

# NYU Langone Orthopedic Hospital

## Pediatric Wing

New York, New York



### Rebranded Identity

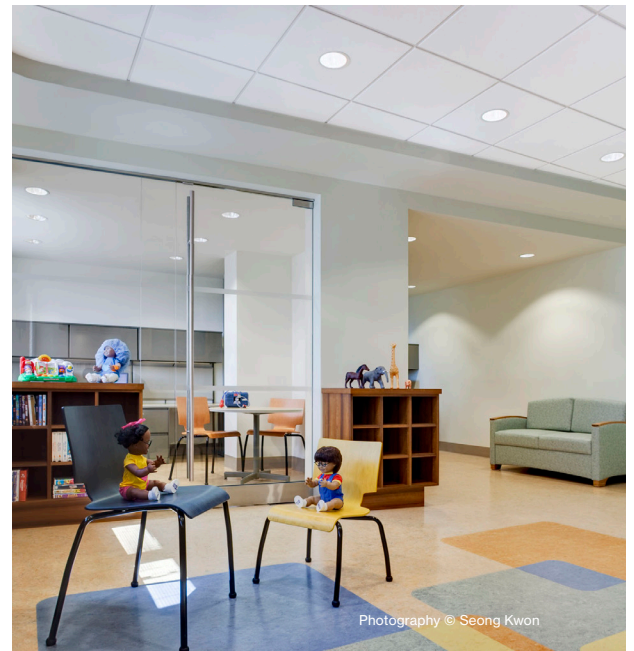
Formerly the NYU Hospital for Joint Diseases, strategic hospital rebranding changed the name to NYU Langone Orthopedic Hospital.

### Welcoming Patient Atmosphere

A growing body of evidence on the positive results of patient-centered care convinced the hospital of the need to move from a sterile, clinical design approach to a warmer, more family-oriented setting.

### Family-Focused Design

Praised by the medical community, BAM created a design with age-appropriate physical, mental and emotional interactions between the family, patient, doctor and hospital staff.



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