



**GLOBAL WELLNESS
SUMMIT 2018**

OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

PANEL DISCUSSION

Wellness Architecture: Placemaking for Wellness

Panel Moderated by Liz Terry, CEO, CLADglobal, UK

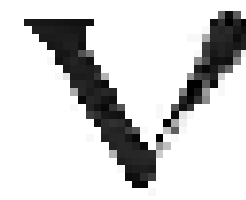
Panelists:

Dr. Anjan Chatterjee, professor, University of Pennsylvania, US

Clodagh, CEO & principal, Clodagh Design, US

Veronica Schreibeis Smith, CEO & founding principal, Vera Iconica Architecture, US

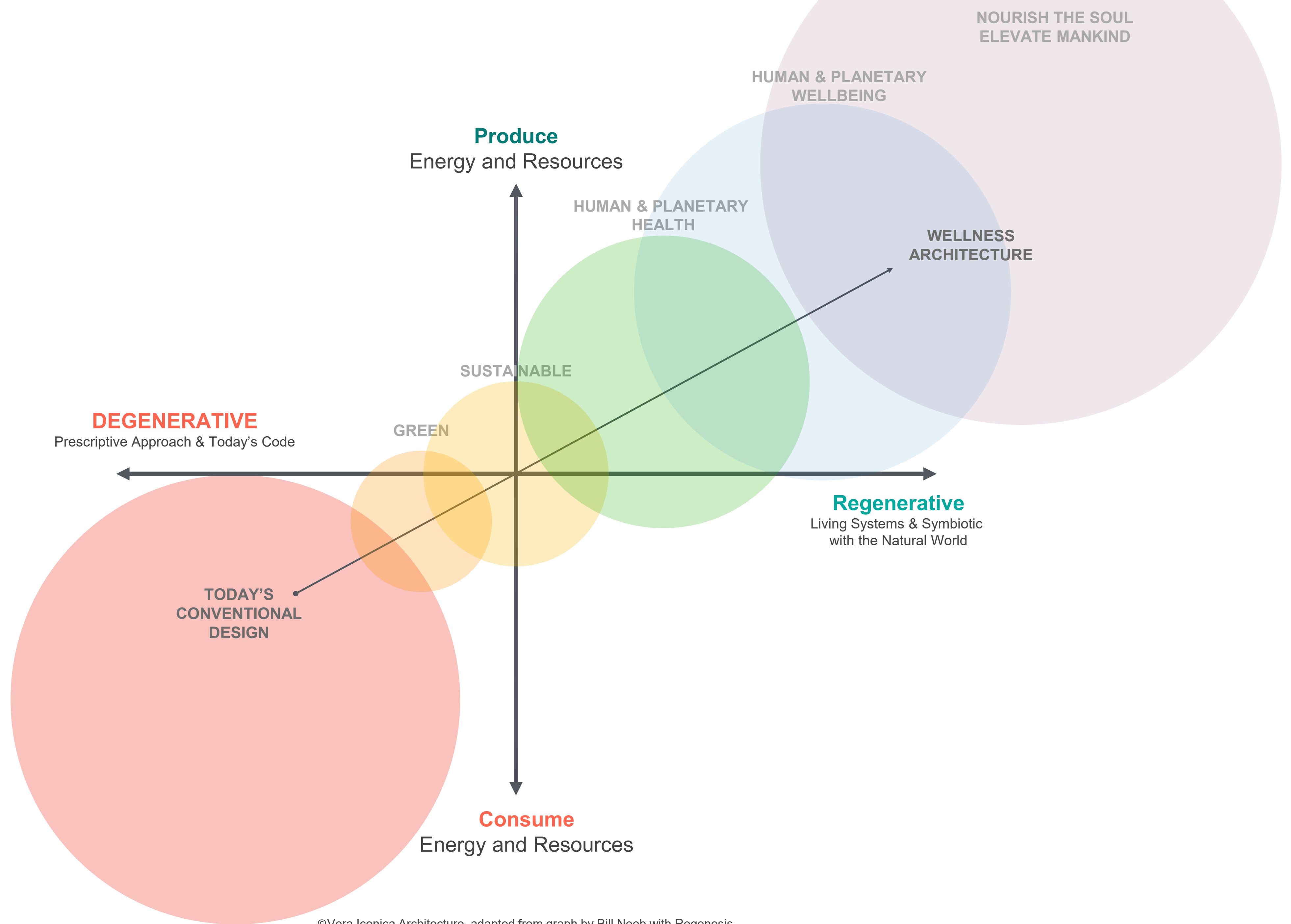
Matteo Thun, principal, Matteo Thun & Partners, Italy



VERA ICONICA
ARCHITECTURE

- 1 Beyond environmentalism.
- 2 Nourish the soul.
- 3 More than architecture.

*We must move beyond Environmentalism
to Wellism.*



Wellness Architecture

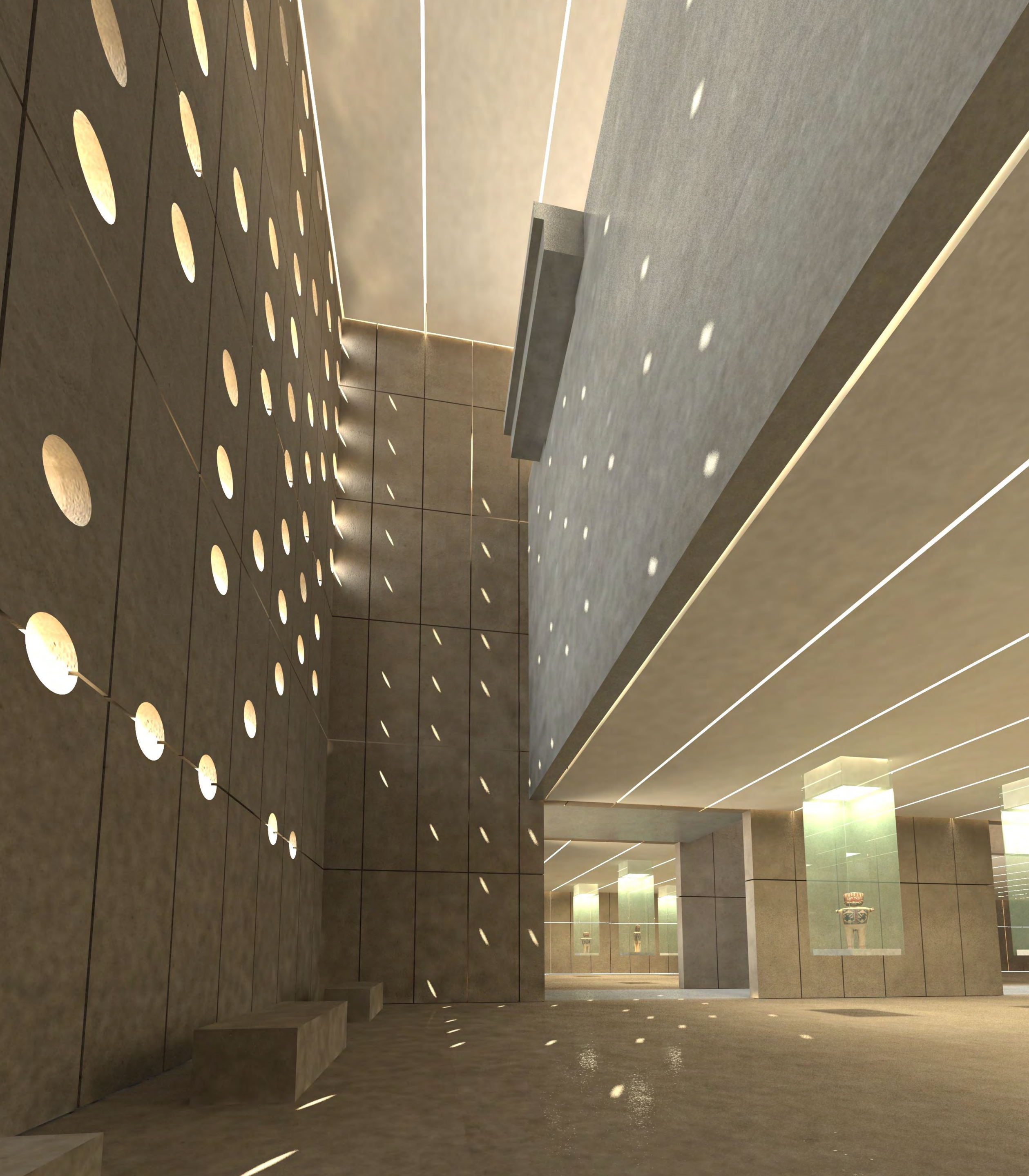
the practice of architecture that relies on the art and science of designing the built environment with socially conscious systems and materials to promote the harmonious balance between physical, emotional, cognitive and spiritual wellbeing while regenerating the natural environment.













“Art gives meaning to form.

Remove the art, and you remove the soul.”

—Luis Longhi



We will never reach true wellbeing

if our designs don't nourish the soul.

THE KITCHEN: RE-IMAGINED

Conventional Wellness



- 1 Heavy packaging on grocery items (i.e. shrink wrap plastics, plastic containers/bottles/jugs, plastic lined tin cans) ends up in landfills.
- 2 Food packaging leaches it's harmful chemicals into food, which we then ingest.
- 3 Many packaged foods have been chemically altered to "last" (preservatives) and have "color" (Yellow #5) via synthetic, harmful additives so they appear in good condition.
- 4 Refrigerator/Freezer keeps food extremely cold, either at or near freezing temperatures, and rapidly dehydrates fresh fruits and vegetables.
- 5 Pantry designed for canned (non-perishable) & boxed foods stored at warm, room temperatures.
- 6 Large, deep refrigerators hide foods from view. Food is forgotten, left to degrade and expire before it is consumed.

- 7 Upper storage cabinetry is visually and psychologically heavy.
- 8 All organization is behind closed doors. Dish ware, glassware, flatware, and food locations are a mystery to visitors, aiding in cognitive confusion. Also, dishes are commonly stored in upper cabinets, causing unnecessary strain through repetitive lifting because lower cabinets do not typically have drawers for easy access and use.
- 9 Excessive garbage has created the need for trash compactors. Trash & Recycling centers handle large amounts of waste that mostly goes to landfills, while only a small portion can be truly recycled.
- 10 Secondary, smaller sinks are common and often placed in the island only a few feet from the main sink.
- 11 Typically designed for one cook, despite trends of social cooking and its benefits on a family & community.
- 12 No filtered water at sinks. Contaminant laden water available for easy drinking.

- 13 Since the dawn of the TV Dinner, microwaves are often used more frequently than ranges. Microwaves have been known to alter our food, and its molecular structure, due to radiation.
- 14 Range vents (commonly found in above-range microwaves) recirculate air contaminants because many (surprisingly, most) are not vented to the exterior.
- 15 Appliances often accumulate and are left to clutter valuable counter space. Or, appliances are stored in inconvenient, hard to access areas, making them less desirable to use and forgotten.
- 16 Little or no natural daylight.
- 17 Woman/Women (or help) prepare the food in isolation before serving the dishes in a separate space.
- 18 Not designed to function well as a gathering space.



- 1 Farm-fresh produce and home-grown (i.e. in window gardens) have no packaging to contribute to landfills.
- 2 No packaging means no harmful toxins infiltrating our food supply. Reusable containers for bulk goods, as well as home delivery services reduce packaging waste that would otherwise go to landfills.
- 3 Fresh, natural food has little to no preservatives, thereby ensuring vitality and promoting good health. Harvesting and producing food products at home is possible and has a positive impact.
- 4 Temperature and humidity controlled cabinets with running water keep fresh food alive and nutrient rich.
- 5 Cellar-like storage (dark and cool) for root vegetables, apples and other fall harvest produce allows goods to last well throughout the coming seasons.
- 6 Visually seeing available, healthy foods tempt you to eat the fresh, nutritious options before they perish.

- 7 Upper organization designed to feel beautiful and open above the counter so perishable foods are easily visible.
- 8 Organization for dishwater, flatware, and utensils is below the counter in well-organized drawers designed thoughtfully, taking into account proper ergonomics for moving heavy items and having efficient access.
- 9 Vegetable-rich diets and meals that utilize bulk ingredients lead to less waste. The trash compactor is replaced by a Fro-Post(TM) compacting composter that freezes food waste, mitigating unpleasant scents and encouraging cellular breakdown for easy return to the soil via backyard or community/composting organizations.
- 10 Island is now a large prep station for multiple people where food can be prepared directly on the surface. Surface can be hosed down easily, and features a central trench drain and smart-edge gutters allow for easy, quick clean up.
- 11 An added health benefit comes through more conscious connections to our food. Digestion begins with the eyes, and social connection is enhanced through collaborative food preparation.
- 12 Water filtration system integrated with primary faucet for easy access to healthy drinking water.

- 13 Multiple cooking methods are nurtured and encouraged. Fire-, water-, range-type cooking within reach for added flavor, nutrients, cultural influence.
- 14 Range hood vents to the exterior.
- 15 Appliance garage conceals but maintains easy access, thereby keeping surfaces uncluttered. Juicer, Vitamix, ritualistic pour-over coffee, high-power mixers aide in food prep without killing enzymes.
- 16 Lots of natural daylight filters into space through many windows, ideal for supporting window garden systems and healthy circadian rhythms.
- 17 Everyone's a chef and everyone contributes to meal preparation and serving.
- 18 As heart of the home, multiple seating options, including casual seating by the fire, encourages gathering.



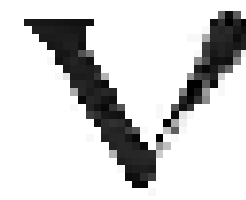








*We have to design more than architecture,
we must design experiences.*



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- 1 We must move beyond Environmentalism to Wellism.
- 2 Architecture must nourish the soul.
- 3 More than architecture, we must create experiences.