

HEALTHCARE DESIGN

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Welcome to our 3rd edition of the *HEALTHCARE DESIGN* Platinum Products and Services Guide!

Ever come across a product that was so beautifully designed that you just had to comment on it? Whether in terms of appearance, functionality, or both, it showed the work of an ingenious product designer.

In this special section, *HEALTHCARE DESIGN* acknowledges and identifies just some of these innovative product designers. The editorial staff reviewed dozens of nominations, submitted by readers, and selected our 2010 Top Ten—those that we felt displayed a flair for the creative and stylish, but with usefulness and ingenuity intact.

Also included in the supplement is our annual Product Showcase highlighting even more innovative products and services.

Product Name: DIRTT Walls
Manufacturer: DIRTT
Designer's Name: Geoff Gosling

Nomination by Tracey McGee, Healthcare Project Manager, McMillan Pazdan Smith: The design of this product has re-envisioned the interior wall as sustainable, flexible, functional, and beautiful. The aesthetics of the "off the shelf" pieces allow architects to focus on the overall design without worrying about fabrication or installation issues. The modularity of the product makes retrofitting interiors very easy and seamless. The ability to integrate technology into the walls makes this a smart, long-life product for healthcare environments.



What inspired you to design this product?

Geoff Gosling: Historically, the built environment has been one of excessive material use, a major contributor to our landfills, and incapable of any level of adaptation or evolution. It was clear to us there was a great need to create an environmental solution that had sustainability as its core behaviour. We were led by the belief that we could create a solution that could respond to change whether it was technological, aesthetic, or some other unexpected demand.

Kristin Moore (responsible for marketing and understanding clients needs in the Healthcare sector): The flexibility of DIRTT wall systems has been amply demonstrated in the healthcare sector, where it contributes to improving patient and employee outcomes without environmentally-damaging construction.

What were the main challenges you encountered in designing this product, and how did you resolve them?

Geoff Gosling: The challenge was to understand what would be asked of our products over time. The first instinct was to create a solution that addressed all of these potential needs up front but it became clear that we were headed down the road of being "student of many, master of none." The breakthrough was accepting that neither we nor our clients can ever know what the future holds. By understanding that, we strove toward a solution that did not care about its future application. The environment of our walls essentially "stands with its knees bent" ready to respond to change not only today but in the future.

DIRTT

DIRTT Environmental Solutions

Contact: Andrée Iffrig
Ph.: 403.450.7617
Fax: 403.723.6644
E-mail: aiffrig@dirtt.net
Web: www.dirtt.net