

Q&A

David Fik

President

Lantz-Boggio Architects

What's one major design or care delivery trend that's shaping your work today? And how so?

Experiential Design. From exhibition-style kitchens to highly-developed outdoor spaces we're finding designers and developers honing in on the immersive experience. Each new generation of seniors has less of a desire to be segregated. The expectations of current and upcoming generations are trending toward new life experiences including entertainment, social events and community activities that are not solely focused on seniors. Responsive design solutions inherent in our work today includes incorporating versatile, flexible spaces within the senior community that can

host a variety of activities and all-age gatherings for the community at large. We have to think of amenity spaces in our senior living communities as neighborhood assets.

What defined senior living design 10 years ago and what defines it now?

Residents have changed and so have their expectations. Today's older adults are enjoying increasingly active and social lifestyles. Social gathering amenities should be either built in, or provided adjacent to, whether for fitness, dining or entertainment, understand that the end goal is not just to maintain but encourage participation and presence within the local community. As construction costs



residents and their units, should be provided. Include some measure of amenities and gathering solely in the private zone, again to provide residents the freedom and options they would find in the community at-large.

Tell us something surprising about your company that people may not know.

Truly responsive design begins with a deep understanding of the consumer. We incorporate senior consumer research as an ongoing program in our everyday practice. We utilize industry studies, focus groups, post-occupancy reviews and a purposeful observation of not just senior living design but hospitality, retail and other markets that influence the senior lifestyle. This enables us to design for maximum market appeal and economic performance. Design however is only one component in the total response. We make it a point to create great partnerships with the owners, operators, contractors, local officials along with other stakeholders, to assure a common vision and energy throughout the development process.

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continue to escalate we need to become more innovative with space in order to build these social environments. We must do more with less square feet today, we must provide more open, flexible, all-age and tech-savvy experiences.

How does your firm answer industry goals for achieving a sense of community and creating homelike environments for seniors?

There are a number of techniques, one for instance is the balance of public realm with private. Social gathering environments are important and should reflect the character and imagery of what is found in the community at-large. Active and purposeful co-mingling with the local community is ever more on the wish list, however care should be taken to provide residents with layers of privacy and the intimacy of being at home. Public zones, public-private and separate private zones, for

