

# HEALTHY BUILDING ROLE MODEL:



AMERICAN MODERN INSURANCE GROUP CAMPUS



We Believe in the Promise of Design.

We Deliver on the Promise.

**Tony Spence**  
Head of Corporate Facilities  
American Modern

**Mary Kate Genis**  
Workplace Strategist & Designer  
KZF Design

# American Modern

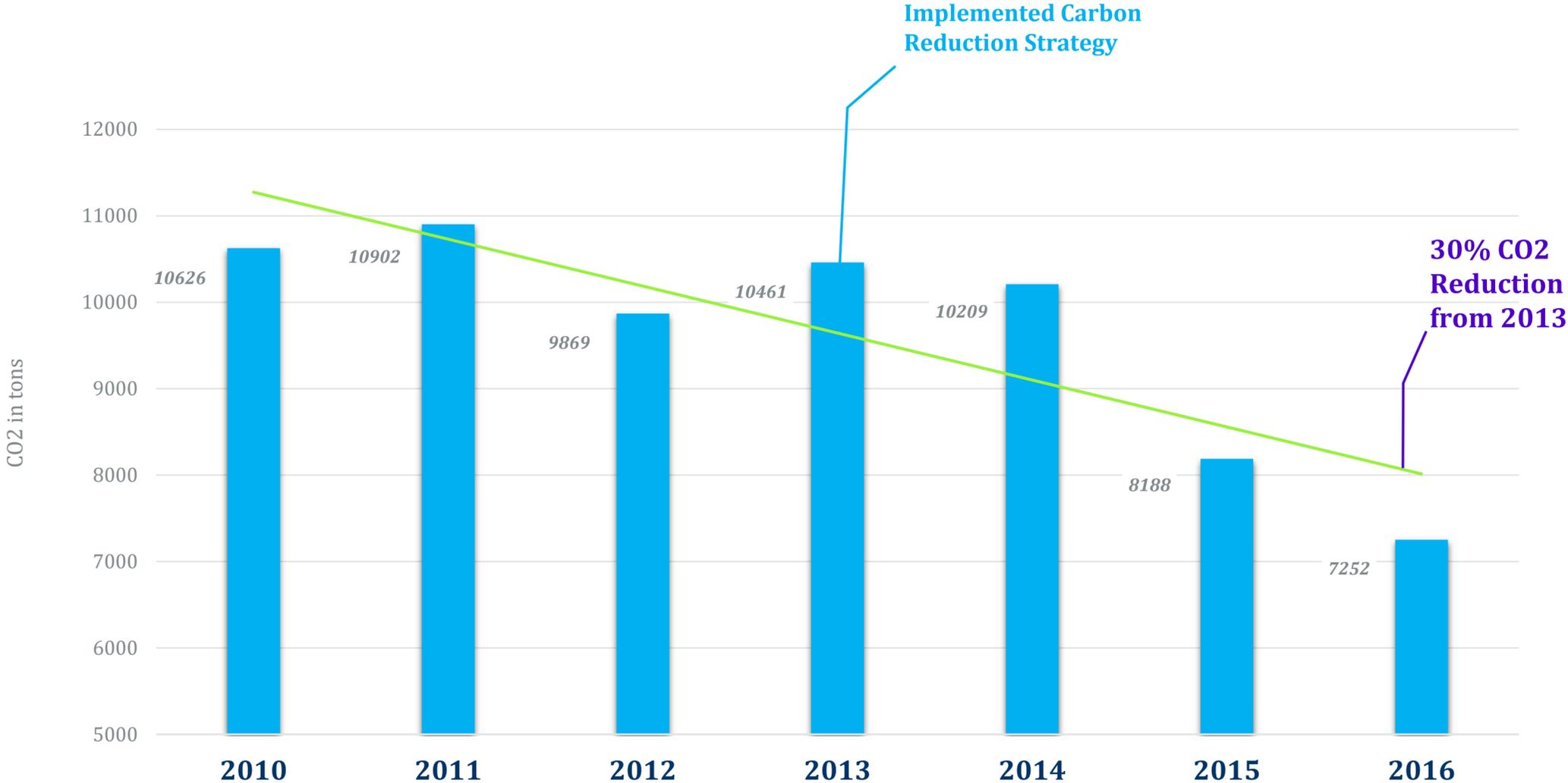


**Why is a healthy campus important to American Modern?**

**KZF Design** worked with American Modern to analyze and understand their cultural values and priorities.

This is what we heard.

# American Modern CARBON EMISSION REDUCTION



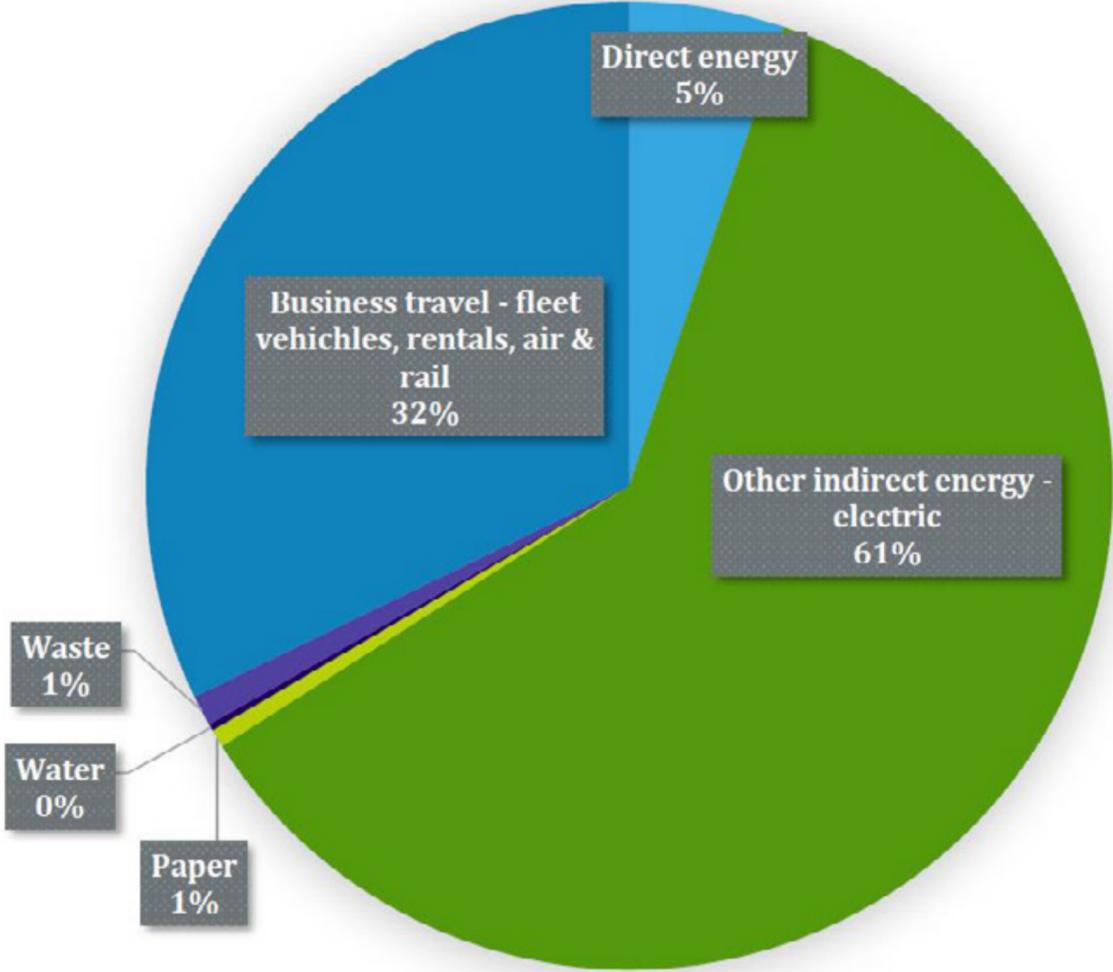
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**A carbon-neutral footprint is American Modern's goal**

**American Modern** facilities staff pay close attention to established metrics and building data to stay on track.

# American Modern REDUCTION OPPORTUNITIES

## 2016 CO2 source mix at American Modern

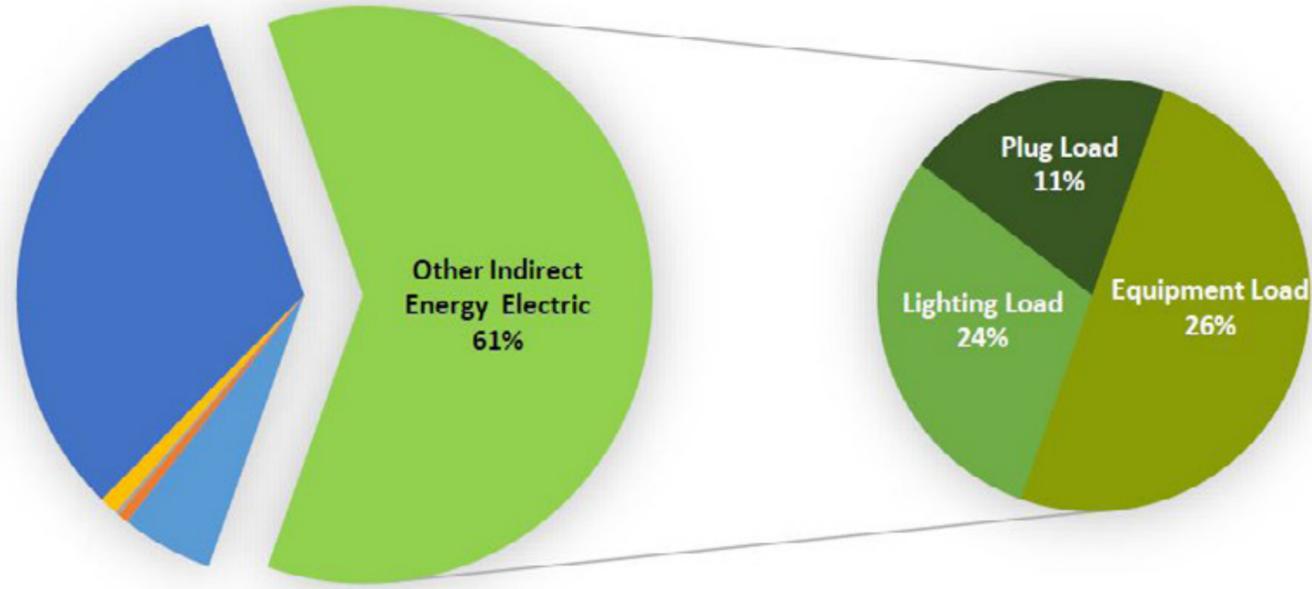


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**American Modern** facilities staff pays close attention to established metrics and building data to stay on track.

# American Modern INDIRECT ENERGY



\* Information based upon typical office building; % estimates taken from Energy Information Administration, 2003 Commercial Buildings Energy Consumption Survey

**Light Load**

- 1. LED Lighting
- 2. Lighting Controls
- 3. Daylight harvesting technology

**Plug Load**

- 1. Occupancy sensors on desktop monitors
- 2. Vending/Cooling misers
- 3. Energy Star equipment

**Equipment Load**

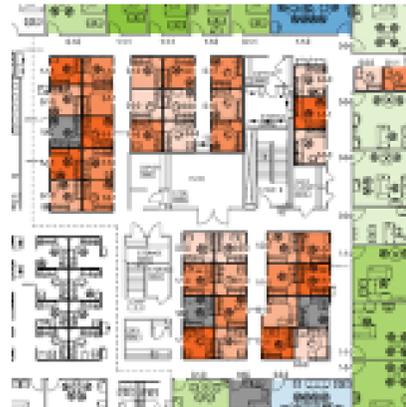
- 1. Geothermal HVAC
- 2. Solar Photovoltaic Arrays
- 3. Tinted window films

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**A carbon-neutral footprint is American Modern's goal**

American Modern identified opportunities for indirect energy reductions and has begun to implement some of these strategies on site.

# MASTER PLANNING AND STRATEGY



## A Holistic approach to the future at American Modern

**KZF** worked with American Modern through a number of exercises to paint a picture of where American Modern is now and where they are going, such as:

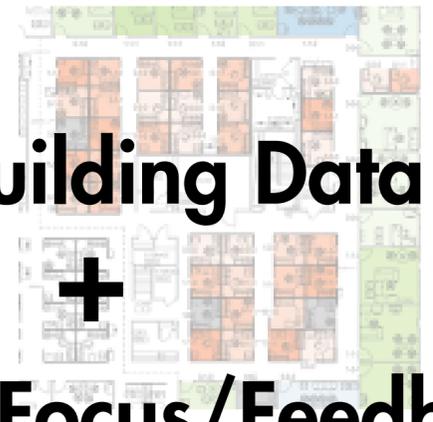
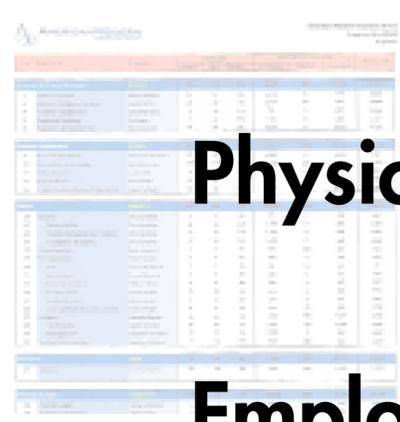
- Interviews
- Program Analysis
- Focus Groups
- Brand Analysis
- Space Utilization Analysis
- Building Assessment
- Sustainability Checklist
- Cultural Assessments
- Blocking and Stacking
- Workplace strategy



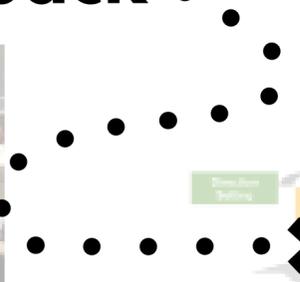
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**Existing Conditions | Future Projections | Culture | Environment | Work Flow**

# MASTER PLANNING AND STRATEGY



Physical Building Data  
+  
Employee Focus/Feedback . . .



► **WELLNESS**



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**A Holistic approach to the future at American Modern**

**KZF** compared the soft data we found in Master Planning with the hard data from the building systems to form a 360 degree approach to promoting a healthy campus and healthy company.

# WELL AT American Modern



## AIR

WELL promotes strategies to reduce or minimize sources of indoor air pollution.



## WATER

WELL promotes high quality water and improved accessibility.



## NOURISHMENT

WELL limits the presence of unhealthy foods and can encourage better food culture.



## LIGHT

WELL promotes lighting systems designed to increase alertness, enhance experience, and promote sleep.



## FITNESS

WELL encourages the integration of exercise and fitness into everyday life.



## COMFORT

WELL creates distraction-free, productive and comfortable indoor environments.



## MIND

WELL optimizes cognitive and emotional health through design, technology and treatment strategies.



## INNOVATION

WELL encourages innovation by allowing projects to submit ideas for new features under WELL concepts.

## Organic Wellness

When the Master Planning began, WELL was not yet established. But by using this comprehensive approach, we have captured many, if not all, features of the **WELL Building Standard**.

# WELL At American Modern

**Ohio Valley Food Connection**  
Farm to Table Services





Online "Year-Round Farmers' Market"  
Harvested-to-Order  
Premium Quality and Freshness  
Linking you with 70+ local farms and food artisans

*We believe in the importance of a thriving local food economy.*

- We provide households with a way to source top-quality local food.
- We manage all customer service, ordering, and delivery.
- We offer fresh and organic vegetables and fruit, pastured local meat and dairy, plus locally made artisanal products like jams, pies, chips, cheese.

**How do you start? It's as easy as 1-2-3**

1. Sign up on 8/23 at the Bistro during lunchtime.
2. Order online by **Sunday** night for **Tuesday** Pick-up.
3. No individual minimums or commitments to buy. Pick up in hallway near the rear kitchen entrance. Pick up at your convenience. Your food is kept fresh.

www.ohiovalleyfood.com  
Office: (513) 818-2221

Email:  
info@ohiovalleyfood.com

www.facebook.com/  
OhioValleyFood/

Physical Address:  
517 W. 7th Street  
Newport, KY 41071



**FITNESS TRAILS**

- 2.2 miles
- 1.0 miles
- 1.2 miles

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## AIR

- Low VOC Materials
- Campus Smoking Ban
- Ventilation and Filtration
- Ongoing Maintenance
- Humidity Control
- Parking Incentives

## WATER

- Water Bottle Stations

## FITNESS

- Fitness Center
- Activity Incentives
- Wellness Clinic
- Walking Paths

## COMFORT

- Concierge available to all facilities staff

## NOURISHMENT

- Farm to Table Market
- On-site cafeteria with healthy options
- Many eating space options

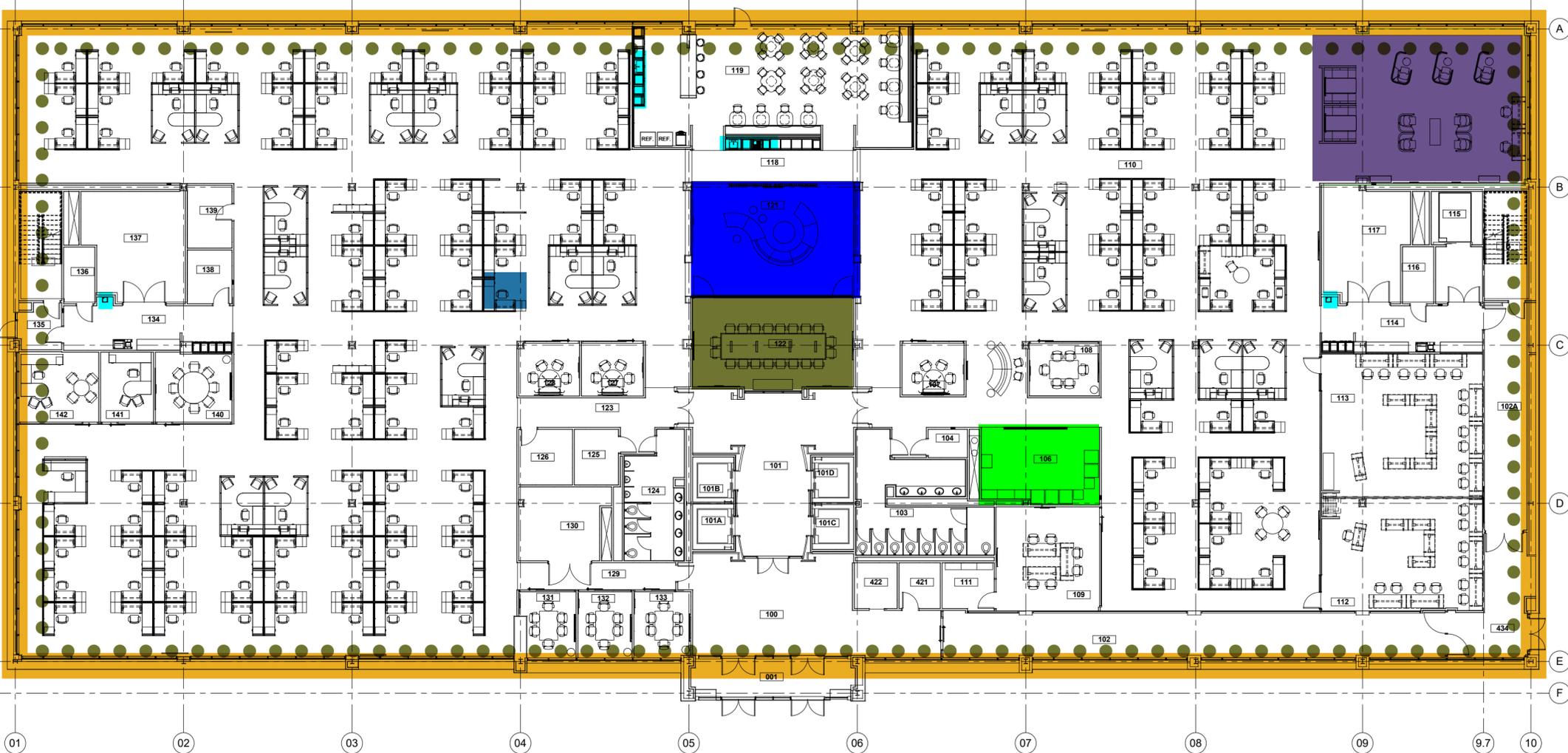
## Organic Wellness

**American Modern** offers a combination of spaces, individual incentives, and company policies and programs to promote wellness.

# WORKPLACE WELLNESS BUILDING 2, FIRST FLOOR RENOVATION

Daylighting, Circadian Rhythm

White Noise, Desk Height and Seat Flexibility



Water    Nourishment    Fitness    Light    Comfort    Mind    Innovation

## Prototype for the future

**KZF** worked with Oswald to re-design the Customer Service floor. There we implemented the wellness strategies identified in Master Planning and created a space to promote productivity and innovation.

# COLLABORATION HUB

MIND + INNOVATION



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## Workplace Wellness

The collaboration hub creates flexible work or relaxation space, with wall features that allow employees to express themselves.

# OPEN MEETING

MIND + COMFORT



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## Workplace Wellness

Open meeting is another flexible work opportunity for impromptu meetings.

# CENTRAL CONFERENCE MIND + LIGHT



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## Workplace Wellness

The central conference room establishes a large meeting space, featuring a wood-look ceiling and glass front that provides daylight even at the core of the floor.

# DEVELOPMENT LAB

MIND + INNOVATION + COMFORT



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## Workplace Wellness

The development lab supports employees who are furthering their education or professional accreditation. It provides space for a variety of learning styles, and ample natural views.

# WORKSTATIONS

FITNESS + COMFORT + LIGHT



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## Workplace Wellness

Each employee has a sit-to-stand workstation, daylight, and views to the exterior.

# MARKET C

## NOURISHMENT + WATER



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### Workplace Wellness

The Market C is a convenient way for employees in the building to access additional nourishment at any time.

# COFFEE BAR

WATER + MIND



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## Workplace Wellness

The coffee bar promotes interaction at the center of the office located in a main corridor with visually stimulating materials.

# BREAK ROOM

NOURISHMENT + WATER + MIND



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## Workplace Wellness

The break room provides seating, refrigeration, a television, and access to the exterior patio for all employees to enjoy.

# PATIO

FITNESS + MIND + COMFORT + AIR



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## Workplace Wellness

The patio is an exciting outdoor space for all American Modern employees to gather and socialize while enjoying fresh air and the natural surroundings.

# QUESTIONS?



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