



DESIGN **EVERYTHING**

Colors of Seattle

Inspiration

Dubbed the Emerald City thanks to its lush, evergreen landscape, Seattle is flanked by the Puget Sound and Lakes Washington and Union. In between lies a patchwork of distinct neighborhoods that positively buzz with a caffeinated, energetic vibe.

The Space Needle, Pike Place Market, and Mount Rainier all get a lot of attention, but there are hundreds of unique corners, avenues, and cul-de-sacs where the magic is truly found. Home to Jimi Hendrix, Pearl Jam, and the Seahawks, Seattle—like Crossover—champions inclusivity, diversity, innovation, and creativity. Seattle's varied heritage is celebrated, and it welcomes its visitors with open arms, offering everything from on-trend eateries and clubs, to art and history, to wildflowers, waterfalls, skiing, and snowboarding.

Whatever you're into—music, pride, adventure, or an intellectual deep dive—Seattle has a neighborhood where you'll find it and fit right in. Every inch of Seattle holds the opportunity for you to live your most vibrant life, and Crossover will make sure you're healthy enough to do just that.

Colors of Seattle

Seattle, Washington

Concept

We care for our members by treating the various aspects of their minds and bodies so they can achieve wellness as a whole human. And we want to show our appreciation for Seattle by celebrating the unique neighborhoods that come together to make one exceptional city.

To do that, every room in our health center will highlight a different area of Seattle. The art installations in each will bring to the forefront the distinctive qualities, spaces, and offerings that are exclusive to the neighborhood being featured. Members will be immersed in a visual journey through the city within the walls of the health center.

Artistic Execution

The inspiration for each art piece comes from the featured element of that neighborhood. A lake or other water feature will be expressed in watercolor art. The modern shapes that are used in architecture and environmental design will be displayed through a minimalist, geometric approach. And hand-carved cement sculptures will be interpreted through textured, brushed oil paint. We will honor the best of what each particular neighborhood has to offer by presenting it in our own unique way.

