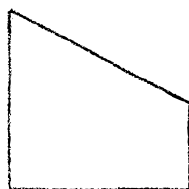
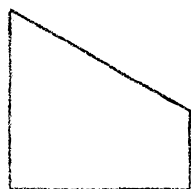
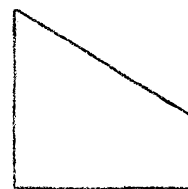
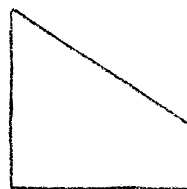
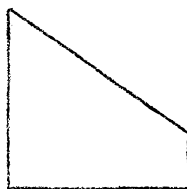
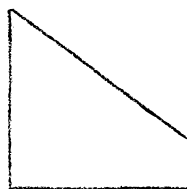
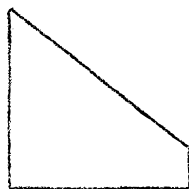
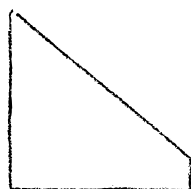
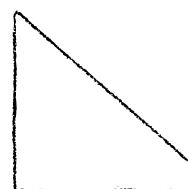
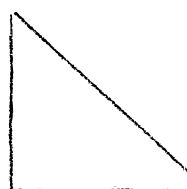
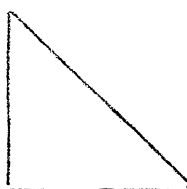
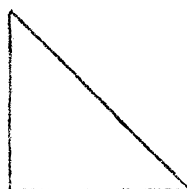
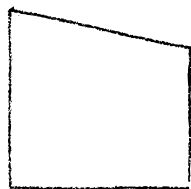
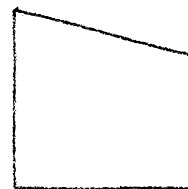
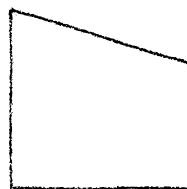
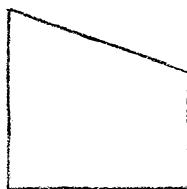
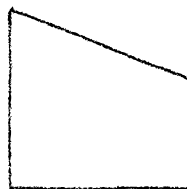
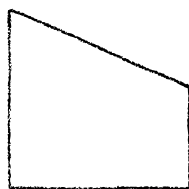
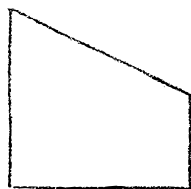


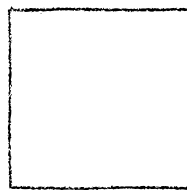
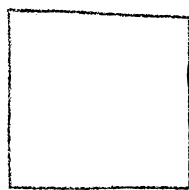
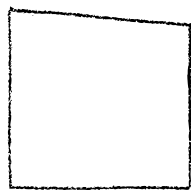
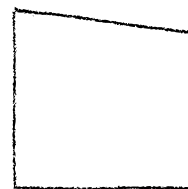
The



Substantial



Home



An Introduction for Your Consideration

All design expresses, in some way, values.

*Guidelines for individualized health-promoting
residential design strategies for living in place.*

The Substantial Home

Introduction

The homes we create for ourselves and our loved ones are an important **expression of values**. Accommodating changing needs can be dignified and focused on living a good life, regardless of one's health status.

Principles by Cognitive Design is assembling a small group of **innovative and cooperative organizations** to partner on the creation of innovative design guidelines for residential projects (single- and multi-family) focused on individualized health-promoting strategies for people aged 65 and older. Together, we will produce a resource that will be distributed free to consumers. This guide will focus on practical ways **design can promote good health** throughout the design and construction processes, which is in stark contrast to focusing on the management of disease and disability. With these guidelines, we can help navigate a challenging process and bring thoughtful ideas for individualized design solutions to countless people, including many who are not otherwise served by the professional design community.

Promoting good physical health, good mental health, and fruitful social relationships can have far-reaching positive impacts on many aspects of life, including independence, fulfillment, and longevity (Quehenberger, 2017) (Egger, 2013). In addition to being a notable act of community service, participating in developing these innovative residential design strategies stands to benefit partners in their efforts to **refine and develop products for residential and commercial markets**, where a home-like aesthetic is often desirable.

While specific strategies for individuals will vary, the goal of health promotion is universal. An empathetic and health-focused design process that directs attention towards creating positive experiences stands to benefit health and the perception of the project for everyone involved.

Changes in circumstance and ability that occur later in life are undeniable; common examples include social isolation, depression, loneliness, and changes in sensory processing, mobility, memory, obesity, arthritis, and respiratory disease. We're looking to create a resource that will **provide useful, actionable, and affordable solutions** to accommodate changing needs, while preserving a

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good quality of life.

These guidelines will be created in two phases; we are currently seeking partners for Phase 1, which will focus on a universal and high-impact part of every project: **interior finishes**. While focused in scope, Phase 1 will be thoughtful, feel complete, and be useful to homeowners. In a future Phase 2 we will expand to include other important parts of home, such as technology integration, fixtures, appliances, lighting, furniture, etc.

Phase 1 Partner Contribution Overview

- Financial contribution for development of the design guidelines.
- Knowledge and information for inclusion in the guidelines such as technical specifications, installation techniques, and other relevant information.
- Participation during the creation of the guidelines at key milestones.
- Quote by a member of your organization that will be included in the design guidelines.
- Text and image(s) for one full-page advertisement in the guidelines.
- Active participation in the guidelines' distribution plan.

Phase 1 Partner Opportunities (limited to a maximum of six)

- Senior Advocacy Organizations
- Building Supply Retailers
- Building Product Manufacturers (limit one sponsor per category)
 - Tiling (Ceramic, Quarry, Glass Mosaic, etc.)
 - Wood Flooring
 - Resilient Flooring & Vinyl Wall Coverings (sponsored)
 - Carpeting
 - Gypsum Board & Substrate Systems
 - Decorative Wall Finishes
 - Acoustic Insulation
 - Interior Paint & Staining and Finishing

The Substantial Home thoughtfully considers many aspects of life, including those seen and unseen. To discuss this exciting opportunity, please contact Matthew Finn and Meldrena Chapin.

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