

NYU Langone Orthopedic Hospital

Pediatric Wing

New York, New York



Rebranded Identity

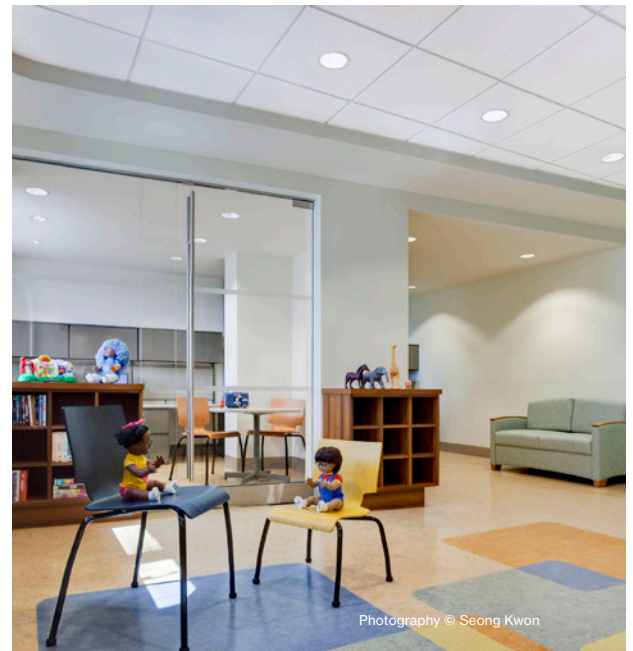
Formerly the NYU Hospital for Joint Diseases, strategic hospital rebranding changed the name to NYU Langone Orthopedic Hospital.

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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