

■ Exterior Signagage

Photo simulations provide a realistic view of some exterior wayfinding signage possibilities.



■ Parking Garage Wayfinding Signage

Aesthetics uses brilliant, beautiful graphic imagery in parking garage signage, themed for each floor.



301 Spruce Street • San Diego, California 92103 • 619.683.7500  
info@aesthetics.net • www.aesthetics.net



# Wayfinding Programs

Case Study: Wayfinding & Branding for MultiCare's Multiple-Hospital System



*...bringing harmony,  
balance and beauty to  
the built environment.*

## Our Mission

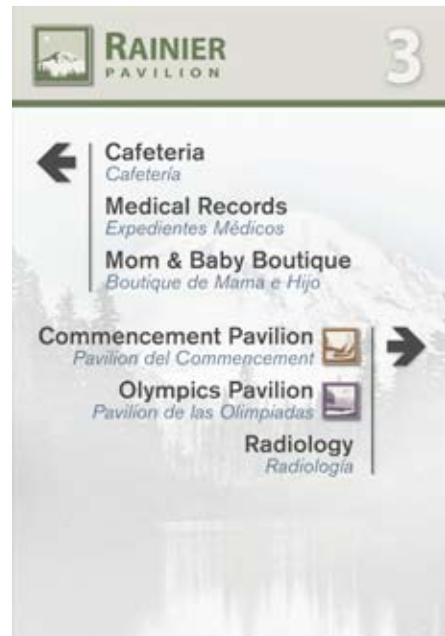
*Aesthetics, Inc. is a multidisciplinary design firm that collaborates to bring harmony, balance, and beauty to the built environment.*

## About Aesthetics, Inc.

Aesthetics, Inc. is a holistic healthcare design firm that has practice areas in wayfinding programs, interior architectural design, regional arts programs, interpretive displays, fundraising strategies, design leadership and custom sound and music programs. Since 1980, our innovative work has transformed built environments and created healing experiences using evidence-based, patient-centered, and holistic design principles.

The founder and president of Aesthetics, Inc., Annette Ridenour, leads an outstanding team that includes architects, interior designers, graphic designers, environmental designers, artists, arts consultants and fund-raising professionals. Through this multidisciplinary team approach, Aesthetics assists organizations in creating physical environments that are designed around the patient experience and reflect the organization's history, excellence and cultural aspirations. This is accomplished through a process of clarifying and reinforcing each organization's mission, vision and values. The client and the design team members enter into a respectful partnership that ensures the final project, and the processes of designing and building, are harmonious.

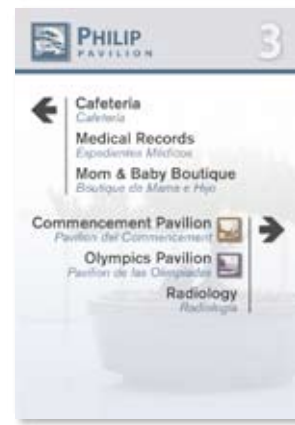
Our commitment is to create spaces that inspire the human spirit, promote health and wellness, and respect human dignity.



Destination Signage Inserts  
MultiCare Tacoma General Hospital

## Wayfind Programs

Aesthetics, Inc. has been a leader and innovator in designing wayfinding solutions for healthcare for over 25 years, with projects in over 50 medical facilities nationwide. Aesthetics works in a collaborative process that gives the opportunity to incorporate the mission, vision, values and culture of our clients. The value added for our clients is our unique approach that takes into account both the physical and emotional patient and visitor experience as they navigate to and through the medical center campus.



In this brochure, we present to you a case study of MultiCare Health Systems, Tacoma General Hospital. For additional information about this client or our services, please contact our Business Development Manager at 619-683-7500.

## MultiCare Tacoma General Hospital

Tacoma, WA

DESIGNING A SYSTEM-WIDE WAYFINDING PROGRAM TO PROVIDE A GROWING COMMUNITY ACCESS TO THE BEST HEALTHCARE POSSIBLE.

MultiCare is a leading-edge, integrated health organization made up of four hospitals including Allenmore Hospital, Good Samaritan Hospital, Mary Bridge Children's Hospital and Tacoma General Hospital, numerous primary care and urgent care clinics, multi-specialty centers, hospice and home health services, and many other services. A not-for-profit organization based in Tacoma, Washington since 1882, MultiCare has grown over the years in response to community needs. Today, they are the area's largest provider of health care services, serving patients at 93 locations in Pierce, South King, Kitsap and Thurston counties.



Branding through Wayfinding - Custom-designed icons identify each pavilion at MultiCare Tacoma General Hospital.

In 2007, Aesthetics was hired to design a comprehensive wayfinding program for their Tacoma General Hospital and Mary Bridge Children's Hospital in Tacoma. This multi-building site of over 1.5 million square feet became the launching project to design a system wide wayfinding program. Currently, Aesthetics is working on all of their Medical Center campuses.

### Interior Destinations

Differentiation between public elevators and destinations from staff elevators through use of design and finishes to help avoid confusion for customers.

