



Design & Health Europe 2010

7-8th
October
2010

Global Perspectives. Local Identities.
An International Symposium & Gala Dinner

University Hospital Brussels, Belgium

www.designandhealth.com



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& Health**
International Academy for Design and Health

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Design & Health Europe 2010 is an international symposium dedicated to exploring global perspectives on enhancing health, wellbeing and quality of life within the local context of healthy communities and infrastructure development throughout Europe

Introduction

As Europe addresses a trio of economic challenges in the shape of debt, demographic decline and lower growth, the potential for political crises grows, as Europeans fear for their jobs and savings, companies forecast lower investment levels, and governments across the region promote savage 'austerity' cuts to public spending.

Faced with these challenges after years of capital investment in health infrastructure, there has never been a better time for a new paradigm in understanding how to improve the health status of Europeans at the same time as recognising that health and wellbeing are the foundation for a productive society, economic development, political stability and social harmony.

In 1997, the World Health Organisation stated that the 'health arena' should be a priority. It said frequently used spaces, such as workplaces, schools, hospitals, correctional institutions, commercial offices, public spaces within our towns and cities – and, indeed, our homes – should be at the centre of health promotion activities.



Who should attend?

- Hospital CEOs
- Capital Planning Leadership
- Clinicians, nurses & health professionals
- Health and urban planners
- Estates and facilities managers
- Finance directors & managers
- Architects and designers
- Medical directors
- Medical technology companies
- Researchers and scientists
- PPP / PFI directors
- Governmental and Municipal representatives
- Construction Companies
- Banks and Private Equity Firms
- Legal and technical consultancies



The General Hospital OLV Aalst in Belgium, designed by VK Studio

From a research perspective, the departure point for understanding health is identifying a balance between pathogenic and salutogenic approaches. Pathogenic research focuses on why etiological factors cause disease and how they are developed in the physiological organism. The primary aim of pathogenic research is to find medical treatments. Salutogenic research is based on identifying wellness factors that maintain and promote health, rather than investigating factors that cause disease. Together, salutogenic and pathogenic approaches offer a deeper knowledge and understanding of health and disease.

Using the environment as a strategic tool is one of the most cost effective and enduring approaches to improving public health. A 'salutogenic approach' to infrastructure development, embedded at the core of a public health strategy focused on preventative care, changes the focus from risk factors and the treatment of disease to wellness factors and a more holistic understanding of healthy environments.

A focus on health promotion by design in Europe can inspire innovative design and

infrastructure solutions that facilitate an active lifestyle and enable the successful management of physical, psychological and emotional stress in our lives.

We look forward to welcoming you at the Design & Health Europe 2010 International Symposium and Gala Dinner, to explore with colleagues how global 'salutogenic' perspectives can provide a more cost-effective context for enhancing health, wellbeing and quality of life in Europe.

Programme Objectives

- To evaluate international models of care, health theories and perspectives
- To reflect on the socio-economic drivers impacting on European infrastructure development and the healthy society
- To learn about regional service models delivering real and measurable benefits
- To assess the design of specialist care services, eg mental health & elderly care
- To recommend actions and initiatives to improve design quality and operations
- To explore how to create a sustainable infrastructure that meets Europe's social, environmental & economic goals

Don't miss the Gala dinner!

The Design & Health Europe 2010 Gala Dinner will take place on 7 October. Book your table, enjoy an evening of song, dance and entertainment, the very best in European cuisine, and the opportunity to network and meet with friends and colleagues, old and new from all over Europe and the rest of the world.(booking form overleaf).



Day 1 Programme

08.00 - 08.45 Registration



Opening remarks from the conference chair
Prof Alan Dilani, director-general, International Academy for Design & Health (IADH)

Session 1: Health Policy, Investment & Design

- 08.45** Welcome Address
Prof Marc Noppen, CEO, University Hospital Brussels, Belgium
- 09.00** Health Policy, Investment & Design in Belgium
Carine Moykens, Chief of the Cabinet Ministry of Health, Flanders, Belgium
- 09.30** Promoting Health and Wellbeing in Public Architecture in Belgium
Stéphane Vermeulen, director of healthcare, VK Studio, Belgium
- 10.00** Questions & Answers
- 10.30** Coffee break

Session 2: Health Perspectives, Management and Health Promotion

- 11.00** Salutogenic Perspectives on Health & Wellbeing
Prof Alan Dilani, director-general, International Academy for Design & Health, Sweden
- 11.30** The Future of Healthcare Delivery and Consumer Expectations
Dr Liz Gale, health management consultant, Australia
- 12.00** The Value of Interdisciplinary Approaches for Creating Healthy Environments
Prof Roderick Lawrence, Switzerland
- 12.30** Question & Answer
- 13.00** Lunch



Opening remarks from chair
Chris Liddle, chair, HLM Architects

Session 3: Health Perspectives, Theories and Application

- 14.00** Urban Planning and the Healthy City in France
Luc Windels, general director, Agence Maes, France
- 14.30** Urban Design: Green Design to Facilitate Health & Fitness
Mark Johnson FASLA, founding principal, Civitas Inc, USA
- 15.00** An Approach to the Concept of Sustainability in Healthcare Design
Phil Nedin, director and Global Healthcare Business Leader, ARUP, UK
- 15.30** Question & Answer
- 16.00** Coffee Break

Session 4: Health Infrastructure Development in Europe

- 16.30** Standards in the Investment & Management in European Health Properties
John Cole, chair, European Health Property Network, UK
- 17.00** European Perspectives on Modern Hospital Design
Mungo Smith, MAAP Architects, UK
- 17.30** Questions & Answers
- 17.50** Close of Day
- 19.00** Gala Dinner

Day 2 Programme

08.00 - 08.45 Registration and coffee



Opening remarks from chair
Christine Hancock, C3 Collaborating for Health

Session 1: Health Infrastructure Development in Canada

- 09.00** Health Capital Investment and Design in Ontario
Cliff Harvey, chief architect, Ontario Ministry of Health, Canada
- 09.30** Feminine Mystique in Healthcare Architecture
Susan Black, director and principal, Perkins Eastman Black, Canada
- 10.00** Building Mission, Vision and Values: Transformational Design Thinking of Three Healthcare Providers
Tye Farrow, senior partner, Farrow Partnership Architects, Canada
- 10.30** Questions & Answers
- 11.00** Coffee break

Session 2: Health Infrastructure Development in the UK

- 11.30** Procurement, Planning and Design: Lessons Learned from PPP/PFI
Chris Liddle, chairman, HLM Architects, UK
- 12.00** Re-engineering Healthcare Waiting Areas by Design: The New Stobhill Hospital
Andy Law, Reiach & Hall Architects, UK
- 12.30** Question & Answer
- 13.00** Lunch



Opening remarks from chair
Paul Corbeel, VK Studio, Belgium

Session 3: Humanistic Perspectives in Healthcare Design

- 14.00** Architectural Design for Emotion and Experience
Alejandra Lillo, GRAFT, USA
- 14.30** The Four Roots of Innovative Healthcare Design
Kimmo Lintula, Architect SAFA, Finland
- 15.00** Questions & Answers
- 15.30** Coffee Break

Session 4: Interdisciplinary Approaches to Design and Health

- 16.00** Translational Health Science and Healthcare Architecture
Michael Roughan, HDR Architecture, USA
- 16.30** The 3Four50 Message: Lifestyle Approaches to Health Promotion
Christine Hancock, founder, Collaborating for Health, UK
- 17.00** The Role of Belgium in International Healthcare
Prof Marc Noppen, CEO, University Hospital Brussels
- 17.30** Questions and Answers
- 17.50** Final Word of Chair
- 18.00** Close of Symposium

Design & Health Europe 2010

REGISTRATION FORM

Complete and return this form today or register
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SAVE €€€s by attending with 2 or more colleagues!

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<input type="checkbox"/> Gala Dinner	Euros €100			



All prices above are per person delegate fees and include registration, delegate pack, lunch and refreshments.
The Gala Dinner fee is a separate charge and should be added to the delegate fee in the final payment price below.
* Special rates are available for group bookings of six or more (contact: info@designandhealth.com)

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