

SENIOR LIVING DESIGN TREND WATCH

2015 REPORT

J+J FLOORING GROUP







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J+J Flooring Group is a manufacturing company dedicated to providing our customers with more than floor coverings. We are equally committed to providing the resources, knowledge and solutions that support design professionals and their clients in making the most informed design and product decisions to achieve their goals and desired outcomes.

The fields of designing and operating senior living communities are rapidly changing. Dynamic shifts in demographic and economic trends, new business models, increased learning about caring for our elders and the medical and social implications are just a few of the many variables influencing the practice of design for senior living. There is one constant – the importance of the work of dedicated design professionals and owners to create environments where our elders can thrive and enjoy their lives regardless of the level of needed care.

Part of our mission is to bring creative thinkers from around the world together from time to time to share successes and challenges and learn from new research, best practices and from each other. By serving as this catalyst, we are able to identify and track emerging trends that are shaping the entire spectrum of senior living and that are also inspiring new developments in flooring for these spaces.

TREND WATCH

Senior Living care is becoming a unique harbor of user-driven design trends. We feel that studying this important segment creates an opportunity to identify ways in which flooring can impact the future of those who live in and work in the many communities of senior care. Through research and gatherings that include a robust exchange of ideas and experiences, we have identified some key driving trends that are influencing the design in today's senior living communities.

The top four trends observed include:

1. Contemporary/Transitional Interiors
2. The HGTV Effect
3. Naturally Neutral
4. Senior Living Model Evolution





Contemporary / Transitional

The perception of what a Senior Living community should look like has changed dramatically in the last ten years. What once were considered very institutional properties, have now adopted a tailored, sophisticated and mainstream approach.

The main driver for the shift to a more modern aesthetic comes from the fact that the aging population is staying active much longer than the previous generations before them. Seniors are demanding spaces that provide not only advanced programming to keep them connected to the community at large, but also an elevated sense of luxury to support their emotional connection to their surroundings.

A secondary force for the push to less traditional environments is the fact that in many cases, the children of the residents are the ones tasked with selecting the community in which their parents will reside. As we all want the most advanced care for our parents, this group of drivers often equates a more contemporary visual to a more progressive facility.

The contemporary/transitional trend tends to incorporate clean, non-ornamental, decor that remains functional and can be used for many years to come. When transitional design is used throughout the architecture of a space, it creates an overall design concept that can be easily refreshed more frequently with new furnishings and finishes without an extreme makeover.

“I think there is an appetite for more of a transitional design, a fresh take on traditional. I think it’s more about having an appropriate range of product, range of styles, range of scales so that you can address all of these different components.”

Jeffrey Bogart
Eppstein Uhen Architects

The HGTV Effect

The increased popularity of home improvement television has created a noticeable and somewhat deceptive ripple within the Senior Living community. The idea that beautiful living spaces are easily achieved on small budgets within a three-week time span is simply not reality when applied to a population that requires a vast range of specific needs that greatly affect their physical well being.

Many of the high-end finishes highlighted on these home and garden programs are simply not appropriate for Senior Living applications. Things like durable finishes that can hold up to the abuse of walkers, surfaces that minimize light reflectance for the aging eye, flooring that promotes ease of mobility and reduces the risk of injury from slips and falls; these are just some of the considerations that must be taken into account by an Interior Designer or Architect that is well versed in the needs of the aging population.

It's an often complicated undertaking, but with the right professionals leading the charge, the future of Senior focused interiors is definitely getting a renovation of its own.





Naturally Neutral

In a nation where beige was over-utilized in virtually every market segment, it is refreshing to know that the concept of creating a neutral environment has transformed itself to become a little less monotonous and lot more interesting.

Once considered to be a corporate specific color, grey has found its way into more residential applications by transforming into a warmer version of itself. With warm grey as a solid foundation to many projects, a wide variety of natural colors are now becoming acceptable within a neutral palette.

Soft shades of blue, clear hues of green and a varying scale of purples are pleasantly becoming popular backdrops to some of the most intriguing Senior surroundings. With all of these colors taking their cues from our natural environment, they emulate relatable elements that surround the residents with not only a sense of tranquility, but an energy that neutrals of the past just could not achieve.

“Color is very powerful, and I think it is something we use for multiple purposes, but also this is their home - so it plays a huge part in their identity. We are seeing a lot more shift - warm grays replacing dominate beige as a go to dominant neutral.”

Leslie McVey Hicks,
StudioSIX5 - Texas

Senior Living Model Evolution

It's no secret that as medicine advances, we as a society are living longer, more productive lives. But as the medical field continues to progress, the model for how to address our aging population must progress as well.

Continued support of active aging has proven to be beneficial both mentally and physically. However, emotional well-being has not always been the main focus. Providing connectivity to and purpose within the larger community is going to be key in keeping our seniors not only healthier longer, but happier as well.

While many developers are open to the next phase of senior living, there has not yet been a published and established model for the new age of long-term living. Whether it's the integration of Seniors as a sub-community onto college campuses or it's providing specialized senior services within mainstream developments, the future is still unclear. However, the idea that with every generation the approach to caring for our seniors becomes more focused and thoughtful, provides a sense of excitement for what the future holds.





The Impact of Flooring

Flooring throughout a Senior Living facility can be a significant contributor to the perception, safety, comfort and health of the residents. Hard surface flooring such as LVT is commonly used along with soft surface - mainly carpet.

As a more contemporary design is being incorporated into both new and existing senior living communities, the carpet selections are also following this trend. Patterns are being designed to work as families, not only with carpet but also with LVT. Patterns are evolving into more graphic modern designs that add visual interest yet remain welcoming and comforting.

Colors reflect a play on neutrals and earth tones with charcoals, ivories, and soft tonal hues of accent colors. More traditional, existing carpet patterns are being updated with contemporary color schemes.

In some areas of a facility a very minimalist approach is being taken, and the use of modular carpet in plank formats is being used to achieve a flooring design through intriguing module installation methods as opposed to the use of graphic patterns.

For more than 50 years J+J Flooring Group has worked closely with building and design professionals to create the best floor coverings for senior living care. Combined with the practiced approach of evidence-based design, our products provide a solid foundation for enhanced living and healing environments.



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