

**Project:** Golisano Children's Hospital  
University of Rochester Medicine  
**Location:** Rochester, NY  
**Architect:** Ballinger  
**Products:** Acrovyn® and Acrovyn by Design®

## About the Project

The 245,000-square foot, eight-story Golisano Children's Hospital provides a wide range of pediatric services. ArtHouse Design, a Denver firm with expertise in wayfinding and visual experiences, in Denver was hired by Ballinger to create fun, custom themes for each floor of the new facility to engage patients and visitors. This allowed Golisano Children's Hospital to achieve its goal of creating a diverse pediatric care environment with a playful atmosphere.

## Design Goals

While keeping functionality a top priority, the design team's aim was not only to create a calm and healing experience on each floor of the hospital's new building, but also to deliver optimum durability for the active children's care center. It was important to have the images portray geography of the greater Rochester and upstate New York areas, gleaned from parent and patient focus groups and their feedback, into the final design. This included easy-to-follow wayfinding throughout the hospital to reunite families quickly after procedures.

*Continued on the other side...*



## At a Glance:

The walls of Golisano Children's Hospital's new building feature unique wall graphics on each floor to portray different themes ranging from active play and sports to plants and animals. Other wall protection products were incorporated into the overall design.





## Results

The team used Acrovyn by Design to create a space that eases patients' and families' minds by fostering a sense of relaxation with soothing images, which enriches the patient experience while guiding staff members and visitors with clear, consistent wayfinding and signage. Each floor features a unique theme with graphics embedded behind impact-resistant, PVC-free rigid material. "When developing a concept for our new building, we wanted the hospital to focus on making a patient's time here much more comfortable," said Kusrin Dhamawongse of Ballinger Architects. "With Acrovyn by Design, we turned each of our nine floors into neighborhoods. In addition to creating uniquely welcoming spaces, Acrovyn by Design keeps our walls and corridors protected. It was easier to install and more budget-friendly than custom printed vinyl. In fact, we are now eager to install Acrovyn by Design where we had originally planned for vinyl." The hospital's design team also specified our corner guards and handrails, which resulted in a cohesive design.



**CS**™ **Acrovyn**®

www.acrovyn.com  
800.233.8493