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M Moser Associates

Alzheimer's Association Continues Partnership With M Moser Associates Due To Innovative Modeling Technology And Out Of The Box Problem Solving

The Alzheimer Association's mission is: "to provide and enhance care and support for all affected [by Alzheimer's disease]." To further this mission, the New York City Chapter recently reappointed M Moser Associates to expand their workspace at 360 Lexington Avenue.

With over 250,000 New Yorkers affected by Alzheimer's disease, the need for an increased spectrum of resources in the New York office was the driving factor behind the renovation and expansion. M Moser Associates created a multi-purpose workspace including training, education, counseling, and support group facilities. "The space is used by a very broad and diverse group of people, so it was important to implement a clear and logical user-experience through way finding and planning," explains Courtney Robinson, team member with M Moser Associates.

Pressed with the challenge to create a diversified workspace M Moser Associates created a new and inviting atmosphere for the client and caregiver's experience while maintaining fluidity. Through a comprehensive design and collaborative support, M Moser Associates and partners, J.T. Magen & Company Inc. and Lilker Associates, seamlessly delivered a functional space for the range of activities included in the expansion plans.

During a visioning meeting phrases like "servicing the specific needs of clients" and "dynamic space for care and support" were brought to the Project Leader, Chris Swartout's attention. Through an approach M Moser Associates calls Integrated Project Design, IPD, all of the Alzheimer's Association representatives and stakeholders were able to contribute to the vision. IPD is a highly collaborative delivery approach in which all project participants communicate from Day 1 to reduce additional services cost and increase resource alignment to achieve a more successful final product. "By eliminating conflicts early in the design stage, we prevented problems later," says Swartout. Jed Levine, Executive Vice President of the New York Chapter, comments that M Moser Associates' way of engaging staff and focusing on the needs of the end client throughout the entire design process made it apparent that they had chosen their design partner correctly.

With the emotional and physical needs of the space, producing a comfortable and fluid atmosphere was a key challenge for the team. Through the use of 3D collaborative tools and virtual and augmented reality systems for better client and fabricator visualization and communication purposes, all team members were able to review in real time.

"Our Board, our community partners, our staff and—most importantly—our clients are attending programs and accessing services in a space that distinctly addresses their needs and adds immensely to the effectiveness of our work," says Lou-Ellen Barkan, President and CEO Alzheimer's Association New York City Chapter. As the demand for the Alzheimer's Association's social service programs continues to grow the New York Chapter is excited to see what ideas M Moser Associates provides for their expansion needs.

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