

# contract

## Healthcare Environment Awards 2013

### **Health and Fitness Winner**

Designer: Gensler

Client: Horizon Blue Cross Blue Shield of New Jersey

Where: Moorestown, New Jersey

Health insurance provider Horizon Blue Cross Blue Shield of New Jersey engaged Gensler to design a 4,500-square-foot, single-story retail space to build brand recognition and attract new customers, as well as to provide support, improved service, and wellness education for current clients.

Customers choose from different types of service areas, depending on their needs. Those with quick questions can step up to the front work bar. A lounge area offers a place to wait for appointments, and tables and booths in the cafe are an ideal spot to fill out paperwork. The cafe area can fit groups of up to 40 for health and wellness-related seminars. Finally, for those who need to have confidential conversations, enclosed meeting rooms and booths provide privacy.



The design draws influence from hospitality and residential typologies rather than traditional healthcare models. Glass partitions maintain openness and transparency, contrasting with the texture of reclaimed wood used for both wall surfaces and furnishings, which creates a welcoming feeling in the spaces.

Gensler developed environmental graphics, custom wallpapers, and signage based on Horizon's cross and shield logo to emphasize the brand and also to help orient customers. Historic photographs of Moorestown are featured within the cafe booths, reflecting the company's history in the area.

The jury found this prototype store, which could serve as a model for future stores in other locations, to be innovative, and one juror said the project provided "a great blend of designed spaces for interaction and conversation, and yet privacy and open space." Another remarked that it was "a similar concept to an Apple store, but for your health—what a great idea!"