

BY DR. WAYNE RUGA

THE CARITAS PROJECT

Generative Space Award Recap

Reflecting on harnessing innovation for health & health design throughout the years

Each year, the healthcare industry improves as more provider organizations operationalize the concept of Generative Space Design and receive its many benefits. Generative Space was first developed by non-profit The CARITAS Project as a healthcare improvement concept in 2003 and, since then, healthcare industry pioneers have embraced this concept as a strategic intervention for improvement.

Generative Space Design is increasingly transforming the operations of provider organizations, the practices of healthcare design professionals and the hands-on delivery of healthcare through a variety of different learning initiatives

as a partnership with Gensler, Sunbrella and Unity Health Care. The award has been presented each year at the HFSE, since 2010, when it was first awarded. Following the award presentation, the award recipient team was featured in a seminar, where the generative aspects of their project were highlighted.

This waiting room project was created as a strategic intervention to improve the experience of waiting – however, and more significantly – this research-based project also was designed with the intention to improve community engagement, thereby increasing the utilization of this center and, consequently,



The 2018 Generative Space Award recipient team includes Michael Crawford, Unity Health Care; Tama Duffy Day, Gensler; Gina Wicker, Sunbrella and Bonny Slater, Gensler.



Nanaimo Regional General Hospital

—one of these initiatives being the Generative Space Award.

The 9th annual Generative Space Award was presented at the annual Healthcare Facilities Symposium and Expo. This year's award recipient was the Unity Health Care Brentwood Health Center waiting room, in Washington, D.C., designed and executed

improving community health.

When seen from the perspective of a population health improvement mechanism, this project becomes a high-performing Generative Space Design exemplar – well deserving of the recognition that the award provides. In acknowledging the innovative qualities of



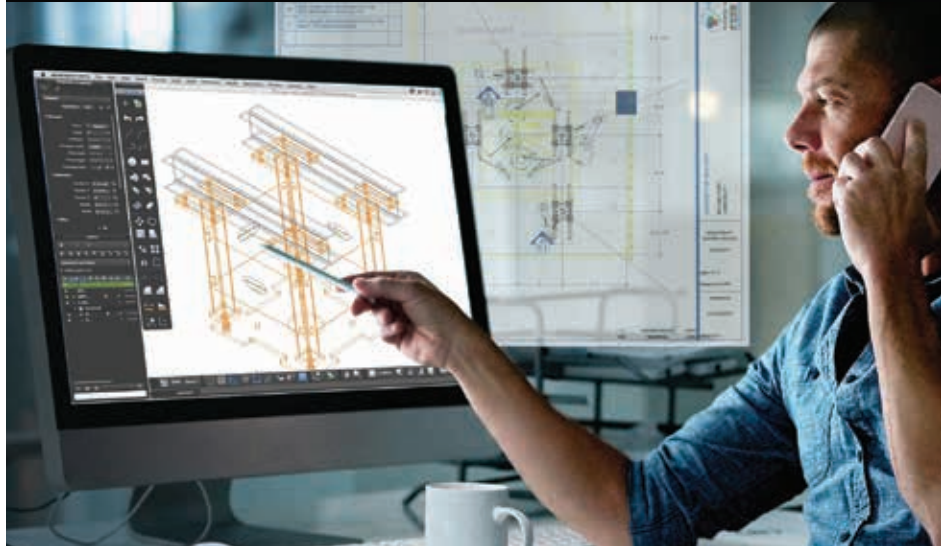
Humanscale

this project, several of the judges' comments included:
 > “Well-grounded research from the literature review to the post-occupancy evaluation, utilizing both quantitative

and qualitative methods.”
 > “The level of community engagement was innovative and provided tangible feedback for the design team. The data collection process empowered the stakeholders, creating the desired outcome – the indigenous Brentwood brand, while creating an extremely socially engaging environment that the stakeholders would not have thought to ask for.”
 > “Purpose of the project, methodology and execution are so elegant that this should be used as a model for the design of any healthcare environment.”
 All 14 of the projects that have received Generative

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Space Awards, since this initiative began, are fully documented on aplacetoflourish.net. These projects span across three countries and cover a wide range of healthcare facility project types, including very large to very small projects, and also a non-healthcare, commercial office.

For example, the fifth annual Generative Space Award was presented to the Nanaimo General Regional Hospital emergency department and psychiatric services project, in British Columbia, Canada, designed by Stantec. The award judges acknowledged the formidable challenges this project faced with a public sector client and a public-private partnership procurement model.

The sixth annual Generative Space Award was presented to three very different projects. One of these projects, the Humanscale Denver, Colorado office project, was designed by Susan Zinga to be the next-generation prototype to inform the subsequent new Humanscale office developments and remodels, worldwide.

The CARITAS Project provides additional initiatives — each offering Generative Space Design learning opportunities that contribute to expanding the online knowledge base. The annual HFSE provides an opportunity for selected individual Generative Space Design practitioners and learners to present their improvement projects, developed through these additional initiatives, for all to learn from.

The call for entries for the 10th annual Generative Space Award is at aplacetoflourish.net, with a submittal deadline of June 14.

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Nanaimo: Artez Photography; Humanscale: Rob Hawthorne