

Living

A BRANDED HOSPITALITY MODEL

Maplewood Senior Living

PERKINS —
EASTMAN

A Branded Hospitality Model

MAPLEWOOD SENIOR LIVING

Executing and Elevating the Brand

Maplewood prides itself on an inspired convergence between hospitality and healthcare. Their organization is at the center of creating a forward-thinking vision, incorporating it across all locations whether ground-up models or a refresh of an existing community.

When it comes to a company's brand, most tend to think of logo and marketing related items. But for Maplewood, their brand is much more than their website or brochure content. They treat their brand as an experience; it is something they want to be recognizable no matter which community you visit. As architects and designers, we developed a process for understanding and implementing this experience-based brand strategy into the design of each building. The key elements of this process were 1) space planning and programming; 2) first impressions; and 3) the quality level of furniture, fixtures, and furnishings.

1. Space planning and programming became an important exercise between the Maplewood leadership team and the designers. A prime example for this particular client is the culinary program, which is one of Maplewood's most notable amenities. This part of the brand focuses on food execution and how the dining room location and its components support the resident dining experience. By positioning the main dining room at the building's heart, we see how this area connects residents through more than just meals. It becomes an active zone throughout all times of day. The addition of an open exhibition kitchen engages residents in a sensory way, touching on the visual, sound, and smell—all things that contribute to the overall dining experience when people choose to live in a Maplewood community.

2. First impressions are key. The Maplewood team takes time to map out the vision of residents, visitors, and staff to set the tone and emotional experience at the moment one steps through the front door. This visioning exercise continues throughout the remaining building spaces, making sure there is a cohesive and familiar aesthetic. This all ties back to the upfront space planning and programming, ensuring that these first impression spaces are prioritized and organized in a way that makes all feel welcomed.

3. The level of finish is consistent across all communities. Even though the geographic location varies, it is important to maintain an aesthetic that is distinguishable while still establishing an individual style for each community.



“Maplewood treats their brand as an experience—something they want to be recognizable no matter which community you visit.”

SAMANTHA BELFOURE



MAPLEWOOD AT MILL HILL | ENTRY



MAPLEWOOD AT MILL HILL | LIVING ROOM AND LOUNGE



MAPLEWOOD AT SOUTHPORT | GREAT ROOM

Ground-up!

Maplewood at Mill Hill

The community at Mill Hill sits on Cape Cod, and offers assisted living, memory support, and respite care services. The interior design elements were inspired by the iconic architecture seen throughout the Cape and a timeless color palette that creates a strong backdrop for layers of color as seen in the artwork and furniture fabrics. From the moment you enter the front door, the Maplewood brand shines through; you immediately feel welcomed and at home with thoughtfully curated elements developed hand-in-hand between our interior designers and the client.

Maplewood at Southport

Throughout the building at Southport, you'll find natural light in almost every space. The building is nestled into a wooded area along a ravine, so the connections made between the interior and exterior are of great importance. Southport offers many gathering spaces with exterior views, including the main Great Room, which features heavy timber framing and a cozy fireplace inglenook that residents can enjoy no matter the time of day. The large dining room is a main thoroughfare adjacent to other main floor amenities and interior courtyards. The positioning of the dining room supports the culinary experience at Southport, enticing residents with an open exhibition kitchen and a lively environment.



MAPLEWOOD AT SOUTHPORT | DINING PUB



MAPLEWOOD AT SOUTHPORT | OPEN KITCHEN



MAPLEWOOD AT PRINCETON | ENTRY LIVING ROOM

Maplewood at Princeton

The interior concepts at Princeton push the boundaries to embrace a modern aesthetic, with warm wood tones and fresh, comforting color palettes. All details, from the interior finishes to the custom wine display in the private dining room, were curated between our interior designers and the team at Maplewood. The New Jersey community greets visitors and residents with a large double-height living area with views connecting to the interior courtyard. The access to natural light and exterior views continue throughout the building, a common theme embedded in the Maplewood brand.

Refresh!

The Maplewood portfolio extends beyond the ground up projects that Perkins Eastman helped to create. Our relationship together has included numerous interior renovations at communities located throughout Connecticut and the New England area. The process for these refresh projects follows suit with how we approach a new building, taking a step back to first reflect on the Maplewood brand and then determining how we can best implement that into an existing building. Starting with programming, we work together to make sure that amenity spaces are adequately sized and positioned in the



MAPLEWOOD AT PRINCETON | DINING ROOM

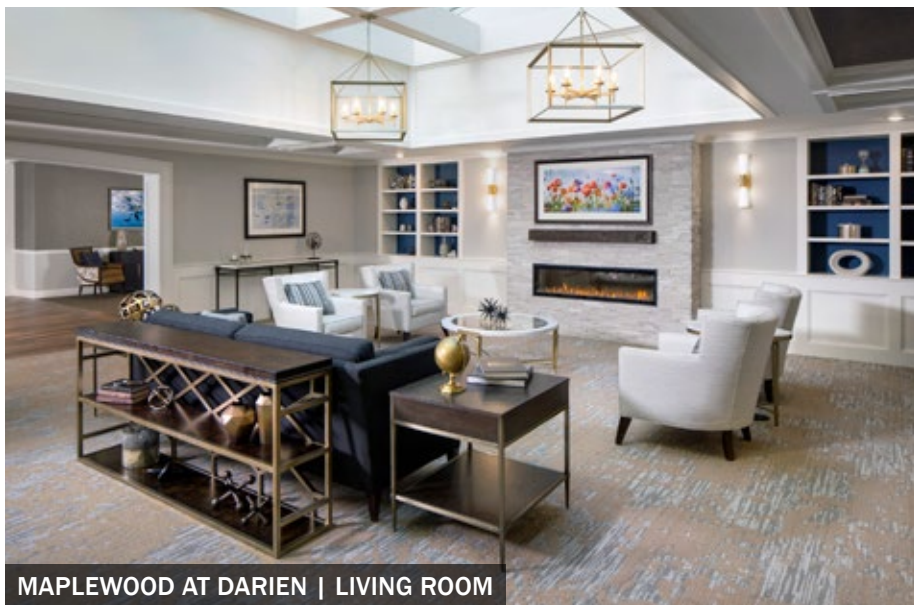
building. Many of these communities have been in service for 15 years or longer, which over time may not necessarily continue to support Maplewood's vision.

At Maplewood at Orange, the existing dining room was a tired space that was inadequately lit and split into awkward zones. By opening up to one larger room and addressing the lighting throughout, we were able to create a bright and welcoming space that enhances the views to the adjacent interior courtyard.

The front living area off the main lobby at Maplewood at Newtown was a flat space with no wow factor. We worked with the client to make mindful adjustments—addressing and updating the fireplace detail and freshening up the flooring and wall finishes. New lighting now draws people into the space as soon as you walk through the front door. It is a popular spot for residents to sit, and by creating multiple seating zones within the space, opens up more options for both residents and staff alike.



MAPLEWOOD AT ORANGE | DINING ROOM



MAPLEWOOD AT DARIEN | LIVING ROOM



Similar to Newtown, Maplewood at Darien has a large living area off the main entry. Much of the finishes and furniture was outdated, so Perkins Eastman brightened up the space by updating the flooring and fireplace feature. The large skylight above creates a natural enticement into the space, which we accented with new light fixtures.

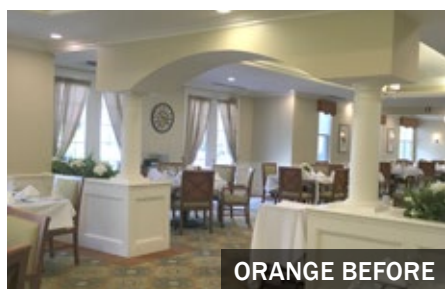
At another community, we found that the dining room's existing furniture was in desperate need of an update. We used the same chair style at all tables, but carefully selected a few different patterned fabrics for the outside backs of the chairs. This helped to break up the space a

bit and add interest. In addition to the furniture (in this instance), we replaced an existing floor with a combination of carpet tiles that utilized different patterns to create a larger overall composition.

While the brand and overall finish aesthetic remains consistent, we recognize that each community is unique and should reflect its geographic surroundings. It is equally important to ensure that material finishes selected for each building will carry them well into the future and support their goals for the upcoming years.



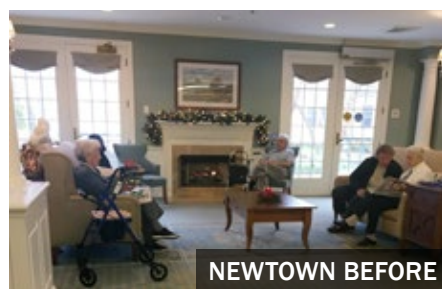
MAPLEWOOD AT NEWTOWN | LOBBY LIVING ROOM



ORANGE BEFORE



DARIEN BEFORE



NEWTOWN BEFORE

“A successful brand comes by working closely throughout each renovation for each community—putting a high focus on first impressions and setting the individual tone.”

SAMANTHA BELFOURE

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