Linda University Medical Center • Loma Linda, CA • Wayfinding, Interior Design, Arts Programs

Northwest Texas Medical Center • Amarillo, TX • Exterior Wayfinding

Oasis International • Pune, India • Animal Hospital and Shelter

Palomar-Pomerado Health Foundation • Escondido and Poway, CA • Donor Recognition Director Display

Parrish Medical Center • Titusville, FL • Donor Recognition and Hospitality Display

Providence Alaska Medical Center • Anchorage, AK • Exterior Wayfinding Assessment and Design

Rady Children's Hospital • San Diego, CA • Wayfinding Assessment and Design

Saddleback Memorial Medical Center • Laguna Hills, CA • Exterior Entrance Remodel

Saint Mary's Hospital • Waterbury, CT • Exterior Wayfinding and Main Entrance Remodel

Scripps Mercy Hospital • San Diego, CA • Chapel Design

St. Mary's Hospital • Grand Junction, CO • Exterior Wayfinding and Main Entrance Remodel

Statement of Qualifications

RESUME: ROGER HILL

Roger Hill is a Director with emphasis in the practice area of Architecture for Aesthetics, Inc. Roger works from a broad project background that includes master planning, building design, and interior architecture for a wide range of project types. He currently has 24 years of experience in the profession. He received his Bachelor of Architecture in 1976 from the University of Oregon. Professional awards include an Award of Excellence from the Woodwork Institute of California and an Orchid Award from Orchids & Onions Awards.

Roger’s experience includes medical, laboratory, hospitality, commercial, retail, restaurant, entertainment and institutional projects. Among his clients are The Scripps Research Institute and The Bishop’s School, both in La Jolla; City of Crestline in San Bernardino; Del Mar Fairgrounds & Race Track in Del Mar; San Diego Zoo; San Diego Museum of Art; San Diego Community College District (Miramar College); Hilton Hotels in La Jolla and San Diego; and Viejas Casino in Alpine, California.
Duane Fisher is a Director with emphasis in the practice area of Wayfinding Programs at Aesthetics, Inc. He is a registered architect with over 20 years of experience and is a member of NCARB. He has been with the firm since 1999.

For the past 9 years, Duane has been instrumental in the development of the Wayfinding Programs department. He has helped create and refine the holistic analysis and solutions for our clients that have made Aesthetics a leader in the field of healthcare wayfinding. Duane has strong design skills, understanding of operational, interior and environmental design issues pertaining to healthcare and the patient experience, and brings a sound background to project budgeting, scheduling and management. He oversees a talented group of graphic designers, project managers and project assistants.

His professional experience began on the East Coast with numerous residential, commercial and historical projects in Washington DC, Maryland, Pennsylvania, Virginia and North Carolina before moving to California. His diverse background includes design and construction of residential, commercial and healthcare projects, as well as graphic communication and design.

Duane is a graduate of Clemson University School of Architecture in South Carolina, and Catholic University of America in Washington, DC.

SELECTED CLIENT PROJECTS

AtlantiCare Regional Medical Center • Atlantic City, NJ • Interior Wayfinding/Interior Design Services; Corporate Branding, Graphics Program

The Cleveland Clinic • Cleveland, OH • Exterior Wayfinding Program

Comanche County Memorial Hospital • Lawton, OK • Wayfinding Program Design

Cook Children’s Medical Center • Fort Worth, TX • Wayfinding Assessment Services

Exempla Good Samaritan Medical Center • Lafayette, CO • Interior Wayfinding Program; Donor Recognition System; Corporate and Community History Program

Good Samaritan Hospital • Puyallup, WA • Wayfinding Assessment Services

Goshen General Hospital • Goshen, IN • Wayfinding Assessment Services

Lakeland Regional Medical Center • Niles and St. Joseph, MI • Wayfinding Assessment and Design Services

Memorial Medical Center • Springfield, IL • Interior Wayfinding Program, Donor Recognition, Interior Design

Multicare Tacoma General Hospital; Mary Bridge Children’s Hospital • Tacoma, WA • Wayfinding Design Services

Northwest Texas Health System • Amarillo, TX • Wayfinding Design Services

Providence Alaska Medical Center • Anchorage, AK • Wayfinding Design Services

Rady Children’s Hospital • San Diego, CA • Wayfinding Assessment and Design; Arts Program; Donor Recognition System; Interior and Exterior Design Projects

Saint Mary’s Hospital • Waterbury, CT • Interior Wayfinding Program

Statement of Qualifications

RESUME: DUANE FISHER
Leah Goodwin is a Director with emphasis in the practice areas of Donor Recognition and Arts Programs at Aesthetics, Inc. She brings over twenty years of development and arts program management experience. Leah has a diverse background that includes small business development and fund raising, marketing and communications in the areas of cultural, community, and public relations. Her exemplary career in the arts encompasses everything from public arts management to visual and performing arts program development and consultation, to creation and implementation of award winning arts in education and arts in hospital programs. She is also a published writer and poet.

Leah has been an active participant in the San Diego arts and culture community. She has a unique vision for community relations and its natural relationship to public art. In her role as Director of Education and Access at the California Center for the Arts, Escondido, CA, and Executive Director at the County of San Diego Public Arts Advisory Council, she used the arts as a tool for supporting redevelopment and creating community pride. When she served as a committee member for the Port of San Diego Public Art Committee, she was an instrumental part of the team that realized how landmark art supports the sense of place as well as supporting an individual’s journey. She brings this same sensibility to wayfinding programs at Aesthetics, working with the project and considering how the local arts community can create visual cues that transcend age, cultural and language barriers.


**SELECTED CLIENT PROJECTS**

**ARTS PROGRAMS**

AtlanticCare Regional Medical Center • Pomona, NJ

City of Hope Medical Center • Duarte, CA

Glendale Adventist Medical Center • Glendale, CA

Kaiser Permanente • Multiple facilities throughout California

Loma Linda University Medical Center • Loma Linda, CA

Rady Children’s Hospital • San Diego, CA

**ARTS/DONOR RECOGNITION**

Exempla Good Samaritan Medical Center • Lafayette, CO

San Diego State University • San Diego, CA

St. Joseph Mercy Oakland; St. Joseph’s Mercy Hospital; St. Joseph’s Mercy of Macomb • Pontiac and Clinton Township, MI

**DONOR RECOGNITION**

Community Hospice • Modesto, CA

Exempla Lutheran Medical Center • Arvada, CO

Good Samaritan Medical Center • Puyallup, WA

Heritage Pointe • Mission Viejo, CA

Hoag Memorial Hospital Presbyterian • Newport Beach, CA (Master Plan)

La Sierra University • Riverside, CA

MultiCare Health System • Tacoma, WA

Palomar-Pomerado Health Foundation • Escondido and Poway, CA

O’Connor Hospital • San Jose, CA
Statement of Qualifications

RESUME: LINDA MARTINEZ, CID, ASID

Linda Martinez is a project manager with emphasis in the practice area of Interior Design at Aesthetics, Inc. Since joining the firm in 2005, she has leveraged her diverse industry experience and has been instrumental in the phenomenal growth of the team. Her previous experience as an Interior Design Instructor at the Art Institute of California, San Diego paved the way for her role as mentor, motivator, and team manager. Linda has been a driving force behind the team’s career development and certifications.

Linda regularly attends the design Symposia and conference. Through research and experience, she has developed a strong understanding of evidence-based design principles. Her experience in commercial interior design projects includes both new and existing construction as well as interior standards programs for various institutional facilities. Linda has a strong ability to develop a concept and bring it to life and a practical understanding of finishes and design solutions that ensures her projects consistently complete on time and budget while exceeding client expectations.

Linda received her Bachelor of Arts degree in Interior Design from Purdue University in West Lafayette, Indiana. Her professional experience began in the Midwest and included commercial, residential, corporate, and institutional projects. Linda is a CAD specialist with a strong working knowledge of construction documents, architectural coordination, and interior codes and regulations (including OSHPD).

SELECTED CLIENT PROJECTS

AtlantiCare Regional Medical Center • Atlantic City, NJ • Wayfinding Design, Arts Programs

Kaiser Permanente Foundation • Multiple Facilities throughout California • Interior Design

Loma Linda University Behavioral Medicine Center • Loma Linda, CA • Interior Design; Interiors Master Plan

Loma Linda University Faculty Medical Offices • Loma Linda, CA • Interior Design; Interiors Master Plan

Loma Linda University Medical Center • Loma Linda, CA • Interior Design; Interiors Master Plan; Interior Wayfinding

Magee-Womens Hospital • Pittsburgh, PA • Interior Design; Wayfinding

Mercy Hospital Bakersfield • Bakersfield, CA • Interior Design; History Displays

MultiCare – Tacoma General Hospital • Tacoma, WA • Wayfinding Program

Nestlé Beverage Division • Anderson, IN • Interior Design; Cultural Identity Programs

Nestlé USA (Corporate Headquarters) • Glendale, CA • Interior Design; Cultural Identity Programs

Orange Coast Memorial Medical Center • Fountain Valley, CA • Interior Design

Parrish Medical Center • Titusville, FL • Interior Design

Providence Alaska Medical Center • Anchorage, AK • Interior Design; Wayfinding Program

Rady Children’s Hospital • San Diego, CA • Interior Design; Master Finish Plan
Rachael Akin joined the Aesthetics team in 2006; her experience in interior design has given her a strong working knowledge of commercial grade products and materials as well as building codes and practices. Rachael is skilled in construction documentation, sketching and rendering, as well as presentation design and assembly.

Rachael’s commercial and institutional interior design experience includes new construction, cosmetic upgrades, interior wayfinding projects and interior master plans. She played a role in the development of our current system of interior master plan documentation.

Rachael has an affinity for green design. She has worked on LEED certification projects, and is planning for her LEED for Commercial Interiors certification in 2009. She strives to include green building practices and materials in all projects.

Rachael holds a Bachelor of Science in Interior Design from the Art Institute of California, San Diego. Her design experience began in the field of creative theatre design and stage management, before segueing into interior design and then specifically to institutional design.

SELECTED CLIENT PROJECTS

Rady Children’s Hospital • San Diego, CA
Interior Design, Interiors Master Plan

Loma Linda University Medical Center • Loma Linda, CA, Interior design, Interiors Master Plan

Loma Linda University Behavioral Medicine Clinic
Loma Linda, CA • Interiors Master Plan

Loma Linda University Faculty Medical Office
Loma Linda, CA • Interiors Master Plan

Nestle USA • Anderson, IN
Interior Design, Cultural Identity Display

Kaiser Permanente Foundation
Multiple locations

Magee Women’s Hospital of UPMC • Pittsburg, PA
Interior Design, Wayfinding

Orange Coast Berthing Center • Orange County, CA,
Interior Design

Mercy Hospital • Bakersfield, CA
Donor Recognition, History Display
Leichtag Family Garden
Rady Children's Hospital
San Diego, California
Aesthetics, Inc. has nearly 30 years of experience designing for some of the best known hospitals in this nation and internationally. A select list of clients are listed below.

(†) Plantree
(●) Government Contract
(⇐) LEED Design

↑● 78th Medical Group, Robins AFB
   Warner Robins, GA

↓  Allen Hospital
   Waterloo, IA

AtlantiCare Regional Medical Center – City Campus
   Atlantic City, NJ

AtlantiCare Regional Medical Center – Mainland
   Pomona, NJ

↑ Central Peninsula General Hospital
   Soldotna, AK

↑ Cleveland Clinic Healthcare System
   Cleveland, OH

↑ Carolinas Medical Center - Mercy
   Charlotte, NC

Exempla Good Samaritan Medical Center
   Lafayette, CO

Goshen Hospital
   Goshen, IN

↑ Kadlec Medical Center
   Richland, WA

↑ Loma Linda University Behavioral Medicine Center
   Loma Linda, CA

↑ Loma Linda University Faculty Medical Offices
   Loma Linda, CA

↑ Loma Linda University Medical Center
   Loma Linda, CA

Magee-Womens Hospital of UPMC
   Pittsburgh, PA

MultiCare Good Samaritan Hospital
   Puyallup, WA

MultiCare Mary Bridge Children’s Hospital
   Tacoma, WA

MultiCare Tacoma General Hospital
   Tacoma, WA

Providence Alaska Medical Center
   Anchorage, AK

⇑ Rady Children’s Hospital
   San Diego, CA

Saint Mary’s Hospital
   Waterbury, CT

⇑ Sharp Coronado
   Coronado, CA

⇑ VA Desert Pacific Healthcare Network
   Los Angeles, CA 90073

⇑ VA Puget Sound
   Seattle, WA

⇑ VA San Diego Medical Center
   San Diego, CA

⇑ VA Newark New Jersey Healthcare System
   East Orange, NJ

VA Newark New Jersey Healthcare System
   East Orange, NJ

VA New York Harbor Healthcare System
   Brooklyn, NY

WakeMed Health and Hospitals
   Raleigh, NC
PROJECT OVERVIEW

Loma Linda University Medical Center (LLUMC) has a distinguished hundred-year history of innovation in medical science and patient care. Each year it admits more than 33,000 inpatients and serves roughly half a million outpatients. Its physical plant consists of two million square feet, three hospitals and several medical office buildings. It operates some of the largest clinical programs in the United States and is recognized as an international leader in several medical disciplines.

LLUMC leadership requested a fully integrated master plan that included interior design, interior and exterior wayfinding and art installations that supported the organization’s commitment to patient-centered care and a faith-based mission.

SCOPE OF WORK

The Aesthetics team was tasked with conducting a comprehensive evaluation of the medical center’s two hospitals and a medical office building. The resultant analysis identified opportunities for improvement in the areas of interior and exterior wayfinding and signage, interior design elements in patient care areas as well as public and administrative spaces, art installations, specialty displays and donor recognition displays.

A critical component of the analysis and the resulting implementation of all elements was Aesthetics’ coordination with multiple architectural firms involved in construction of new spaces and seismic retrofitting of existing buildings. Additionally, all design elements were compliant with OSHPD and other State of California regulations.

SIGNIFICANT ACHIEVEMENTS

Forging a strong partnership with the medical center’s staff, the Aesthetics team provided education to the facility’s interdisciplinary Interior Design Committee.
on numerous aspects of a holistic approach to creating healing environments.

Interrelated and comprehensive master plans were developed for the University Medical Center, Children’s Hospital, Behavioral Medicine Center and the Faculty Medical Offices. Each master plan addressed the elements of exterior and interior wayfinding, interior design elements, integrated art selections and installations while adhering to OSHPD, HIPAA, patient safety, and infection control guidelines and standards.

Within the framework of the master plans, visioning sessions with multiple departmental staffs were conducted to obtain their interpretation of the facility’s mission statement “to make man whole” and to obtain design goals for their departmental spaces. Bringing in the calming properties of nature including imagery, color, texture and art, Aesthetics provided design documents for all nursing units located within three nursing care towers, the emergency department, the new cancer center, lobbies and cafeterias of the medical centers and children’s hospital and other patient care areas.

To facilitate cost containment and timely project completion, the unified Aesthetics-LLUMC staff team developed a “cosmetic upgrade” approach to various areas resulting in significant savings of both time and money, yet providing a comforting and healing environment.

Wayfinding corridors incorporate biblical scripture and inspirational quotes, along with photographic art that support the patients and families, while reflecting the mission and values of the institution.

Interior design in the NICU incorporates inlaid floor patterns that reinforce the wayfinding theme in the Serenity Pavilion. The art murals contain fanciful animal and toy shapes in the clouds formations. Artist: Tom Fagan

Wayfinding signage, flooring inlays and interior finishes help define portals and destinations and direct visitors to and through major decision points.
Visual art and music provide positive distractions, mitigate fear and anxiety, and reduce the perception of wait time.
PROJECT OVERVIEW

In 2002, the team of Aesthetics, Inc. and Anshen + Allen Architects were hired by Rady Children’s Hospital to design the new 279,000 square foot, five-floor acute care addition to their well-known children’s campus. Scheduled to open in 2010, the $235,000,000 project broke ground on December 5, 2007 and is progressing on schedule and budget. This building will become the first LEED-certified building on campus.

The new 164-bed patient care pavilion will include a state-of-the-art 16-room surgical suite and support facilities, a 32-bed neonatal intensive care unit, and a hematology/oncology care center with 38 private rooms. With the addition of 84 new medical surgical beds, Rady will become the largest children’s hospital in the state with over one million square feet of space.

PROJECT SCOPE

Aesthetics prepared an entire interior design package for the new pavilion that included interior finishes and furniture, art, wayfinding and signage for all spaces of the new facility. During this process, Aesthetics coordinated with Anshen + Allen on the production of the interior design construction documents, assisted with the OSHPD review and approval process, and worked with the landscape architects to ensure interior and exterior design continuity.

SIGNIFICANT ACHIEVEMENTS

Aesthetics facilitated a visioning session with senior leadership to define the mission and strategic goals for the project. This became the vision that the entire design team worked together to achieve. The design leadership group successfully worked together to create a relationship where the architecture, interior design, arts, landscape design and wayfinding elements were integrated as a cohesive whole from the beginning.
The team began the project by engaging the help of numerous focus groups. Together, patients and staff reaffirmed guiding principles, and assisted the team in creating themes and neighborhoods for the new expansion. Utilizing evidence-based design principles, goals were also addressed to improve patient safety and health, reduce staff fatigue and stress, and create spaces of respite and delight.

The building is designed to bring in nature and light with accessible gardens for families on each level that reinforce the themes of the floors. Each floor has a theme, from sea, to beach, to sky and to space. Reinforcements of the themes are architecturally integrated into the flooring, wall graphics, commissioned artwork and signage. A signature of an Aesthetics interior design project is the creation and implementation of a community arts program that commissions hundreds of pieces of original art in all media from community artists.

The main artistic element in the building is a four-story water wall of light that will spill into a mosaic river of life that crosses the lobby and becomes a water feature in one of the many magical gardens outside. Each floor will also have a mosaic mural depicting stories which continue in artwork on the different floors. Niches are found throughout the building where both children’s art and community art will be displayed.

Aesthetics has worked together with Rady and their architects since 1990 to successfully create and integrate standards for their entire campus that reflect their mission, their culture, and their commitment to the community. The patient acute care project follows this rich tradition that Rady Children’s Hospital began in 1993, in a commitment to develop an optimal healing environment through innovation and integration of architecture, interior design, arts and wayfinding.
PROJECT OVERVIEW

Our work for AtlantiCare in New Jersey over a five year span began as a wayfinding project for a health park and evolved into providing an extensive array of design services for three medical center campuses, which included interior design, wayfinding, arts programs, donor recognition and public area music. Of the three campuses, this overview focuses upon the third facility, AtlantiCare Regional Medical Center in Atlantic City, which underwent a 198,000 sf expansion in 2006-2008.

SCOPE OF WORK

Aesthetics provided all-campus wayfinding design, a 500-piece community arts program, donor recognition, cultural identity displays, and public area music installation for the overall medical center, including the expansion.

Interior design services for the seven-story expansion project at AtlantiCare Regional Medical Center went to a firm more local to the project, due to their architect’s need for bi-weekly team meetings. However, the owner retained Aesthetics to provide leadership in patient and family-centered design sensibilities for the entire architectural and engineering team, contractors and administration. Aesthetics conducted a large workshop, attended monthly design presentations and provided periodic peer review of drawings as the project progressed.

SIGNIFICANT ACHIEVEMENTS

Elements of the architecture, interior architecture and interior design were substantially impacted by Aesthetics’ input, which addressed interior casework, waiting area design, color and materials and use of art to add interest and mitigate problem areas. An example of the latter was the substitution of custom translucent art glass for the windows of the emergency department.
A full regional arts program filled the new Harmony Pavilion with art from local artists, strengthening the overall branding, and securing strong ties to the community it serves. Artists: (above) Dorrie Papademetriou; (below) Debra Sachs and Marilyn Keating

Art glass in the new emergency waiting room shields the seating area from the adjacent driveway and drop off and provides a calming effect to the Harmony Pavilion for both inside and outside viewers. Artist: Linda Stockwell

lobby, which would otherwise have looked out directly into a minimally-landscaped driveway and drop off area. A second example was the softening of a new exterior pedestrian bridge, clad with anodized aluminum, which flanks the exterior hospital entrance. This otherwise cold, clinical impression was dramatically transformed with a colorful 50-foot tile mural between its support columns.

These two art elements were part of a very large community-based regional arts program orchestrated by Aesthetics. This was accomplished using a request for proposal process open to area artists from New Jersey and Philadelphia. Aesthetics helped create a hospital arts committee that included members from the local museums and arts councils. We led a visioning session and, with committee input, created an arts program with mission, goals, and corporate policy and procedures. Approximately 500 works of art were budgeted and selected from artists’ submittals; Aesthetics then coordinated acquisition, framing and installation, and produced an “art tour” brochure given out at the hospital reception and gift shop. Substantial local publicity was generated.

Interior wayfinding utilized graphic imagery to create visual interest in signage, differentiate hospital zones and promote values of the organization. With hospital administrators’ and community group input, the zones were designated as harmony, heritage, wellness and friendship and illustrated with relevant images of the region. In the existing hospital, many departmental entrances were redesigned to add prominence and beauty. Through graphic content, imagery and interior design enhancements, wayfinding helped create a vastly improved, hospitality-oriented impression for the public.

Aesthetics also created cultural identity displays along the interior of the pedestrian bridge, connecting the parking garage with the hospital. The display is built around the hospital’s values, with imagery from the region’s natural beauty and community and sprinkled with employee stories.
Aesthetic Audio Systems, Inc. created and installed a digital music program for the entry, lobbies, public corridors and waiting rooms. Music from their digital library has been selected specifically for healthcare, and is grouped appropriate to each type of area, spatial acoustics and time of day.

Aesthetics’ integrated approach to design has been a substantial contribution to the creation of a hospitality-oriented, patient- and family-centered environment for the medical center. In numerous ways, the content of their work also expresses and enhances public perception of the organizational brand. Post-occupancy evaluations show that staff and visitors feel the arts decrease the perception of wait time, make them feel more at home, reinforce pride in the community, and support the organization’s values. The staff feels a new sense of pride in the facility and the work they do. New connections and relationships with arts committee members have led to positive actions including a volunteer-run community gallery. Press releases and public relations efforts regarding the healing environment and support for the community have garnered an abundance of favorable print and television media coverage.

The healing arts programs at ARMC have garnered positive publicity.
PROJECT OVERVIEW

Aesthetics was challenged to create a wayfinding program for the 78th Medical Group Clinic at Robins Air Force Base in Warner-Robins, Georgia. After listening to their command representatives talk about how important it is for families to go to a facility that reinforces the pride the service members and their families have in service, we proposed the utilization of integrated design to supplement the new wayfinding with cultural identity displays. Ultimately, Air Force values were featured on each display and softened with landscape imagery to promote a healing environment.

SCOPE OF WORK

The client chose to promote healing through the use of nature images, which were provided by local photographers and were taken throughout the State of Georgia. Signs featured blue sky graphic imagery and custom wallcovering murals of Georgia landscape imagery were used along the wayfinding corridors as a visual reinforcement to patients who travel the public corridors. Blue sky and landmark imagery were used at each entrance and at the nurse station destinations. Each entrance also featured a display of the 78th Medical Group’s unique mission, vision and values.

SIGNIFICANT ACHIEVEMENTS

The resultant design transformed the clinics into a calm, yet inspirational environment. This became a benchmark example of our integrated multidisciplinary project approach.

The entrance foyer evokes a sense of pride with new banners for the 78th Medical Group.

“Placemakers” welcome visitors and display the values of the organization, while highlighting informational and directional signage.
Scripps Memorial Hospital • LA JOLLA
McDonald Center 12-Step Garden

Aesthetics and the Schmidt Design Group (landscape architects) collaborated to transform an under-utilized outdoor concrete court into a tranquil and contemplative healing environment for the hospital’s drug and alcohol treatment center. The garden consists of individual areas and contemplative transitions that take patients on a guided journey of the twelve steps. Designed to be tranquil and therapeutic, the landscape architecture and art were approached together as an integrated whole. Twelve art commissions were created with input from hospital staff and past program graduates. The design team developed a creative concept that inspired fundraising of $150,000 for the project completion. It is loved and cared for by the Scripps Community.

Scripps Mercy Hospital • SAN DIEGO
Holy Family Chapel

Aesthetics provided interior architecture design, interior design and arts consulting services for this special hospital chapel, which opened in 2001. The design of the chapel has a sheltering feel from its curved walls and ceiling forms, and focuses upon a spectacular stained glass representation of nature with a river of life. The river continues as a mosaic stream through the floor and into the entrance vestibule, which was created to transition visitors from the busy hospital lobby into the contemplative sanctuary of the chapel. Ten artists were commissioned to create collaborative works, such as the prayer bowl in the vestibule, the altar, tabernacle, fountains, stained glass and mosaic flooring patterns. The chapel design began with a visioning session with administrators and staff, and many design elements evolved from expressions of where and how people personally felt closest to their faith. Response to the chapel has been immense, far surpassing early expectations. Architect of Record: Moon Mayoras Architects.
Statement of Qualifications
GSA INFORMATION

SCHEDULE TITLE
AWARDED SCHEDULE TITLE
71 - II Comprehensive Furniture Management Services (CFMS)

GSA SCHEDULE
GS-29-F0035N

BUSINESS SIZE
Small Business, Woman Owned

CONTRACT PERIOD
August 21, 2008 through August 20, 2012

DATA UNIVERSAL NUMBERS SYSTEMS (DUNS) NUMBER
17-510-5428

ADDRESS, PHONE, FAX AND POINT OF CONTACT
301 Spruce Street
San Diego, CA 92103

(p) 619-683-7500
(f) 619-6837510

Annette Ridenour
President

Burton Sue
Business Development Manager

PROMPT PAYMENT TERMS
1% 10 days NET 30
### TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS)

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
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<tbody>
<tr>
<td>712 97</td>
<td><strong>Ancillary Repair and Alterations</strong>&lt;br&gt;Repair and Alterations ancillary to existing SINs under this Schedule. Ancillary Repair and Alterations projects are those (1) solely associated with the repair, alternation, delivery or installation of products or services also purchased under this Schedule, and which are (2) routine and non-complex in nature, such as routine painting or carpeting, simple hanging of drywall, basic electrical or plumbing work, landscaping, and similar noncomplex services.</td>
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<td>712 4</td>
<td><strong>Furniture Design / Layout</strong>&lt;br&gt;Services for inclusive furniture consultations, interior design and product specifications. Furniture, office equipment and furnishings included.</td>
</tr>
<tr>
<td>712-1</td>
<td><strong>Project Management</strong>&lt;br&gt;Comprehensive support for the design, reconfiguration, relocation and increasing/downsizing of office space and similar facilities. Furniture, office equipment and furnishings included.</td>
</tr>
<tr>
<td>712-2</td>
<td><strong>Assets Management</strong>&lt;br&gt;Supply customer agencies with services designing and installing systems to manage office furniture and related inventories, includes warehouse and property disposal management</td>
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<td>712-3</td>
<td><strong>Reconfiguration / Relocation Management</strong>&lt;br&gt;Services for reorganizing, consolidating, warehousing and/or opening new facilities. Furniture, office equipment and furnishings included.</td>
</tr>
<tr>
<td>712-6</td>
<td><strong>(Furniture and furniture Related) - Assets Maintenance</strong>&lt;br&gt;Services for restoring, repairing, renovating, reupholstering and cleaning of office furnishings and equipment.</td>
</tr>
<tr>
<td>712-99</td>
<td><strong>Introduction of New Services / Products</strong>&lt;br&gt;This SIN encompasses Services within the scope of the Comprehensive Furniture Management Services Federal Supply Schedule, and not currently available under any other SIN or Federal Supply Schedule, that may provide a more economical or efficient means for Federal government ordering activities to accomplish their mission. The new Service may significantly improve an existing Service. It may be a furniture management service existing in the commercial market, but not yet introduced to the Federal government.</td>
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78-I SPORTS, PROMOTIONAL, OUTDOOR, RECREATION, TROPHIES AND SIGNS (SPORTS)

- 366 90 Ancillary Services Relating to Signs and Safety Zone Products
- 366 99 Introduction of New Products / Services Relating to Signs and Safety Zone Products
- 402 99 Introduction of New Products/Services related to Trophies, Awards, Presentations, Promotional Materials, Flags, Briefcases, and Carrying Cases

72 II FURNISHINGS

- 722 05 Wall Art Including Paintings, Photographs, and Posters
- 722 08 Optional Ancillary Services
- 722 99 Introduction of New Products