



FOR IMMEDIATE RELEASE

Contact:
Robin Clewley
206.516.7962 (Voice)
rclewley@watg.com (Email)

**WATG Designs New Sacred Heart Medical Center
Destination Design Firm Hired to Bring Hospitality Expertise to Medical Center**

Seattle, August 2008—Destination design firm WATG was the design architect for Sacred Heart Medical Center at RiverBend which opens Sunday, 10 August in Springfield, Oregon.

Set on 181 acres along Oregon's McKenzie River, the 1,000,000 square-foot medical center blends the best of hospitality and health care design to create a place that promotes healing and wellness and lifts the spirits of patients, visitors and employees.

"The words 'hospital' and 'hospitality' have the same origin," said Jim Werfelmann, executive director of property planning for PeaceHealth Oregon Region. "In our desire to create a welcoming environment focused on wellness, we worked closely with the architects, planners and designers of WATG who have created some of the world's most successful destinations. Their firm's mission is to design experiences that lift the spirit."

The design challenge was to create a new medical facility with a healing environment for patients and their families that would reflect the comfort of a hospitality project while supporting clinical, medical office, commercial, residential and elder care facilities. WATG inspired the master plan, and created the architecture and interior design concepts. Anshen+Allen led the medical planning and was the architect of record. Both architecture firms collaborated closely throughout the entire design process.

"The success of such a large and complex project depends on the collaboration of many," said Cynthia Stuermer Jacobs, vice president of WATG. "For designers of luxury hotels and resorts, Sacred Heart Medical Center was a wonderful opportunity for WATG to join key attributes of hospitality design with the requirements of a world-class medical facility."

The design team combined hospitality with a Northwest style to create a warm, comfortable and healing environment while maintaining the natural amenities of the site. The arrival was

strategy

planning

architecture

interiors

designed to reflect that of a resort destination, and the lobby has the look and feel of a lodge. Hospital rooms and public areas provide panoramic views of the river and hills. Green, open spaces and pedestrian bike paths connect residents, employees and visitors to the community.

To safeguard the area's natural environment and assure that its beauty is preserved for both enjoyment and healing, WATG's design celebrates the site's natural setting. Renewable materials are incorporated throughout Sacred Heart Medical Center.

WATG has a legacy of environmentally sensitive planning, architecture and design. A hallmark of WATG is its sensitivity to the influences of the local culture, the natural resources, the people and the spirit of the place. From its offices in Seattle, Irvine, Honolulu, Orlando, Singapore and London, WATG has designed hotels and resorts in 157 countries and territories across six continents. For more information, visit www.watg.com.

###