



INSPIRE

AT FIRST GLANCE

AT POLYFLOR, WE ARE MOVED BY THE STORY OF HOGWEYK VILLAGE. A STORY OF INCREDIBLE CARE, COMPASSION AND CREATIVITY THAT CHANGED LIVES.

At first glance, Hogeweyk looks like any other beautiful Dutch village. Residents lead a normal life. They grocery shop, complain about the weather and enjoy a weekly game of bingo. But look a little closer and you will notice a few things like an in-house currency and tolerance of bad table manners!

Hogeweyk is a world-leading healthcare facility designed for people living with severe dementia, built and staffed in a manner that preserve people's sense of autonomy and allows them to live with dignity. A true gem in the world of healthcare design.





THE SECRET

Hogeweyk functions as full time “reminiscence therapy,” which draws on patients’ own lives to help them cope with the cognitive and behavioral symptoms of dementia.

The focus is on what residents can do (not what they can’t) and the aim is to ensure they experience a “normal” day.

The community aspect of Hogeweyk is particularly important. Studies show that isolation, which is common in medical nursing homes, can actually decrease the production of myelin in the brain. Myelin is a fiber that’s crucial to maintaining nerve cells in the brain and elsewhere. Decreased myelin production is just physical proof of what many nurses already know: isolation makes the cognitive and behavioral problems associated with dementia a whole lot worse—seriously diminishing these patients’ quality of life.



Bingo nights, social clubs, theatre events, visits to the restaurants and pub are all encouraged with plenty of opportunities to bump into neighbours.

Instead of being confined to their rooms, residents move freely throughout the village, protected by the watchful eye of the nursing staff; 250 full- and part-time medical geriatric specialists who wander the town and hold a myriad of occupations in the village, like cashiers, grocery-store attendees, and post-office clerks.

Cameras throughout the village monitor the residents to make sure they're safe, while still allowing them a sense of freedom and independence. Thanks to pre-paid financial plans, residents can even go shopping or out to eat without worrying about their finances, which is often one of the most difficult areas of life for patients with dementia to manage.

Words are chosen carefully. Staff care for residents; they treat "family" and not patients.



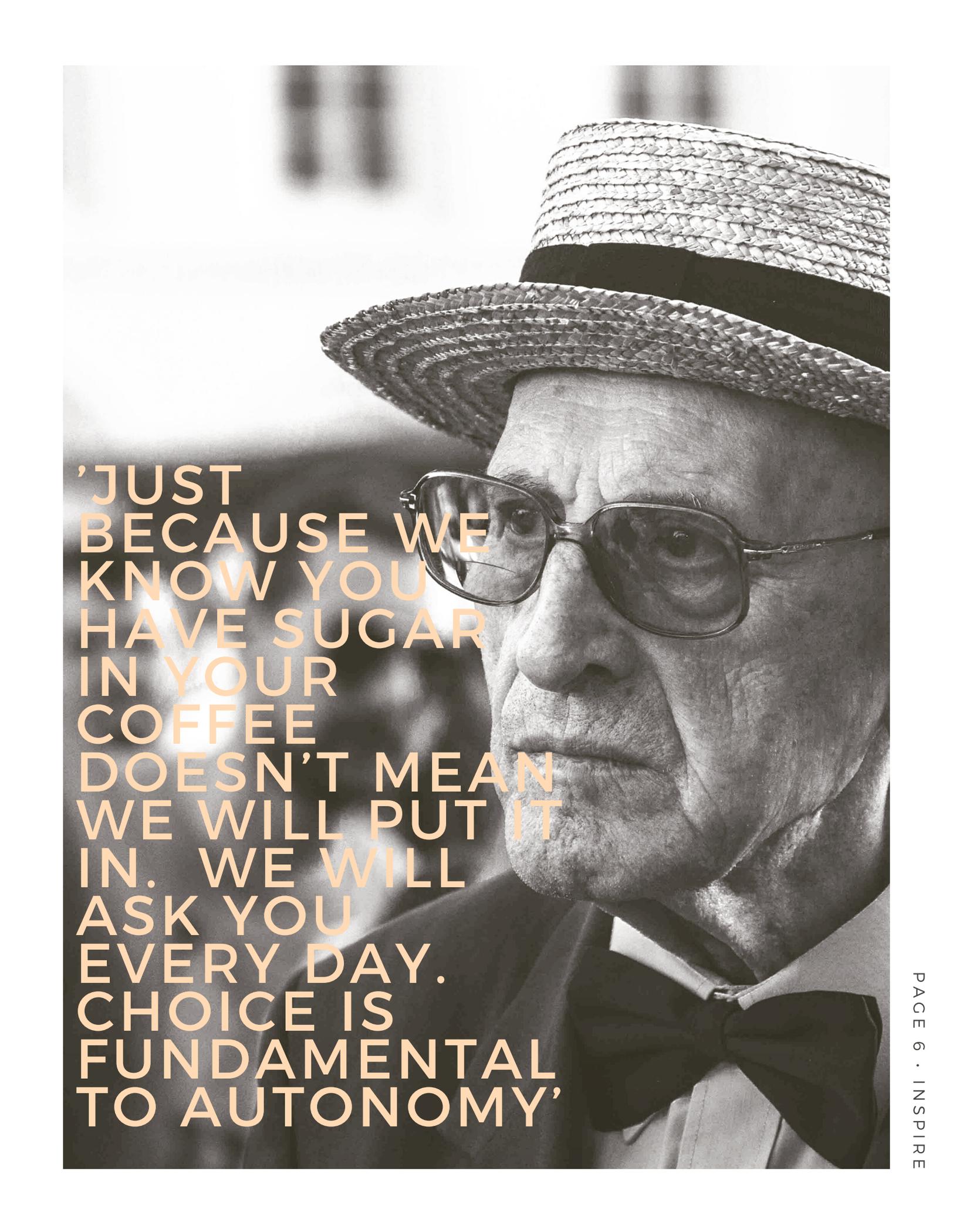
DESIGN INNOVATION AT HOGWEYK

The unique approach to interior décor at Hogeweyk Village is inspiring. Each house is furnished according to the period when the residents began to lose their memories. Some homes are furnished in 1970s décor, while others are decorated to feel like you've stepped right into the 1950s. This helps residents feel more comfortable, without having to cope with confusion over modern items they may not recognise.

Unlike other dementia facilities, Hogeweyk's nurses don't try to

correct residents when they've misremembered the date or some fact about their lives. Instead, the staff engage with them on whatever level they're at. Instead of viewing them as medical patients who can't be trusted on their own, the staff accepts residents for who they are—dementia and all. The respect and increased independence inherent in this treatment model makes for a radically higher quality of life.

Choice and a sense of belonging is fundamental.



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“



DEMENTIA-FRIENDLY FLOORING CHECKLIST

- ✓ DEVELOP CONTINUOUS FLOORING SURFACE
- ✓ TONAL CONTRAST
- ✓ REDUCE IMPACT SOUND
- ✓ ACCENTUATE COLOURS
- ✓ AVOID SENSORY OVERLOAD
- ✓ REDUCE SPARKLE
- ✓ MATT FLOOR FINISH
- ✓ BLEND FLECKS
- ✓ AVOID SMELLS & ODOURS
- ✓ PROVIDE SMOOTH TRANSITIONS