

NEWS RELEASE



Touchmark at Coffee Creek

FOR IMMEDIATE RELEASE

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For more information:

Carol Hartzog Communications

(405) 348-8500

More than meets the eye

Touchmark's new memory-care artwork, furnishings placed with purpose

EDMOND, Okla. — Touchmark at Coffee Creek's new memory-care neighborhood has the feel of home – a home that is elegant and upscale.

Eye-popping landscapes and statuettes grace the walls and gathering areas. Tactile, “fun stuff” is placed here and there to give residents items to manipulate – not only exercising their bodies but their minds, as well, said Joseph Billig, AIA, vice president, Architecture for Touchmark.

Billig picks up a large whimsical frog art set for the “Growing Together Gardens (trademark)” and describes the careful selection of each piece and its focus to be recognizable.

“For residents, this is their home, and because of the nature of Alzheimer’s disease and other age-related dementia, a secured environment is necessary,” said Billig. “Thus, most of the residents’ days will be spent in their neighborhood. For that reason, it is even more important the spaces are warm and inviting and feel like home.”

Billig adds, “Home” might mean prints and statuettes of cats and dogs or even hens. Birds, landscapes, trees, all add a comfortable feel to the building. Specific pieces, such as a horse facing one direction, are strategically placed to guide residents to or away from spaces or exits.

Specialty memorabilia walls in each neighborhood reflect local Oklahoma sites, universities, landmarks and daily life. These were selected to make a connection with local residents. There is also World War II-era memorabilia, including film posters and historical photographs.

Accessories and knickknacks are chosen to be tactile and fun for residents to pick up and explore, and perhaps evoke a memory or a story. All are made of nonbreakable materials.

Tuscan colors of earthy reds, browns and oranges, golds and yellows create an upscale feel. Bright and colorful fabrics with advanced textiles cover chairs, sofas, recliners and gliders, and window treatments are elegant.

A secure, outdoor garden provides residents contact with living plants. These thoughtfully designed gardens and courtyard include nontoxic plants, raised garden beds, seasonal plantings to provide year-round color and herbs and vegetables, which are used in the cooking program, for example.



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2801 Shortgrass Road | Edmond, OK 73003 | 405-340-1975 | 405-340-1451 FAX
TouchmarkEdmond.com

Touchmark at Coffee Touchmark broke ground last summer on the \$15 million expansion project, encompassing the Prairieview neighborhood as well as a three-story addition.

The Prairieview Memory Care Residences include 50 private studios, divided into four neighborhoods of 12-13 residences.

The small neighborhoods are for more personal interaction and a family atmosphere. Two neighborhoods can be opened to allow residents to stroll in a controlled setting and make a loop. This design allows staff to easily move between neighborhoods.

Each neighborhood has its own kitchen and dining area, living room, space for activities and access to the courtyard. A beauty salon/barber shop, spa bath, multipurpose room, family conference room and doctor's office will be shared by the four neighborhoods.

Touchmark is part of the Coffee Creek 638-acre planned residential development, which includes a golf course, recreational centers and walking and biking trails for Coffee Creek homeowners. Touchmark at Coffee Creek offers a wide range of homes and lifestyle options. For more information, contact Touchmark at (405) 340-1975 or visit EdmondMemoryCare.com.

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