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## NEWS RELEASE

FOR IMMEDIATE RELEASE  
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### **Aesthetics, Inc. Integrates Healthcare Solutions of Art, Heart and Science at the new Rady Children's Acute Care Pavilion**

**SAN DIEGO, CA: September 28** - Going to the hospital does not always have to be scary for kids, it can be fun! See how at the new Acute Care Pavilion, a 279,000 square foot state-of-the-art addition to the Rady Children's Hospital, slated to open on Oct. 10, 2010. San Diego-based healthcare design company Aesthetics, Inc. brought a wealth of color, light-hearted artwork and beauty to an important San Diego landmark. This was a collaborative effort with Rady Children's design and construction teams, Anshen + Allen Architects and McCarthy Building Companies.

Aesthetics' involvement began in 2005, when the new Acute Care Pavilion was in the planning stages. The team's overall wayfinding concept, "Sea to Space," is a child- and adult-friendly theme to which the team applied evidence-based and holistic design principles. Various teams composed of senior leadership, clinical staff, patients and families vetted the concepts and the art selections. Because Aesthetics provided interior design, art coordination and wayfinding signage, every element works together to help "humanize" a large hospital building that will serve the community's children for years. Four patient floors are themed Sea, Beach, Sky and Space, and graphics, art and finishes provide separate identities for wayfinding purposes.

The entire Pavilion is infused with beautiful mosaics, paintings, sculpture and murals by artists from San Diego County including, floor inlays, ceiling paintings and custom, kid-friendly sculpture throughout the building interiors. The artwork

is full of humor and colorful charm, designed for children in all age groups. A Call for Art throughout San Diego County realized 100-plus entries and 32 artists were selected to create more than 350 custom works of art. Children from neighborhood schools (Fletcher Elementary School, Taft Middle School and Wegeforth Elementary School) and patients at the bedside engaged in creating over 100 additional pieces that are professionally framed and displayed throughout the facility. In total, 451 pieces of art installed.

The Aesthetics team created human-scale healing spaces. The interior façade, visible from the street, showcases the building's "river of life" concept as a wave-textured wall with synchronized, moving LED lighting that simulates trickling water and spans all four floors. At its base, a mosaic of a river winds sinuously across the floor and continues outside, passing underneath beneath a large window into the garden, where there is an interactive play pond with sea creatures.

Furniture throughout the building is playful and fun, scaled for both kids and grown-ups. It is also environmentally friendly. Ninety percent of all flooring, wall coverings and upholstery are made of sustainable materials, helping the new Acute Care Pavilion to become the first Leadership in Energy Efficiency Design (LEED)-certified acute-care hospital in California.

Since 1980, Aesthetics, Inc. has transformed built environments and created healing experiences using evidence-based, patient-centered and holistic design principles. Aesthetics is unique in offering multidisciplinary systems and strategies for wayfinding programs, interior architectural design, regional arts programs, and interpretive displays. The company's process engages, educates and empowers an organization to express its uniqueness through interior architecture, design and the arts. For more information, contact Business Development Manager Burton Sue at 619-683-7500 or [bsue@aesthetics.net](mailto:bsue@aesthetics.net), or visit the Web site at [aesthetics.net](http://aesthetics.net).

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