



*DESIGN* **EVERYTHING**

# Skyscape

## **Inspiration**

Our @SOMA center was built “South of Market,” in the heart of downtown San Francisco—and the center of business innovation. In close proximity to some of our largest client partners, we can conveniently serve their employees and meet their ever-growing care needs. In this pedestrian city, our 14th floor location allows Crossover Members to get a unique visual perspective of the city far above the members regular commute and busy work schedule.



# Skyscape

San Francisco, CA

## Concept

San Francisco is a colorful city with a dense population and vibrant culture. The area is full of interesting juxtapositions like sleek, new construction built next to historical landmarks, and tech boom millennials working alongside street artists. Our design team took cues from the iconic San Francisco “Skyscape” as viewed from the full room windows of the health center—and used this vertical perspective to showcase the city from rarified heights.

## Artistic Execution

The Skyscape meme provided a rich canvas to juxtapose iconic architectural landmarks against the natural geometric shapes and colorful backgrounds of the skyscrapers. The result is art that reflects the physical city, as well as the progressive spirit and thought leadership embodied in the highlighted buildings, as members walk the gallery-like hallways and beautifully appointed rooms.

