

## FOR IMMEDIATE RELEASE

**Contact:**

The Sky Factory

Sondra Ward

641-427-1747 x213

[sondraw@skyfactory.com](mailto:sondraw@skyfactory.com)

[www.SkyFactory.com](http://www.SkyFactory.com)



Résidence Les Adrets de  
l'Esterel, France

## Biophilic Design: New Techniques for Enhancing Eldercare Environments

Recent installations of custom Sky Factory Luminous SkyCeilings™ are transforming the look and feel of senior care facilities around the globe. From quiet rooms and lounges, to dining rooms and lobbies, the realistic virtual skylights create an uplifting environment for elderly residents. As a biophilic design element, SkyCeilings bring the beauty and benefits of nature to enclosed interior spaces where access to real nature is limited or impossible.

**Fairfield, IA January 25, 2012** – Sky Factory Luminous SkyCeilings™ provide a highly effective means of bringing nature to eldercare environments, using energy-efficient daylight balanced light that is perceptually indistinguishable from real daylight. In addition to the proprietary lighting system, powerful, realistic sky images for ceilings and landscape views for walls ensure a convincing illusion. These biophilic design elements appear to help to uplift mood, relieve depression that often accompanies physical decline in the elderly, maintain circadian rhythm, and trigger memory, especially for patients with Alzheimer's disease.

The growing body of research about the effects of nature in healthcare settings, along with the increasing elderly population, is impacting the design of nursing homes and long-term care facilities. Architects, designers and facility managers are challenged to create environments that are warm, welcoming, and aesthetically pleasing, while at the same time catering to the special needs of senior citizens. Sky Factory's realistic virtual skylights offer a creative way to bring nature indoors, providing significant benefits for elderly patients with limited mobility who can't get outside as much, if at all.

The Cypress Glen Retirement Community in Greenville, North Carolina, USA installed a Sky Factory Luminous SkyCeiling™ in the quiet room of the Memory Care Cottage, home to 12 residents experiencing various stage of Alzheimer’s disease. Designed by the Cottage’s Director Laura Jett, the room is a place for the residents to go and relax when they are feeling anxious or agitated.

“It is really nice to sit in the room on a rainy day and feel like you are outside on a spring day, said Laura. “Everyone that visits compliments the SkyCeiling. We are planning to add one to our healthcare center too. I think it will be money well spent for the residents we care for.”

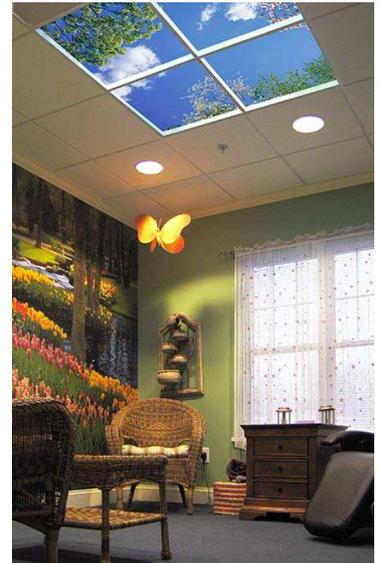
Unique architectural and biophilic design elements, Sky Factory products are versatile, visually engaging tools that modify the experience of the built environment and enliven human beings’ innate attraction to the natural world. These realistic illusions are uplifting the spirits of seniors from the United States to Europe and beyond.

Through on-going research, The Sky Factory is attempting to better understand how illusions of nature function in healthcare, eldercare, and other environments. The Sky Factory has recently partnered with a leading University fMRI research laboratory to better understand and document the neural pathways associated with the perception of Sky Factory SkyCeilings. Sky Factory is also seeking cooperators to evaluate the new eEscape virtual window as a sensory interaction tool for use with Alzheimer patients.

### **About The Sky Factory**

The Sky Factory, LC is a unique fine art and technology company based in Fairfield, Iowa. Founded in 2002, the company creates realistic *Illusions of Nature*™ - virtual skylights and windows - that transform interior spaces. Sky Factory’s new digital cinema product line features *UltraHD* motion and sound displayed on commercial-grade LED monitors. For more information and a complete list of International Partners, visit [www.SkyFactory.com](http://www.SkyFactory.com).

###



Cypress Glen Retirement Community, North Carolina



Catholic Eldercare Centre, Budapest, Hungary