

CHILDREN'S HOSPITAL OF PHILADELPHIA "WAIT, PLAY, LEARN" Metcalf Architecture & Design, LLC

PHOTO: LAURIE BECK PETERSON



The Children's Hospital of Philadelphia chose the concept of "Children in Motion" for an overarching theme for their new outpatient facility, the Buerger Center for Advanced Pediatric Care. MA&D was engaged to bring this idea to life through a robust collection of interactive experiences and environmental graphics.

The interactive experiences range from gigantic pinwheel trees and mountain climbing-themed ball to customized video games. These unexpected moments of fun help to put patients and their families at ease in an otherwise stressful environment. They distract patients as they wait for their appointment, keep siblings occupied and imbue a sense of childlike playfulness throughout the facility.

CHOP provides care to a diverse array of cultures, ages and abilities. Therefore, it was important to the hospital that the interactives appealed to a wide range of audiences. Just as importantly, each area had to conform to rigorous cleaning, maintenance and infection prevention standards. To minimize the transmission of germs to patients through

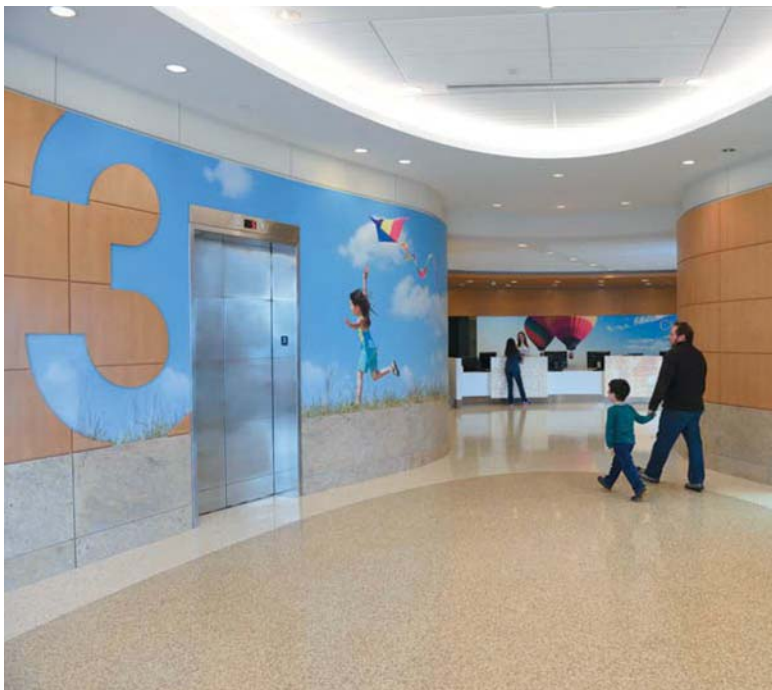
DESIGN PROFILE

physical contact with the interactives, nearly all exhibits functioned through the use of motion sensors rather than buttons or handles to grab. The interactives come alive simply by a child's presence.

In tandem with the interactive exhibits, MA&D also developed an extensive environmental graphics package for the building. Each floor of the building was assigned a separate type of "motion" – Row, Fly, Roll and Climb. MA&D then selected hundreds of larger-than-life photographs to show various interpretations of these themes. The images were integrated at an oversized scale throughout elevator lobbies, check in desks and all patient exam rooms.

The graphics serve not only as extraordinary artwork – they are used as tools as well. Bold, oversized graphics are used as purposeful distraction from intimidating clinical machinery. The images are also featured in the wayfinding elements. Each exam room identifier contains a unique photograph to help parents recall in which room their child is being seen. Building directories pair a listing of departments with iconic images for each floor which are then repeated on a macro scale in the respective floor's elevator lobby.

Metcalf's design choices and decision making were driven by CHOP's fundamental value of creating the ideal patient experience. Play is at the core of MA&D's process, learned through their work in museums, gardens and schools. By combining playful learning with the principles of patient and family-centered care, MA&D was able to help set the stage for a positive healing process. ■



PROJECT: Children's Hospital of Philadelphia "Wait, Play, Learn"

LOCATION: Philadelphia, Pennsylvania

CLIENT: Children's Hospital of Philadelphia

SIZE: 875,000 SF

PROJECT TEAM:

Metcalf Architecture & Design, LLC (Environmental Graphics, Interactive Design, Wayfinding)

Universal Services Associates, Inc. (Fabrication, Installation)

Interactive Mechanics (Digital Interactive Design)