

Global Wellness Summit

**11th Annual Global Wellness Summit
Wellness Architecture and R.O.W. (Return on
Wellness): The Long-Term Impact of Building It
Well**

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[START RECORDING]

MALE VOICE: Good morning, everybody. I know that it says 9:00 start time in the agenda, and we have been really, really good about keeping strict to the start times. However, I just heard like the bass next door die down, which means that I think the first presentation just ended on the idea stage, which means that—I've been a little bit more flexible. What time do we have now? it's about 9:08, so this is the first, 9:09, this is the—by far the most I have bent the start time role on these sessions, but I have a feeling we are going to have a lot of people trickling in in the next 5 or 10 minutes, but instead of like condensing this session too much, there are so many great people around the table, I think it is in the best interest of everyone who is here in attendance right now to get started and then just know that as we are doing this, I see the door opening, I have a feeling a lot more people are going to start trickling into the room.

So this is the final morning of the conference. Thank you, guys, for being here. This is going to be a fantastic session, and with that I would love to turn it over to today's moderator, Veronica Schrelbels Smith.

MS. VERONICA SCHREIBEIS SMITH: Hi, everybody. I'm Veronica, and I own Vera Iconica Architecture. I also chair the Wellness Architecture Initiative for the Global Wellness Institute, and a couple of reminders today, we have so many wonderful people here that we want to make sure that we keep our answers concise so that everybody has a chance to talk, and I will lovingly cut you off if I need to.

Also a reminder, we are going to be recording this session, so what I like to do as the chair of the Wellness Architecture Initiative is write reports out and sometimes document the content that comes out of these conversations and if we do quote you, we will reach out via email before and get your permission before you do, just to let you know that.

With that I'm going to pass it on to you. I would like everybody to introduce yourself or your name and would love for you to tell us what percentage of your clients are coming

to you asking for wellness integrated into your projects. We will start with you?

MR. JEFFREY ABRAMSON: I heard you were going to ask this question, how does the -

MS. SMITH: [interposing] We'll ask that one later.

MR. ABRAMSON: Good morning, everyone. Jeffrey Abramson with the Tower Companies, so to answer your question, we were the first developers of LEED apartments, the first LEED-certified apartments in 2003 and began at a time where the concept of wellness, the concept of living without airborne materials and saving energy was a new concept. And we have worked and stayed very focused on it to where I hope that we've become a catalyst to this discussion where all buildings really need to conserve energy and protect human life and elevate human life.

We found that just by doing LEED it wasn't enough. Many great businesses started in garages and basements. We found that what people wanted were buildings that really elevate the spirit where you love to come to work every day, where thinking is easy, where you have energy all day long, where you seem connected to nature, where there was a vibrancy that everyone you were working collectively with all had the same mission and all had the same exuberance of life, so this became more of our mission, and we went on to build VOS2 [phonetic] building. We built the largest commercial application of VOS2 in the world I'm told, and then we—that really fulfilled exactly what I just said, and so we found that more and more our customers both who work in our buildings and who want to have a residence also want that elevated experience, and that is how we differentiated our last apartment building that we just opened where the inside and the outside are totally blurred when you come in. It's as if all of nature is inside your lobby, and it's as if the lobby is just expanding out into the courtyard into the green spaces.

So it's not so much our customers are calling us and saying this is what they want. It's that when they discover they discover what they wanted, and so that has been a really—a privilege to build something that people really have been craving for but no one has been able to build it. So I hope that answers the question.

MR. ALFREDO CARVAJAL: Thank you, Jeffrey. Good morning, everybody. Sorry I sound a little bit like the godfather. I

did that last night dancing. I was talking too much. So what a pleasure. My name is Alfredo Carvajal. I'm here with Delos Living. As you know, our company many years ago stated the well building standard, which today is already currently available in 30 countries in more than 150 million square feet and being used right now not only by corporations but also by governments. So we are very inspired by this because we didn't just start a standard. Standards are a lot of them, there are some great standards out there, and we are trying to partner with all of them instead to be antagonistic to be embracing, and one of the biggest opportunities for all of us here, and some of you that I know had this in mind many, many years ago. This is not new. How about going to the next wave of sustainability, and thus this is human sustainability. The next wave of sustainability is about putting the human being in the center of design. Obviously beauty is very important, form, and style is very important but the human health is probably the most important of all. There is right now a big shortage of I would say ideas sometimes and ideas not on the side of the architects and designers to make this happen. Sometimes it's trying to find the correlation between what is going to happen with my investment. Let's put it this way. If you look at a building for 30 years, the cost of the maintenance of the building probably is around 8 to 9%, and probably construction 2 to 3%. The rest, they all rest almost 90% is human beings sitting inside of that building, so it is not a value proposition that makes sense financially. It's the most intelligent value proposition period, so that is what we stand for, and thank you, it's great to be here this morning.

MR. ANTHONY DIGUISEPPE: Good morning. My name is Anthony DiGuiseppe, I'm from New York City, principal of DiGuiseppe Architects. Primarily our business is the hospitality industry and the multi-family industry. We probably have a percentage of about 25% of hotels about 50% of multi-family and about 25% of spas. Now your question, Veronica, was how many of our clients, what percentage?

MS. SMITH: Yes, what percentage.

MR. DIGUISEPPE: I would say maybe 25% of the clients that come to us concerned about sustainability, concerned about what the environment is within the spaces and within the building. What I try to tell them is that great design, or good design doesn't cost any more, and they think that well if I were to do something that is sustainable or that is right for

wellbeing within the buildings themselves it is going to cost more. Yes, it will cost more but not from the design aspect, so as architects and interior designers it is really what we should be doing. We were taught this in school very early on, and it's sort of like it fell by the way side, and everyone when they became of age to sign for their own buildings and have their own firms, they succumbed to the wills of the developers, and that had to be profit motive all the time, but now there has been a lot of pushback and people are seeing that wellbeing has a big concern for the public, and that—the public is driving their concerns to meet. And I really feel that is really the impetus for something like wellness architecture, as you had coined the phrase I believe back in—when was it, in Morocco.

MS. SMITH: Suzie, Nancy, and I were sitting around a table and discussing philosophy about architecture, and Nancy said, well, that sounds a lot like wellness architecture.

MR. DIGUISEPPE: Right. Exactly. And you know what is interesting is that the great architects, Frank Lloyd Wright, Louis Kahn, - - they all thought, "I can change society and the way that people live by the architecture. That was really their philosophy. Unfortunately that did not happen with many architects that practice today and what you see in the build environment you see a lot of buildings that have—are sick "sick buildings". These are buildings when it comes down to it is that those environments really have to do with the HVAC systems, the sun lighting, the orientation of the building, and things that affect every day life and promote healthy living within the space. I would say that's my answer.

MS. SMITH: Thank you, Anthony. We still have 10 more introductions, so I'm going to ask you to—

MR. ANDREAS DORNBRACHT: I'll make it short. I'm very glad to be here, I'm a CEO and owner of the Dornbracht Group. We are manufacturing bathroom fixtures and spa fixtures supplying to residential, hospitality and spa industry. The amount of clients, percentage of clients asking for wellness, not many right now. The concept of wellness at home, which are interesting for us, the concept of in-room wellness in the hotel industry is not well-known with investors. Thank you.

MR. ROBERT HENRY: Good morning. I'm Bob Henry, the founder of Robert Henry Architects and Interior Designers, and we've been involved in what is now termed the wellness industry for

about 25 years. But I find we are at a tipping point where we have focused on medical spas, resort destination, and day spas. Now I'm finding that we have clients, as a matter of fact, the majority of our residential clients, it's at 80%, are searching us out because they have visited one of our projects that have been imbued with these sensitivities of wellness. So we have a serial entrepreneur in the tech industry that is 30-years-old, and he said, you know, I have three young children, a beautiful, young wife, I want to just take some time off and build this dream house. I want it to be healthy for my children. At that point, I seriously got very choked up. It was—for me it was a tipping point where people are starting to realize they don't need another thing, another car in the driveway but want something that's going to make a difference for themselves and their family.

MALE VOICE: Location? Can you tell us where you're from.

MS. SMITH: Add where you are from.

MR. HENRY: Thank you. In New York.

MALE VOICE: Thank you.

MS. KATHERINE JOHNSTON: Good morning, Katherine Johnston, Senior Research Fellow for the Global Wellness Institute, and as you know we've done the research study this year on wellness real estate, architecture and design. The topic here of course is a very important component of that bigger picture of real estate and communities. I of course don't have comments, but my maybe rhetorical question to this group is who does not want a healthier building? I think there is a lack of awareness about how their architecture and design and built environment actually influences their health and wellness, but once informed, if you ask someone do you want the healthy building that is going to make you feel good and better, or do you want the unhealthy building, who is going to pick the unhealthy option? To me it is almost unconscionable that with the technology and knowledge we have about the ways things influence our health, how could we take the unhealthy route?

MR. JAY LITT: Good morning. I'm Jay Litt, the Litt Group, located in Boca Raton, Florida, very close to here, absolutely amazed to be sitting at this table with all of you great architects and developers. I'm an old-fashioned hotelier. I've been operating hotels for about 46 years, operating, owning, and renovating. My spa background, I've been on the Board of Directors of Rancho Laporta [phonetic]

for the last 15 years and my company once owned the Golden Door, so I had a chance to get my fingers into the spa industry and have been fascinated every since. We don't have clients coming to us because I basically deal with brands. The brands we're trying to hard to put some wellness into their minds. Marriott has come forward with a concept of filling in indoor swimming pools, expanding fitness studios, creating meditation centers, wellness centers. I think the brands are aware, and we are working with them on it. The problem is profitability. It's that funny little detail that the brands are all concerned about. We're looking at some concepts to use obsolescent real estate, looking at shopping centers. We're looking at 200,000 square foot buildings to create domiciles, either assisted living, independent or hospital with large promenades where there's medication, a variety of things that DiGuissepe is doing over there for other people, but creating spaces where wellness can be found inside of urban centers that have already become obsolescent where the basis financially is low so the profits can e there. Thank you.

MR. STEPHEN MARKS: Good morning, everyone. My name is Stephen Marks. I'm an attorney from London working for a global law firm, Trowers & Hamlins. Some of you may be asking what is a lawyer doing here, but the answer is actually we like to anticipate trends, we like to be involved in the industry, and I hope this area of wellness architecture has gone some real juice to it, and an exciting time to actually be talking about it. A big thank you to the Global Wellness Summit for inviting me here with so many positive, forward-thinking people.

Now, to answer Veronica's question I think there has been a shift, and there is a shift in consciousness, so at the moment we are seeing people that are very interested in it. We advice mainly in the commercial sector at the moment, developers, but big institutions, big developers, and there is a growing awareness of this area, and I think not just—it's easy for the bigger developers to get involved but also occupiers are beginning to think about this smaller office occupiers really looking at this and saying how can we enhance the quality of work life for our employees. We tell people you are actually future proofing your business if you now start to think about this, and a big nod to Delos and Well for bringing in the metric, which we think is excellent, but it is just a question of incorporating that and we are seeing more interest in it all the time.

MS. LINDSAY S. BURGESS: Hello, I'm Lindsay - - Burgess. I have a question for the audience. Who drives a car? Who has ridden in a Tesla? Who has driven a Tesla? Those are different things. What if your buildings could be like Tesla? It's a completely different experience driving in a car versus driving in a Tesla, or I like to say riding in a Tesla because the car drives you. So when we talk about real estate, 100% of the people, I edited the book, "Enlightened Real Estate." 100% of the people want to live in our communities, and the reason is we are speaking to them in a new way and saying there is another option out there. A lot of it is the communication around what the value is to these people, but people are looking, they are open, and they are ready for this kind of real estate.

MR. BARRY SCHERR: Hi, Barry Scherr. Lindsay just said half of what I was going to say, but I'll mention Henry Ford said if you ask people what they wanted, they would have said a faster horse," and I don't think I mean our experience is you can't find anybody that is not interested in it, and I think the reason is there is such a lack of differentiation at this point in commercial and residential real estate. There is nothing left for someone who is building condos to do. They've already made the balcony bigger and got the most beautiful countertop, whatever, and there is a desperation to try and create differentiation, which has become almost comical. It's the same thing in commercial. The existing uses are not there anymore. So I really think this is the next thing, and this is like in this meeting the sprouting of real renaissance of a new kind of architecture. I think the stumbling block that people get in is because LEED was the first phase of the whole thing, where you bring this energy efficiency, and it was a cost that wasn't very visible to the consumer and I think that confused developers saying, well why should I spend 5% more, I didn't sell anymore. Now that is changing, but originally that was the case for years. But I think the key here is that it is a no compromise kind of wellness architecture that is going to work, and I can talk about that later.

MS. SYLVIA SEPIELLI: Sylvia Sepielli, I develop spas. Why are you laughing? It's interesting. It depends on where in the world we're talking about. So I've had the experience all through my career but most of my clients always have a but in their request, so 25 years ago I did a Hyatt and we put yoga in. And they said you can't do yoga, so I said, okay it's stress management, and so you spoke about the linguistics of

it, and I have—I have one client actually I'm helping develop a hotel brand for that hopes to be a wellness brand, not necessarily stated that way. We want wellness as the fore and the underlying concept, but we don't want to be known as that. I have many clients when LEED came out, we want to be like that, but we don't want, don't have to have, or don't need LEED certification. We'd like this, but - - and it's more so in the United States than elsewhere. I was thinking when the whole sustainability movement started in buildings in the states, I was working on a project in Europe. They weren't talking about that because that is how they build their buildings. They build the buildings to last 100 years. They've got energy systems that are—it's unthinkable to do what we do in this country so while we were having this big movement here, that's how they do business there. Then you have Asia who—well, it's fun to work in Asia because there are no codes in a way that you can be more creative, but on the other hand they don't really think about that, so for my clients it's all over the board.

MS. LIZ TERRY: Good morning. Liz Terry. I'm the managing director, chief exec of Leisure Media. We publish a range of magazines including one we launched three years ago called CLAD, which has been designed for the whole ecosystem of development in the leisure industries from investors, developers, architects and designers, and we're very passionate about this market. I would like to see us as a group for the wellness architecture group, make some kind of statement of intent about where we want to go with this. I think that Suzie's moon sheet was a really good idea. It's a ridiculously ambitious undertaking to try and eliminate preventable disease. I don't see any reason why we shouldn't be just as ambitious for the built environment so I think that some kind of statement is in order even if it is ridiculously cloud thinking. I think that is just where we should be going. In terms of tapping what we have going on out there, we don't have clients. Our job is to write about this industry, document it, analyze it, but I can tell you that if we write about anything to do with wellness, particularly on the materials science side, where I think a lot of the change has to come, so we need to get very good at working with material scientists, I think that is where there are some very big wins. If we write about pollution-eating concrete, or anything like that, the number of reads we get for stories like that on our websites and in our magazines is extraordinary, so there is a huge appetite for information

out there about new materials that can help us to build this new world hat we need.

MS. OPHELIA YEUNG: Ophelia Yeung, senior research fellow, Global Wellness Institute, so some of you might have seen our presentation about wellness communities, wellness real estate, so we don't have clients, but let me just mention something about the demand. I don't know if Brook is here, but we have presented some of the data from his research, a very recent survey he did of U.S. consumers who are in the top 50% of the income, which is household income of about \$75,000 a year, sort of very middle, middle class and up, and the percent of those people who are interested in living in a wellness environment and wellness home is very, very high. I mean when you translate it into the percent of people every year ready to buy a home, and these people who have very strong preferences, that is 1.3 million potential buyers a year in the United States alone, and there is definitely not that kind of home, and they may not articulate it in the market, and this kind of demand is everywhere from China to India to everywhere. Connecting that back to architecture, it's very interesting when you talk about wellness architecture, and when we look at real estate and talk about homes, people who live in homes, they don't think about architecture. Architecture is something high falutin people, rich people, design a \$20 million home or some nice spa hotel. They don't think about their home as worthy of architecture, but when you see consumer reports, which is the most mass market, right, middle class people buying appliances, consumer report had a whole issue out on healthy appliances for the home. You have Crate and Barrel, Pottery Barn catalogs selling furniture and talk about healthy homes. So people want wellness in their homes, so they are not translating it relating to architecture because architecture again is artists, it's all these very, you know, fancy people, fancy things. So I think it's very important to connect that—a healthy home, people are asking for healthy homes, so they are still focusing on the appliances, and the paint, buy an air filter. They don't think like I should ask for a home facing the right direction. I get sunlight. So I think there is some education we need to do because people want things, and they cannot articulate, and the architect community is associated with kind of serving a different market.

MS. SMITH: Thank you, everybody. That takes care of our introductions, and I can tell that all of us have a lot to

say. We are at about 9:30. I have six questions that I would love for us to get through so if we can speed it up. The topic today is return on wellness, and it is the long-term impact of building it well. I believe as Jay said down there, at the end of the day money talks. Most people in this room, we are all drinking the same Kool-Aid, and we all want wellness infused into our buildings, into our architecture, into our communities, so the next, you know, the next question is how do we make the money case for it because at the end of the day that is where decisions are made. So the first question is what surprising benefit or unanticipated benefit to owners and developers have you seen for designing for occupant wellbeing? How have you seen this benefit translated to a return on their investment.

MR. DIGUISEPPE: I'll take a crack at it. The people willing to pay more than developers thought they were going to get, if they were to, almost 10 to 15% more in rentals, or in as Delos has done with MGM, they were willing to pay what was it 25% more?

MR. CARVAJAL: 30% more.

MR. DIGUISEPPE: That is a wellbeing, wellness hotel room, so I think that there is a demand, and the demand comes from the public. I have a house up in the Hudson Valley, and I see people who are Millennials coming up there, leaving the city just for the weekends, renting in the city but getting a house, and when they say architecture, people are doing just freight containers because they can be out into nature, and close to nature, and having nutrition around them, having fresh food around them, so those, so the real estate is being sold, and it's being sold in smaller parcels but it's being sold.

MS. BURGESS: That is one of the questions that we set out to look at in-depth when we were doing our research because that is sort of the \$20 million question, how do you make the case to do this, to build in a better way, and different cases are going to speak differently to different audiences. I mean for developers and investors, whether you like it or not, people want to see a return on their money, the ROI argument. We had a nice discussion about that yesterday in the Wellness real estate round table, but we found, we did primary research on looking at the premiums that consumers are paying for, and this is for residential projects, but for homes that are built in healthier ways and in neighborhoods and communities that are designed in healthier ways, and we

presented this Monday, but we came up with a premium of 10 to 25%. There are communities that are getting much higher premiums than that. That is kind of an aggregate average, but another place to look if you are looking for that data is the Urban Land Institute who has done the research, they did a building healthy places initiative and did case studies of projects. A lot of them are in the U.S. Some were international, and they have also documented from developers other metrics such as faster sales velocity, lower turnover rates and rental properties, so I think the data is not easy to find, but it's out there if you are looking for the business case. Veronica, you asked return on wellness, and that is a different case. We think that is the case that speaks to consumers who are looking and buyers who are looking to live in these places. Why should I live here? It's better for me, but how do we explain that and talk about it? There are not a lot of studies on that yet. We found a few, and one thing that I think might be interesting for this group is where we are finding the most research on the return on wellness is actually on the affordable housing side of the equation. It's interesting, here at this event there tends to be a skew toward looking at wellness building, wellness architecture as being for the luxury market, but it should not be. And if you want to have impact, you need to be thinking about this as a wider market.

In the United States there are developers who are specifically focusing on building healthy homes for lower income populations, and I'll just give you a couple of examples, I don't want to go too long. There was a project in Seattle, a large post World War II affordable housing community that was redeveloped in the last ten years. They did a component of that project as building healthy indoor air quality and measured and documented a reduction in asthma among children living in that community. There's also been a lot of work in New York City through the Center for Active Design with affordable housing communities in the Bronx and Brooklyn. They have done several projects. They are focused a little more on active design encouraging physical activity and biophilic [phonetic] design, building in gardens and things, they have documented things like increased stair use, increased interaction with neighbors. You can find these studies. We've tried to aggregate as many as we can in our report that is coming out. So hopefully that will help you.

MS. TERRY: Could I just ask Alfredo a question. Delos has been really trailblazing in this area, and you are saying you are

getting a 30% premium on wellness development. What is the cost base on that? How much more expensive is it to build these wellness facilities, so what is your margin like?

MR. CARVAJAL: First of all, who was here on Sunday? We released a couple of reports. We commissioned two years of studies around multiple, many points of data with UNLV, - - Las Vegas, Nevada, Cornell University and Clemson, and we released some of that data on Sunday. That is for hospitality, and not only is amazing that people are willing to pay that much more for the rooms, but the GSR scores, good services reports are phenomenal, and I mean in every single aspect that you measure people have a better experience when they stay there. So that is for hospitality.

When we are talking about some other forms of real estate, commercial or residential real estate, there is obviously a cost, and the costs are different, depending on the quality of the building. As we all know, everybody wants to know what is the cost to get this done, there are ranges, but I would say in a construction cost if you are doing it from the beginning, it shouldn't be more than 1-2% on top of the cost of building. One thing that a lot of developers hear, and there are a lot of cynics in that community, and it's good because they have to pay for this at the end and report back to a Board. I will say one of the questions that are always asked, what is my return investment, and second, what is going to happen with my what I'm going to have to do in the future to sustain this. Strangely enough it is not difficult for them to try to promote the building, so the speed of rentals we calculated in China was so fast for example, or purchasing homes when you use the word "wellness" and you can prove what is inside, a lot of people call wellness homes, wellness this and wellness that, and the only thing they change is one item. Let's be clear, wellness is not you are going to change the construction materials. You need to do something with movement, you need to do something with nutrition, you need to be doing something with comfort levels, sound, all of those things, it is not one thing, and when it comes to communities that you guys - - it is not just buildings. It's also the sense of community, the social and mental health component that is so important, so I would say when it comes to costing at least the hard cost is around 1-2% we have seen in a lot of this commercial and residential. Now we are building homes in Beverly Hills right now, \$50 million home, and that is a much higher role, but still it

will remain around that percentage of premium that it would pay for construction costs.

MS. TERRY: So the increase in making it a wellness building is 1-2%, and the commercial opportunity is 30%+.

MR. CARVAJAL: No, no, no, in hospitality it's 30% because it is much easier to charge for one room. I would say the ranges you mentioned are probably the ones we are seeing 10-25% depending on what form of real estate we are talking about. Let's talk about this, here are also improvements that you can do to the core and the shell of the building and some other things that you can do to the entire construction of the building. One is less expensive than the other but the building is already pre-wired for wellness, let's put it that way. So there are ways to present the idea of wellness in different forms. You can give them all of the tools to connect a higher level of services or lighting systems that will be a little bit more expensive, but at least you have the basic to meet the basic standards to become a—in our case a well-certified building.

MS. SMITH: That is very similar, Anthony to what you were saying earlier. Good design shouldn't cost that much more, but it also depends on what kind of structures you are comparing them to.

MR. DIGUISEPPE: That's right, yeah.

MS. SMITH: If you are comparing them to the cheapest type of structure it's going to be more than a 1-2% margin, and that kind of leads us into our next question. Right now a lot of us are trying to make the case for that return on investment because we are pioneering this, and trying to push it forward and infuse it into mainstream architecture and building industry, but I think one thing, if we took ourselves and put ourselves one or two decades into the future, I think what we would also see is I'm not sure if everybody saw the presentation yesterday evening where Dr. Rosen was showing how quickly diseases and health are increasing, and I think that is directly related to not only our food and our activity level, but also to the environments that we're in.

So if you put yourself a couple of decades into the future, buildings should last decades, if not centuries, so what is the risk of not building it well? What is the risk of when you have your fitbit on and somebody doesn't feel well in their building and they can prove it is making them sick, what is the cost of that and where do those conversations

belong when we are talking with investors and people trying to understand what the actual costs are of building it well.

MR. DIGUISEPPE: I think it has to do a lot with education of the consumer the final client, when you are talking about residences, and the scientific methods have improved so much the last 10 to 15 years we never thought that our indoor atmosphere is 10 times more dangerous than outside, and this is what we need to communicate over the next few years, and we will see that the consumer is really demanding it, that we will have sensors in our homes alerting if something happens, and this will create this market automatically. So I believe in 20 years, we will have new residences, or in the residential industry a lot of homes, which are going to be healthy, 100%.

MS. TERRY: I did a session at the global summit last year looking at this issue, and one of the points that we were making was very soon every consumer will have a personal pollution sensor about their person on their phone, or on their wrist, and once that happens if they go into a building and it's toxic, they are going to want to leave that building pretty quickly, whether it's a home, or a shop, or a spa, or a place of work, and that will completely recalibrate the value of real state almost overnight so that developers who build now with that in mind will be at a commercial advantage in the future and those that close their minds to this trend will find they are sitting on a huge, great big pile of toxic real estate that is not really worth anything, and we can see this happening in London where there are a number of developers who are building some very, very big skyscrapers and they are not doing this, and we think that will come home to roost pretty quickly.

(crosstalk)

MR. DIGUISEPPE: With the advent of sealed buildings and no air changes coming from the outside and everything relying on mechanical systems, that has really put the public at risk, especially if in fact the mechanical condensers and all that are on the roofs of the buildings are not maintained well. A situation happened in New York City even last year where a hotel was completely closed and was blamed for what they called Legionnaire's disease because their condensers were not cleaned well. The city then sent inspectors to all of the hotels around the city to check that, and they found many, many violations, and those violations caused public

sickness, so people stayed away from those hotels, and one was right near Yankee stadium.

MS. SMITH: Stephen, I'd love to hear from you from a law perspective.

MR. MARKS: Sure. I don't want to scare everyone with the word litigation, but it's real. Indoor air pollution is massive. In the U.K. here was a report published by the Royal College of Surgeons, which highlighted that it's a huge problem, not just the mechanical air conditioning apparatus, but also the cleaning products that are used in buildings. The well standard, the biggest section is on air, isn't it? Because it's the most important metric, and we spend 90% of our time sitting in buildings, and it's a shocking stat. We've got to get it right, and organizations will have to look at it. Corporates—they're already looking at it, because yeah, the consumer will have the power. The market will dictate you know if the building is not up to standard.

MR. ABRAMSON: I think also what Alfredo was saying, there are many things you can do when a building is built and many things as maintenance like in one of our buildings, we have the air turnover every 51 minutes and it's filtered four times before you breathe it again. Therefore, you are not breathing other people's air. That is very hard to do once your building is built, but in time with that robot that was with us yesterday, all of these things will be available. Ultimately there are things that we are going to make big mistakes today, and others will not be able to—they are going to cost them to renovate, but the ultimate problem is that it depends on your long-term vision. If they are building skyscrapers, and they are condos, that developer is gone, so if you are a long-term holder, your thinking is long-term, and will I be able to rent forever? In my business once the door opens, we're always renting, and because of that you take greater responsibility to your clients, your residents, your community, because you compete, and in order to compete you have to differentiate, and you have to differentiate constantly, and as Alfredo has proven people will pay 30% more just to sleep, so we all agree. Anything that touches us as human beings that respects life, that is where the premium is going to be, and as Lindsay said if you have a gas guzzler, there is no reason to buy another gas guzzler when an electric car can get you there without any noise, without any resistance effortlessly, so there will always be evolution and buildings are the hardest thing to evolve

because once they are in concrete it is very challenging so the ultimate answer is differentiate and it won't cost you in the future.

MS. SMITH: Jeffrey, you bring up a great point, it depends on the holding period that investors have, and we really live in a world today that is fast-paced, and many investors their holding period is extraordinarily short from pre-selling residential to a 1-5 years holding period for commercial properties. So how do you sell long-term benefits when people are trying to focus on their short-term gain?

MR. DIGUISEPPE: You have to make a case for it, 75 to 80% of all hospitality products being built today are being held for 3-5 years. There is something called an internal rate of return, and it is truncated by length of time. A couple of things, you have to prove that what everyone here is saying is true, but wellness is like the chicken, not the egg. You need to go out and prove it. People don't just go wow wellness is great. We've had hotels with clean rooms that have done very well. We own the Concord Hilton, which is the top LEEDS hotel in California. We had digestive machinery, we had machinery that created electric for us when levels were wrong, but for an investor who wants to get out between 2 to 5 years, you have two ways of getting there, one is incentives to him to do the right thing at the beginning so that when he sells his hotel in 3-5 years he gets that incentives, that is a governmental deal, so basically you are going to have to attack the government, or 20 years from now this roundtable will be saying the same thing. Capitalism stresses truncated internal rates of return and multiples of equity as Alfredo certainly knows. That is the reality, so change the reality because what you are talking about is great, but many of us live in imagination, not in reality. Reality is hard. The people that make these hotels, they look at this from the NOI down, they are not transcendental.

MS. TERRY: Bearing in mind that this is a global event, I think it is worth making the point that there are a lot of places around the world where very exciting things are happening in this area. I was invited to Finland two weeks ago where they are starting to build wooden skyscrapers and sustainable buildings, and they took me to the factory and actually showed me where they are making the building materials, and we met the designers who are designing the structures, and we met the commercial organizations that are rolling out these projects, they are doing housing, they can build a house a

day prefabricated, and the lifecycle of that house is it's a recyclable house effectively so that it does its thing, it's recycled, you pop in another one, and there is a 99-year lease on the house, so they are rapid prototyping wooden buildings using new technology. There's some fascinating stuff going on out there with materials science, and it's very inspiring.

MR. MARKS: Can I just say there is a very simple answer to your question? That is get the government to legislate, and if you look at the sustainability movement in the U.K., we have something called energy performance certificates, when they came out 10 or 15 years ago, people laughed at them, the property industry, we don't need to bother about whether our building is energy efficient or not, and the next year they gained the force of law in some office buildings. That has been some time coming, but this is even more important, the effect on human health, and so this is maybe a call to action, but if we can convince government to legislate, we don't need to delve into the return on investment and internal rates of return because then it becomes mandatory.

MALE VOICE: I don't know whether it should be government. It can be also - - certification like a standards, which we can create or have been created. I think I agree with Jerry, the proof is very important and the certification is very important, and I think as you said, sustainability had worked, and I think it could also work on wellness architecture, and we have to prove it to the final client, I'm thinking more the consumer than the developer, and then we have to certificate it, and it includes not only the architecture of the building, it may include also the production process of all of the products. In Europe we are talking about - - design certification, which includes the raw material, cradle to cradle process for products and this needs to be certified.

MS. TERRY: I completely agree. I was just making the point that you can get there quicker from an economic point of view if you revise the whole scenario and use cheaper and different materials.

FEMALE VOICE: I think from a broader perspective, there needs to be kind of that nugget that critical mass of architects doing what they are doing, architects buying into this without the proof, with just that gut intuition and maybe a little bit of knowledge and I think what is going to happen eventually is the short-term investors or the developers who are looking

for that 3-5 year if they lose a sale, or they are holding a property when someone else has just built a new building and you have different opportunities, the long-term investor and short-term investor are going to have a lot more in common, it's getting that critical mass and keep moving at the same time.

MS. SMITH: In real estate, Lindsay and Barry, what have you been seeing?

MS. BURGESS: Another challenge that we have are engineers, you know, you have HVAC engineers, and he knows how to build building, and it's all enclosed, and we can't open the windows, and there is that, there is education on every level from the engineer, to the government, all the way down to the architect and developer, everyone needs to be educated in this. So we all need to divide and conquer, somebody needs to go to ALA, somebody needs to go to ALI, and whenever I go to these meetings and I talk about what we are talking about, people are like this is so amazing. I never thought about it. The conversation shifts from return on investment, which is fabulous, and we need to have that to I want to live there, I want to go here, how do I do this, give me the formula, I am ready to build this. I know that sounds insane, and obviously Jeffrey is really spearheading a lot of these things, and what we are seeing also too is when you do mandate it from the government, the City of Miami or Miami-Dade County can't remember which one any building over 50,000 square feet has to be LEED silver, and now the building code is shifting up so much that they had to change LEED to be more innovative, so we have to start pushing and thinking like that. Initially we have to just tell people they have to do the well certification, they have to push forward in this direction, and make that part of law. Then we have to push it and take it to the next level. We have to talk to people about what is possible. We have to talk to people about the transcendent, but on the level of I want to do this because I know it's going to impact the NOI and I have to be very practical on the level of money and I have to be really practical on the level of sales, and I have to be really practical on the level of what I'm going to deliver and is that experience going to be authentic and is that going to create all of the things that we want to create. It's having these conversations at all of these industry meetings, people want something new. They are talking in circles, and circles, and circles, so we've got to divide and conquer, guys, that's it.

MALE VOICE: If I could also add to what Liz is saying, we need a global statement here, and we need to publicize all of our experiences. That is a very powerful mover of collective consciousness, and I want to prove it. When we first built the LEED-certified apartments in 2003, this was decades ago it seems, a reporter said to me I would like to give you some advice, and she said if you continue to publicize green buildings, then other people will build green buildings, and you will lose your competitive advantage. This gives you an idea of how long ago that was, and I said but if other people don't build green buildings, then why build any green buildings? There will be no effect at all. There is a lot of power in here, and that is how we move. It may not move everyone at once, but just create icons, and more and more people will visit you and visit those buildings and say this is the new class A.

MS. SMITH: Small shifts can make huge impact. How many people were at my talk yesterday at 4:00? So for the half that wasn't there I shared some really exciting news. We hosted a roundtable in June, and the CEO of NCAR, which is the National Architecture Registration Board was in attendance, and architects have to take health, safety, and welfare credits to maintain their license. Right now they deal with mainly life safety issues, but not really as anybody in this room would define health or wellbeing, and we followed up with him after that event and asked him what his take-away was, and he said he had briefed his senior staff and they were going to pitch to the board this fall of changing the W in HSW from Welfare to Wellbeing, and so that you know that is a very similar shift of what we are talking about here. That one word can change everything from codes, to curriculum, to how architects and engineers start owning this idea of wellbeing. But as we talk about the long-term impact of building it well, I want to hear from each of you about what it means to build well, and for the rest of you in this room, everybody in this room had a little bit of homework and the homework was to prepare their top two criteria for what would differentiate a wellness architecture project, and so we're going to go around the room, and this time we're going to start with Ophelia, but you have 30 seconds and you can't repeat what somebody else says.

(crosstalk)

MS. YEUNG: So I would say first for me it's more how it encourages what I call the act of wellness, so within the

home how it is designed so that I will be standing or moving around more than sitting, and then also it would encourage me to look and think about outside of my home to be on the outside, so I will run into people and interact with people.

MS. TERRY: I think my dream would be that you would be healthier inside the building than outside it and that for the lifetime of the building to when it's being created, to when it is being used and maintained, and then when it's being recycled, it would leave a positive impact on the planet and on people rather than a negative impact.

MS. SEPIELLI: My feeling is that, well, for one thing here always has to be open air space. You can't have a well building if you can't open the windows and a lot of commercial buildings of course you cannot, and granted the air outside isn't always better than what is inside. The other thing for me, I'm aware that there's going to be a lot of systems to make an organic experience, and I'm a little bit concerned. My heart is really more on deconstructing architecture, and to me that will be the key to wellness architecture.

MR. SCHERR: I visited a project where they were promoting themselves as well type of community, and their big thing when I got there was they had a whole foods store, so what I think is for me the main point is you have to have enough amenities and enough new ideas and new elements that you are really creating a field effect, so that just like when you walk into - - there's a feeling, or you walk in the city or any building, there has to be a complete field effect to really call it wellness and to really make it something that is going to really transform society.

MS. BURGESS: I look at wellness architecture, which I coined the phrase this morning, enlightened architecture, as a technology that has the power to unlock time, energy, money, space, comfort, connection to our community, and finally our higher selves, so I want to talk about that more, but for an example just the time piece, if you can live in a community where you can get everything that you need quickly and you can get to your office quickly and your kids can get to school quickly, it unlocks a ton of time for you to spend meditating, doing yoga, hanging out with friends, cooking dinner, not feeling rushed, that is an example of how we can redo the built environment so that we can actually live in an environment that we want to. There's a lot of other examples like that.

MR. MARKS: It's a great question, and it's been kicking around in my head for a few days I must admit, but it was only when I was looking out the window actually at the beautiful view that I had that light bulb moment and my brain sort of shifted into alpha waves and I was relaxed, and I thought actually it's that inspiration, and how do you translate that into a building? Well, I think you can look at some of the great buildings of the world, it could be St. Paul's cathedral, it could be the mosque in Abu Dhabi, it could be Notre Dame cathedral, anywhere you get this sense of just absolute inspiration, so that you are going into a building to actually it's going to inspire you, it's going to bring out the best in you, you get goose bumps on the back of your neck.

MR. LITT: A couple of things, at the ranch we worked on people architecture and put together a wellness program that has created the loss of over 1,000 pounds of fat, changed the health of over 400 employees and Roberto - - who is here from the ranch could give you details on that. One of my dreams, one of my bigger numbers in the undistributed cost of a hotel is called utilities, and it's averaging about 5 or 6% of gross revenue, so a 200 room hotel probably spends between 400 and 600,000 dollars a year on utilities, so tomorrow I'm pitching a hotel in Orlando, a new build, and I'm going to be putting out the idea that if we build it correctly, we put in the correct architectural nuances to the windows and to other areas of the hotel, that I could save 2% of those utilities, which could be worth a capital value of half a million dollars, but also food and beverage end, hotels waste a lot of food, and it's not because they are not good at it, they don't know what to do, and the menus are wasteful so I'd like to really focus on future menus being tighter, more toward smaller portions, which means we don't waste as much food, which means we don't have as much garbage and waste, which costs money.

MS. JOHNSTON: I'm going to put my two criteria at the two ends of a spectrum. I think the absolute baseline is a do-no-harm approach. We are just beginning to understand the negative impacts of materials, and like Veronica presented yesterday things like spray foam and what is in our homes, so I think if we don't do anything else, we have to make sure we are not building with materials and things that actually harm us, but my ideal to put it at the other end of the spectrum is to get to what we called in our presentation the "we" perspective, that we are building in a way that connects us

to something beyond our own individual wellness. That could be the planet, it should connect us to other people, the community, cultural authenticity, a sense of place, and all of those things that are very important.

MR. HENRY: I believe that wellness architecture is design and building science that promotes the health and wellbeing of its inhabitants regarding mental, physical and emotional health, but I have to return to something that, Lindsay, you stated, and that is we need to challenge the design community to really make wellness architecture accessible. We were trained often in passive design. There is no added cost to good design, orientating the building not where there is tremendous solar gain, adding clear-story lighting through windows that then can be operable allowing the heat to naturally ventilate off the building. You can invest a tremendous amount of money into systems, but at the same time we can't lose the essence of a lot of passive design, which costs this much, it's just good design. So as you mentioned, the architects, the engineers, we've got to just get back to basics and try harder, and make it accessible, affordable, without a barrier to entry.

MR. DORNBRACHT: My two criteria are one, cradle to cradle thinking for product development as well as development of architecture, second, we heard from Dr. Pelletier [phonetic] about the epigenetics, that each individual has individual needs for wellbeing, so my dream would be a dynamic wellness architecture, which is focusing on the individual needs of a person, and that also over time because it's changing.

MR. DIGUISEPPE: I have a house that I live in in upstate New York in the Hudson Valley, and it's a 1740 Dutch stone house, and when I look at that house, I get up every morning, and the light that comes through that house that was designed by Dutch farmers is amazing, and it uplifts me every single morning when that happens, and when I think about it it's the indigenous materials that those farmers used that we could be using today, using indigenous materials that are from the areas where those developments are being done, it just gives me chills to think about it. They used stone. Where did they get the stone from? They ploughed the fields and cleared the stone so they could grow food, and they used the stone to build the houses and those houses became heat sinks, so they remained cool in the summer, warm in the winter, and when it was really cold, they would go down underground into the basements, and they had hearths there. So they were

really in tune with nature, in tune with their surroundings and using indigenous materials, and they also formed a sense of community. I think without a sense of community, wellness architecture goes no place. It may be an individual building, here and there, an individual development, but this sense of community within that building or within that development I think is key, so I think that I experienced that on a project outside of Chicago for a multi-family where the developer didn't even know it was a wellness project. After Mexico City, I heard about wellness communities, I went back to him and I said, you know, you are putting higher forms of insulation, thicker walls, everything is ventilated to the outside, you're using materials that don't give any VOCs, and do you know that is a wellness characteristic, he said I don't know what you are talking about. I went to the management company and said the same thing, I said don't you ever hear about these things at your seminars? Yeah, we hear it every once in a while, but we don't know what it is. Now they are renting, and the units are small, so it's a sense of community, smaller units with lots of amenities so you can do things within those buildings for the whole community. Now, he went one step further, and he said to me what is not happening is people don't know what is going on in the other parts of the buildings. I want to develop an app so those people will know what is going on and we can get the word out that this is happening, that's happening a chef is coming in this week to do things, we have dog walks, we have dog washes, we're showing virtual reality in these spaces, and that is the next step, it's all forming a sense of community.

MR. CARVAJAL: I think everything that is being said today is so important. I want to bring you back 50, 60 years ago when you walked the corridor of one of your offices, and there was a cigarette vending machine, remember and there were doctors promoting cigarettes, somebody said that today or a few days ago during the presentations, so this revolution is not going to happen over night of course, and it is going to be driven by some major shifts on the financial side or even the legal side or even in so many ways social responsibility. That is the major driver, but if we don't concentrate to make sure that everything we said is in some way is scientifically validated, even things as organic as the two of you have mentioned, it's called biophilia, and there is a science behind it to prove that the brain of the human being produces certain hormones, the moment you look at plants, water, beautiful things and that allows us to recharge and feel actually more peaceful environment, and remember we have now

been living in boxes for most of our generations before us. Electricity, thanks to Alexander Graham Bell, only showed up 150 years ago. Before we had natural light. I don't know if you saw the chickens behind the children doing the total solar eclipse going back to bed when the sun was going down and then coming up five minutes later when the sun was coming back out. You know what that is also circadian, it's circadian science is being discovered little by little about the effects of light on people. And what is going to happen, we can talk all day about wellness, but until we have the proof to show the effects on people, the dialog will not be strong enough, so we should have doctors in this conversation. When is the last time you have a doctor talking about architect or a researcher talking to the interior designer. That is the next dialog we need to create here, and we have enough people. That is a moonshot in our industry.

MS. SEPIELLI: Mayo Clinic is working on those types of things as well in this space.

MR. CARVAJAL: Believe it or not, everybody is working on it. This year if I show you the conferences at major universities and medical institutions they are all talking about similar things, all the way from genetics to how to build better hospitals, so we all have in this dialog right now, but I think this is the biggest key thing, we are going to get caught up by something, it is called sensor technology and it is coming fast, and all of the largest companies are filing patents right now to make sensor technology so affordable that everybody can say this building is not a good building, so the conversation we need to have now is not about future proof a building, let's future proof your building so that way this asset doesn't lose value over time, it can continue and sustain that value, we need to make the buildings future ready because also we are going to have to make some changes, technology changes and all of that, so we have to create flexibility on the construction site, and there are so many smart people out there thinking about this already. Imagine senior homes, and it's a big deal now and everybody is talking about it, but imagine that your house can grow with you, there are ways to change the way that your furniture is assigned, and you don't have to change all of your appliances and everything. And your house, you can move your mom inside of your house so quickly because it's going to be future ready. That is the next conversation we need to be having because there is right now a major shift happening as people

are more aware about where you are living, what you are experiencing and the food you are eating, and we have to thank a lot of people about that. Do you think Amazon bought Whole Foods because of a lock thing or somebody on the board had a great idea? No, they know where the industry is going. The next thing that we are going for is to change all of the nutrition industry, not only just the foods you buy in the supermarket but supplements and everything. And when it comes to construction and design that is an area where I would say we are still in diapers, and we need to drive it there, you know.

MS. SMITH: I like that phrase future proof to future ready.

MR. CARVAJAL: Yeah.

MALE VOICE: I like diapers.

[laughter]

MR. ABRAMSON: Thank you, Alfredo, so just to build on what you have said and what everyone has said hopefully because everyone is right, I think the bottom line is that human beings respond to space, and those space can elevate us or inhibit us. It turns out that turning to brain science, the hippocampal region of the brain, they have discovered that the brains are attune to the geometry and arrangement of spaces. That is why we respond to space, and have you all heard buildings shape our behavior and cognitive function. To prove that, we built a VOS2 building, our headquarters, which are principles of orientation, proportion and placement, at our headquarters out of Washington, DC. I'd like to read a quote from one of the lawyers who works for us. I said lawyers on purpose. "Something about this building is markedly different, the layout, the art, the wood, the glass, the stillness, it has what the artist, Enrique Martinez Chicilla [phonetic] might refer to as the whisper of the order of things. There is a steadiness working at Tower," my company, "I think its underpinnings are in nature's beauty and a physical work environment that supports wholesome and healthy living. Towers surroundings do well to satisfy the human hunger for beauty and lend themselves to a peaceful, buoyant working environment." Thank you.

MS. SMITH: I didn't know attorneys were so poetic. So we have a couple of minutes. We're going to take two questions from the audience, and then we're going to come back to the table and do parting shots, and for your parting shots, I want you

guys to think about in one sentence, what would your big statement be to Liz's point and Jeffrey's point if there was one statement that we could say for wellness architecture what would that be? Before we get to that a couple of questions?

MALE VOICE: We're going to just add a couple of minutes on the back end of this session crisaborole we got started a few minutes late, and I think we are running up against a break at about 10:30. So we can definitely take a couple of questions. Jeffrey, your attorney should definitely quit his day job and become a poet, so that was amazing.

MR. ABRAMSON: First to fall, she.

MALE VOICE: My apologies. Well, that explains it.

MR. ABRAMSON: Second of all, the building lifted her religion for her to experience. I sat down with her, and this is who she is.

MALE VOICE: So we're going to take a question over there, and as Veronica said we have time for maybe two questions, so I'll take one over there and does anyone on this side of the room have a question. Sir?

MALE VOICE: I don't know if it is a question, more of a comment to add to something that Liz said and also from Sylvia is at least in our country, in the United States the it's the method of construction, we build crappy buildings, we just do, whether it's stick construction or steel frame, and we have to get away from that, so I heard an Austrian accent earlier, I know from our European brothers and sisters with to me part of the holy grail of checking off a lot of boxes for a green build is mass timber construction, penalized construction or for example, cross-laminate timber, so that is a method of construction that is finally starting to be embraced. New York is doing some of it, and it ticks off for example, whether you want to shorten the time cycle of construction by over 50%, it can do that, and you—so less cost to the developer, less cost in financing and so on, but whether it's seismic, thermal, fire, and so on, utility costs are lowered by 40 to 80% just because of what this type of construction does, so by sticking to stick or steel frame, especially in the United States however you change the conversation about other systems, you are still stuck with a lousy building. So I think that is a—it's a core place to start and get a learning from. I'm surprised the number of

architects that don't know about it, but it's catching fire hopefully anyway. My two cents; thank you.

MALE VOICE: Does anyone at the roundtable have a comment on that? Yes?

MS. BURGESS: I have spent a lot of time in Italy and have worked on some projects there, and it's interesting when you are dealing with existing buildings that are 400-years-old with four-foot walls and on one level it is incredibly grounding, it feels amazing, but when you have to retrofit it and dig into those 400-year-old walls to put your electrical wires, and those kinds of things, you also feel the weight of the previous generations and what they made on you. And the reason that we build the way that we build is because in America the reason that we build the way that we build is because in America the people came and they were like, oh I'm free I can do whatever I want, it's probably how people feel in Asia now, and so I think there is on one level real estate has to dance on this fine line, sort of this balanced conversation that Dr. Oz had on Tuesday, Monday or Tuesday, whatever, where he said, well, there's a balance. Well, there isn't a balance, I mean it's either really grounding and really thick walls and really heavy or it's the other extreme, which is you know built with bricks and sticks, and it's going to fall down in the first hurricane. So you know that is something that is a challenge for us is to look at how do we build in a way that is future ready, but that also has that grounding effect that also has that long-term view that has that view of what can we build with that is going to make us feel grounded to the earth, connected to the sky and deal with every level of our human experience.

MALE VOICE: Thank you. We have time for one more very quick question. Yes?

FEMALE VOICE: Are there any initiatives for the developing countries to bring this knowledge there? I mean they are in the process of development, and we've been really focused on the first world.

MALE VOICE: Any responses to that?

MALE VOICE: I would just say that we have an incredible opportunity in Puerto Rico to build it right for the first time now.

[applause]

MALE VOICE: So perhaps our initiative could focus on what we would do to rebuild Puerto Rico correctly.

FEMALE VOICE: And Mexico City.

MALE VOICE: Mexico City, it's endless, but I picked Puerto Rico because it was close.

MS. TERRY: If we can develop the expertise, and set the standards and create the vision, then that will help other countries to leap frog over all of our mistakes and do it right the first time.

MALE VOICE: Well said.

MS. YEUNG: I think a good platform is the Urban Land Institute. The Urban Land Institute has like 30-20,000 members, a lot of them all over the world, and they have different committees for different meetings, and they already have an initiative, what's it called?

FEMALE VOICE: Building healthy places.

MS. YEUNG: Building healthy places, and there is some overlap but it's not--again they don't talk about architecture, architecture, but it's really a lot of the same principles, and that is a great platform and we are hoping that we've talked to them and hoping that we can collaborate and then publicize what we found too to their membership.

MS. SMITH: To close today I would just love to go around and hear what your or our big statement would be for wellness architecture, so we're going to start some place different, we're going to start with Bob.

MR. HENRY: Two words?

MS. SMITH: This is one sentence.

MR. HENRY: It's two words. Design matters.

MS. SMITH: Okay. Katherine?

MS. JOHNSTON: My sentence is stolen from Richard Jackson who is if you don't know a public health expert and one of the pioneers focusing on healthy building in the U.S., and he says that, "Buildings are our values set in concrete so we must build to show that we value people."

MS. SMITH: Jay?

MR. LITT: To prove that it creates a better life for all but also creates a profit for enterprise value.

MS. SMITH: Stephen?

MR. MARKS: I'm going to quote from Winston Churchill, "We shape our buildings, and afterwards our buildings shape us."

MS. BURGESS: I would say building bliss.

MR. SCHERR: The future is already here. The Millennials want lifestyle and community instead of space.

MS. SEPIELLI: I was thinking that the tenants of wellness architecture become so common that future generations drop the word wellness and it goes back to being architecture.

[applause]

MS. TERRY: That's fantastic. I'm going to cheat because I just had one more thing to say and that is that we're in the spa and wellness market, so we're used to building public facilities which people visit in their spare time. Taking us into wellness communities and wellness real estate is taking us into the housing market, and so this is a completely different sector, and I think we are going to need a whole load of new partnerships, new knowledge to thrive in that market and make our impact on it.

MS. YEUNG: I'm thinking more of a slogan you can put on a poster. Just build well to live well.

MS. SMITH: Great. All right. Mine would be building with-taking the word from sustainable to symbiotic across all aspects.

MR. ABRAMSON: I think the Global Wellness Institute could say we envision a world where buildings inspire and enrich the lives of their occupants and create positive social change. In this world people seek out buildings that better their health and wellbeing, connect them to thriving communities and help sustain the environment.

MR. CARVAJAL: Thank you. That's good. I would say the word congruent architecture, and what I mean by congruent, congruent with the knowledge that we've amassed today, with what we know today that is healthy and not healthy. A building can be both healthy scientifically validated but both inspiring too. It doesn't leave one without the other, so it's congruent architecture, congruent with human beings

and that is a big statement, like incongruent buildings. I can see many of them everywhere I go, every time.

MR. DIGUISEPPE: I would say that the term that I would use is mindfulness in architecture, and when the built environment which is controlled by developers, architects and contractors has that mindfulness of our built environment and promotes healthy living, that is when we're going to have a change.

MS. SMITH: Thank you.

MR. DORNBRACHT: In the future, space can not only prevent health but can be healthy.

MS. SMITH: Beautiful. Well, thank you so much everybody.

[applause]

MS. SEPIELLI: I apologize to the people in the back. For me this is not very well laid out. I've been uncomfortable the whole time sitting this way as soon as I saw it so I-

(crosstalk)

MS. SEPIELI: Glad you enjoyed the view.

MS. SMITH: All right, well I believe it's our 10:30 break so thank you so much, everybody.

[music]

[END OF RECORDING]