

Ideas That Work!

Providing creativity to the A & D community from **Waterjet Works!**



Waterjet Works! | 11305 Indian Trail, Dallas, TX 75229 | Toll Free: 800 856 0972 | Fax: 800/844-1443 | E-mail: service@waterjetworks.com

Issue #1

Getting children to smile promotes healing spirit at Valley Baptist Medical Center

Waterjet Works! plays instrumental role in design and installation of whimsical art.

The children who visit Valley Baptist Medical Center (VBMC) in Harlingen, Texas, are often ill. Yet, from the expressions of joy on their faces as they enter the pediatric unit, you would almost think they are visiting an amusement park.

A world far away from illness

They are delighted as their wide eyes take in all the fanciful images in the newly opened, state-of-the-art Children's Center –images that help the children conjure up a world far away from illness.

The three nursing stations on the floor are transformed into fantasies—a toy train, a castle and Noah's Ark. Murals, panels, flooring and room décor complete the designs.

This remarkable feat of environmental enchantment is the result of a partnership between PageSoutherlandPage, LLP (PSP), VBMC's architecture firm; Valley Design, its interior design firm; and Waterjet Works! (WJW), the company supplying the images in the form of precisely cut resilient flooring and laminate plastic.

Fulfilling the vision

"By networking with other well-connected designers who were also involved in the project, I found Philip Einsohn at WJW. The sheer imaginative force of the images his group supplied makes the Children's Center come alive and fulfills the whimsical vision we had for the project," says Lew Vassberg, president and interior design principal of Valley Designs in Harlingen, who came up with the original concept. "Translating the vision took a lot of work and imagination, and WJW was more than up to the task. I'm ecstatic about the results."

Says Murray Sissom, PSP partner, "Valley Designs was able to locate an excellent team who, in turn, sourced unique flooring products that closely resembled, for example, grass, stone and water. WJW was able to cut the inlay designs and integrate them into the flooring system. They did a marvelous job. And the flooring went down very easily."

A meeting of imaginative minds

Vassberg says that the regulatory bodies approving the project—the Texas Department of Health, OSHA, and the Joint Commission on Hospital Organizations –and product maintenance issues required that the décor be cut into the surfaces rather than painted by hand.

"Philip runs a very talented group," continues Vassberg. "We provided his team with what we wanted—we had wallpaper samples. He came up with rough sketches that he then refined. With his waterjet

continued on page 2



Waterjet Works! helped take the "mural on the wall" and transform it into the "mural down the hall".

In This Issue:

- ☺ Getting children to smile at Valley Baptist Page 1
- ☺ "To find your princess, just follow the slipper." Page 2
- ☺ Frequently Asked Questions about Waterjet Works! Page 3

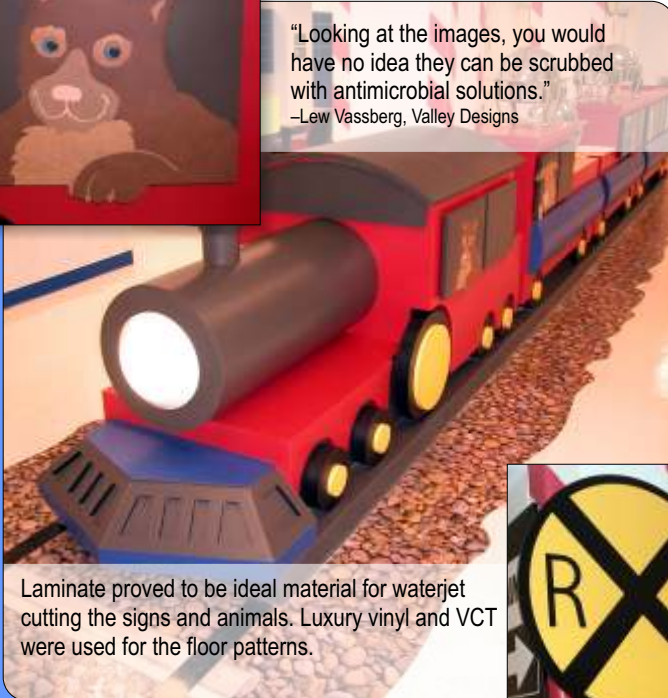


machine, his people cut very intricate, artistic designs in multiple colors. Looking at the giraffes and hippos and all the other wonderful images, you would have no idea they can be scrubbed with antimicrobial solutions.”

“The cutting of the designs is the easy part,” says Einsohn. “We spend most of our time brainstorming with each other and in discussions with architects and designers, developing images that complete their vision.”



“Looking at the images, you would have no idea they can be scrubbed with antimicrobial solutions.”
—Lew Vassberg, Valley Designs



Laminate proved to be ideal material for waterjet cutting the signs and animals. Luxury vinyl and VCT were used for the floor patterns.

Listening to each other

Adds Vassberg, “I was so pleased with Philip’s ability to listen to our needs and understand what we wanted. He came up with great ideas, one of the four vignettes, in fact—Noah’s Ark.”

Philip Einsohn of Waterjet Works! returned Vassberg’s compliment: “Without Lew Vassberg’s energy, vision, innovative thinking, and ability to communicate, this project would never have been as functional and effective as it is. She is a pleasure to work with.”

Ideas that make the project flow smoothly

Vassberg also commented on the confidence she had in Waterjet Works! ability from the very start: “There are so many things to think about on a project of this size. It was a pleasure being able to concentrate on other areas, knowing Philip and his team would do a great job.”

Both Einsohn and Vassberg agree it was the ideas they and PSP, the architectural firm, originated that make the Children’s Center so effective. Says Vassberg, “We approached the entire project asking ourselves how we could create an environment that would trigger the imagination of children and compel them to smile. Their smiles get to me—they’re so courageous. The Children’s Center is our answer to that question and a tribute to those children.”



For additional photos of Waterjet Works! environmental artwork at VBMC, visit us at:
⇒ www.waterjetworks.com/vbmc/



“To find your princess, just look for the slipper.”

Wayfinding at Valley Baptist Medical Center has an imaginative flair.

“Wayfinding” is an architectural term—it’s the fine art of creating signs that give people directions once they’re inside a building.

When it came to designing wayfinding at the Children’s Center at Valley Baptist Medical Center (VBMC), Lew Vassberg, president and interior design principal of Valley Designs, knew she wanted to avoid the expected—signs with room numbers and arrows.

“We didn’t want those rooms to become room numbers any more than we wanted the children to become patient numbers,” she says. “We wanted something more humane and creative, in keeping with our whimsical theme. Our architectural firm, PageSoutherlandPage (PSP), agreed.”

Vassberg asked Philip Einsohn and his Waterjet Works! (WJW) team to brainstorm solutions. “And did they ever find a great one!” she exclaimed.

The WJW team came up with the idea of using “iconography” to designate the rooms. These are images related to the main themes found at the nursing stations. For example, the team designated

one of the rooms near the “castle” nurse’s station as a slipper, another as a sword. Other graphics include a shield, a crown and a helmet.

Another suite of rooms adjacent to the toy train nurse’s station has icons themed to different forms of “kid” transportation: boat, inline skate, airplane, car, motorcycle and skateboard.

“Pods” include icons in a circular arrangement. “Mats,” with a single icon, point the way to individual rooms.

“In choosing this approach, we put function first,” says Einsohn. “It’s not just about design, it’s about helping people find their way once they’re in the Children’s Center.”

Einsohn added that more than 95 percent of the material used in the wayfinding system was Armstrong® VCT material. Allied Tile supplied the materials that went into the images themselves. Says Vassberg, “Those images were great. WJW went that extra mile to do research—for example to find just

continued on page 3

Future Features:

- ◆ Children’s Medical Center Dallas, TX
- ◆ City Hall of Lewisville, TX
- ◆ Scottish Rite, Dallas, TX
- ◆ Babies ‘R’ Us
- ◆ Vanderbilt Children’s Hospital Nashville, TN
- ◆ Wacky Bear
- ◆ How to write a good spec

"WJW went that extra mile to find just the right accent to make the slipper sparkle. It took effort, but it really makes the color pop!"
 -Lew Vassberg, president and interior design principal, Valley Designs, Harlingen, Texas



the right accent to make the slipper sparkle. It took effort, but it really makes the color pop!"
 "Speaking for Philip, I know we both wanted to justify the faith VBMC and PSP placed in us to help them find the right solution, but we also wanted to do it for the children. I kept imagining a parent being told, 'To find your princess, just follow the slipper.'"



For views of wayfinding images, visit:
 ⇒ www.waterjetworks.com/vbmc_wayfinding/

Contacts:

<p>Architect PageSouthernlandPage 5051 Westheimer, Suite 600 Houston, Texas 77056 Phone: 713 871 8484 Fax: 713 871 8440 E-mail: hou@psp.com Web: www.psp.com</p>	<p>Interior Design Lew Vassberg Valley Designs, Inc. 1514 S. Sunshine Strip #11 Harlingen, TX 78550 Phone: 956 412 5727 Fax: 956 428 9149 E-mail: valleyd@acnet.net Web: www.valleydesigns.com</p>
--	---

Frequently Asked Questions about Waterjet Works!

Q: What is a waterjet cutting machine?

A: It is a computerized machine that cuts materials—everything from steel and stone to resilient flooring material—with highly pressurized water.

Q: What makes Waterjet Works! different?

A: Hundreds of companies own waterjet machines, very few specialize in combining waterjet cutting capabilities with a designer's eye and gifted imagination, like Waterjet Works! does. Our mission is to use waterjet cutting machines to help architects, designers and artists bring their visions to fruition. Also setting WJW apart is our knowledge of materials and installation and an understanding of the relationship between flooring, architecture and design.



To view Juan Muñoz's environmental artwork fabricated by WJW and installed at the Smithsonian's Hirshhorn Museum in Washington, D.C., go to:
 ⇒ www.armstrong.com/commflooringna/article796.html

Waterjet Quirks!

In order to lay a Waterjet Works! floor, you've got to be on the level.

Reply Card

We appreciate any feedback we receive. Please take a moment to fill in your information below and mail this card to Waterjet Works! To submit this card online, visit: ⇒ www.waterjetworks.com/feedback/

- Yes, I would like to receive a free binder containing additional information on Waterjet Works!
- Yes, I would like to attend a luncheon presentation for AIA credit.
- Yes, I want ___ free key ring sample(s).
- Yes, I would like one hour of free consultation.
- Yes, I would like ___ additional copy (copies) of this issue.
- Yes, I would like to receive a regular personal copy of this newsletter at the following address:

Company: _____

Name: _____

Address: _____

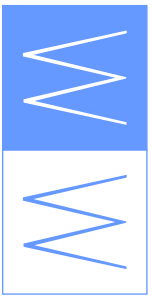
City/State/ZIP: _____

Email: _____

The information you provide above will not be shared with a third party. It will be used for the sole purpose of sending you newsletters and other promotional materials from Waterjet Works! that may be of interest to you.

Your Call:

Got a topic you want us to address? Tell us about it:



Waterjet Works!
11305 Indian Trail
Dallas, TX 75229

Toll Free: 800 856 0972

Toll Free Fax: 800/844-1443

Phone: 972 991 0972

Fax: 972 387 0484

E-mail: service@waterjetworks.com

Web: www.waterjetworks.com



Save a tree – Pass this on to a coworker.

Please route to:

- Architect
- Interior Designer
- Graphic Designer
- _____