

Southwestern flavor

Choices in Colors and Visuals; Performance and Price Enable Effective Area-to-Area Flooring Coordination

The residents of Gainesville, Texas, are proud of the city’s historical commercial architecture, made possible by the wealthy cattle barons of the 18th century. But when the aging Gainesville Memorial Hospital no longer served the community’s needs, citizens said “adios” to the old facility and welcomed the new, thoroughly modern North Texas Medical Center (NTMC) into town. Interior designers at Perkins & Will selected six Armstrong flooring products to meet a range of healthcare performance requirements and to achieve a color-integrated look. The flooring visuals also succeed in unifying high profile public spaces with utilitarian spaces.

NTMC is a full-service hospital with a commitment to providing high quality healthcare to the residents of Cooke County. Although the region has a colorful past where money flowed faster than a cattle stampede, the realities of modern economics dictated a more conservative economic approach to the new facility’s construction. The challenge for designers was to unify the overall design theme in areas that allowed for more refined finishes with those areas that were more budget-oriented. Perkins & Will Interior Designer Marjorie Roysdon says,

(Continued on back)



[Between us, ideas become reality.]®



“The budget drove the selection of vinyl composition tile (VCT) in many areas, because of its lower up-front materials and installation cost. In the Women’s Services area, and where required by code, we selected seamless vinyl products.”

The color scheme throughout NTMC includes neutral warm beige tones with green and terra cotta as the predominant accent colors. The focal point of the facility is the main lobby and medical mall. Those higher-end areas have porcelain flooring, plus very decorative design features and finishes. Contemporary vinyl sheet flooring provides a sophisticated visual for some of the hospital’s other high-end spaces. The Women’s Center for example, is a high priority design area. In that space, Roysdon says, “We selected TRANSLATIONS™ Desert Sand, TIMBERLINE® Medium Aged Beech and PERSPECTIVES™ Brushed Concrete and Canyon Gold because of their warm and refined look, even though seamless flooring was not required by code, throughout the entire suite.” The colors and texture complement the caramel wood tones in the millwork. For the Medical Imaging Department and Intensive Care Unit patient rooms, designers selected TRANSLATIONS in soothing Desert Sand. In the operating suites, MEDINTECH® Brushed Sand with coordinating solid vinyl weld rods provides a soft-look with durable homogeneous vinyl sheet performance. The heat-welded

seams resist the penetration of dirt and moisture for improved asepsis.

In other areas, including the hospital’s main corridors, Medical/Surgical Unit, Cardio Gym, Cafeteria Dining area, and Nursery, the square foot budget dropped significantly. “We selected VCT unless seamless flooring was required by code, to achieve our color and design goals within the budget parameters,” explains Roysdon. “VCT provides a combination of aesthetics and durability at a value cost. The colors and patterns transition nicely from the focal areas to more functional spaces.” The design team selected a blend of visuals within Standard EXCELON® Imperial® Texture including Brushed Sand, Antique White, Curried Caramel and Lichen Green, plus SDT™ Static Dissipative Tile in Marble Beige. Within various suites, green is still the predominant accent

color, but instead of terra cotta, Imperial Texture in Cayenne Red is used as accent tile.

This was the first new construction, freestanding building project Roysdon has managed at Perkins & Will. “It was a refreshing change not having to work within the constraints of existing colors or finishes.” During the design phase, Armstrong’s online tools and information services assisted the interiors team. “We used the Armstrong commercial floor Web site and help services like TechLineSM pretty routinely,” she confirms. “The Armstrong representative also visited the site to assist with answers to product questions and installation procedures.”

Modern Healthcare Magazine has ranked the Perkins & Will Healthcare Practice first in the country for three of the past four years, based on the volume of healthcare design. The firm has also been selected by The American Institute of Architects as its National Firm of the Year, the highest award that an architectural firm can receive. With those accolades, it might seem that Perkins & Will only accepts very high-end, big-budget projects. But, Roysdon explains, “Our designs are appropriate to the client’s expectations and resources. We design healthcare facilities that complement the end users’ goals and provide high quality, patient-focused care.”

Quick Facts

The North Texas Medical Center Challenge:

- Select products that coordinate from area to area, plus transition from high end to budget-conscious
- Meet code with performance products that also satisfy aesthetic objectives
- Choose products that stay within budget parameters on initial installation, and provide optimum life cycle costing

The Armstrong Solution:

- Products are color-integrated for coordination within each line, across product lines, and with other interior finishes
- A wide selection of high performance products with high style
- Vinyl and VCT products are initially cost effective and offer long-term life cycle costing benefits

Product Specs:

- TRANSLATIONS, PERSPECTIVES and TIMBERLINE vinyl sheet flooring offer high-end visuals with the cost and installation benefits of contemporary resilient flooring.
- MEDINTECH homogeneous sheet is our most durable vinyl floor product
- Standard EXCELON Imperial Texture and SDT VCT feature durability, easy maintenance and a wide range of colors in an economical cost

MEDS™ online tools for healthcare design are at www.armstrong.com/flooring. TechLine experts are available at 1 877 ARMSTRONG.

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