

# BRANDING

The word "Scar" refers not to the physical ones created from hardships, but to the mental and emotional ones that the users have faced. Veterans have the same rooted characteristics as birds since birds are always taking flight in order to protect their homes. The abstracted bird within an abstracted element that resembles a bird's nest represents veterans in how they were and how they are still fighting for their freedom.

## CONCEPT

Scar is designed by taking a loathsome element of their experience and turning it into something exceptional. Turning something unpleasant into something so beautiful will aid in pushing the users of the space to feel as though there is a hope for change. Similar to the harmony of birds, the space will make users come to terms with their troubles and escalade in their resolutions for them. This space aims for them to regain their strength and heal their indiscernible scars.

#### WORKS CITED

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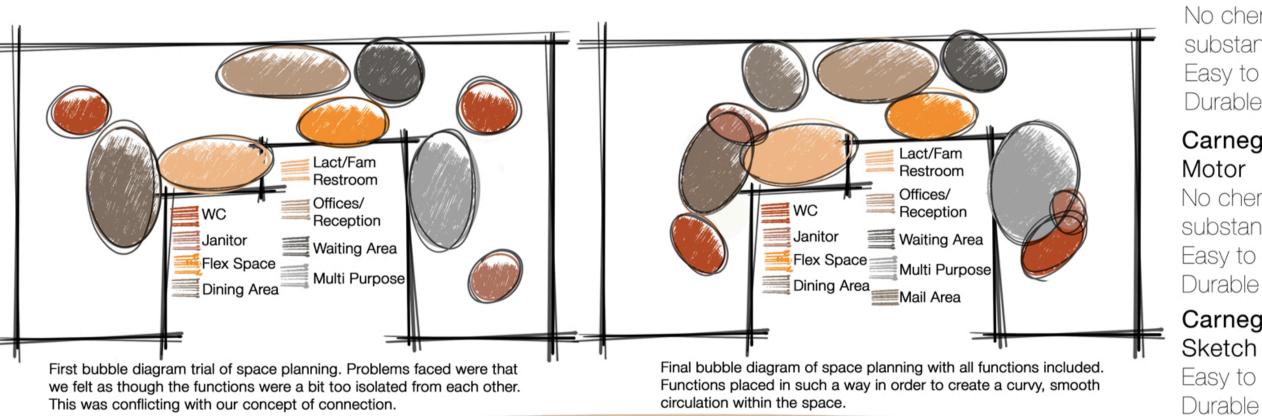
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## PROCESS WORK



#### SITE LOCATION

Based on our research, we noticed that having the location near Al Sufouh beach will allow veterans to have easy access due to the availability of busses nearby. Additionally, having the location by the beach will increase health benefits and positively impact their physical and mental health. The location promotes less traffic congestion and loud noises which provides serenity and tranquility for their healing processes. Additionally, due to low congestion, this aids individuals with post-traumatic stress disorders (PTSD) feel relaxed which is what the center is trying to achieve.

#### RESEARCH

Researchers analyzed 17 peer-reviewed research papers and found that loneliness is commonly experienced by veterans, with one particular study finding that almost half of its 2025 respondents were reporting it. The study found that older veterans, veterans with functional limitations and those who had experienced traumatic events were the most at risk. With almost all veterans experiencing some difficulty in making the transition back into civilian life following their military service ("openaccessgovernment.org").

Loneliness was also found to be contributing to the development of depression. Veterans who had required inpatient treatment for a mental health condition were five times more likely to be readmitted to hospital if they were at a high risk of social isolation. Loneliness and social isolation were linked to suicide attempts, with loneliness being the most common trigger for veterans reaching crisis point and turning to a crisis hotline.

Study author Dr Gemma Wilson, Research Fellow at Northumbria University said: "Loneliness and social isolation are important for our physical and mental health. Social isolation is not solely about social well-being, we must also consider physical and psychological aspects when aiming to address this issue" ("openaccessgovernment.org"). Therefore, in order to aid improve veterans' mental health, we must acknowledge and support their efforts physically and mentally through various powerful ways. One critical factor that can help

make a difference in their tough lives is allowing them to share their stories with one another (Betsy Anderson and Jacqueline Gulledge, CNN). So many veterans' stories have been left untold; thus, capturing and collecting their stories is important to remember them, honor them, and raise their morals. By sharing their stories, Veterans may help themselves process and understand their experiences and also help those around them get a glimpse into military service ("Staff Perspective: The Importance of Veterans Sharing Their Stories | Center For Deployment Psychology"). The built environment where a person lives or works influences their daily life and can help, or hinder, their mental health. This is especially true for veterans with mental health conditions, such as PTSD (Post-Traumatic Stress Disorder). Researchers looked at three themes: architectural design features, interior design features and ambient features ("How Building Features Impact Veterans With PTSD"):

#### Architectural design features

Veterans identified six areas that made a difference toward their comfort:

Windows - Large windows located closer to the ground made veterans feel safer in a space. They also preferred to have multiple windows in a space so they could see what was going on outside.

Entrance and exit location - Veterans liked to easily see the entrance and exit to a room or building, which helped prevent them from feeling trapped in a space. Walkways/hallways - Larger hallways that allowed for increased maneuverability and reduced the chance of touching other people were preferred by veterans.

Open floor plans - Open spaces allowed veterans to see their surroundings and provided them with feelings of security. Sharp turns and blind corners caused stress due to the inability to see what was around the bend.

Green space – Open spaces with vegetation made the veterans feel calmer and gave them more visibility.

Interior design features

Veterans preferred spaces with fewer pieces of furniture and walls that were painted in brighter, more vivid colors instead of muted colors.

Ambient design features

**Impress** 

Durable

Motor

Sketch

Overall, veterans preferred natural light. Some said that poor light, including too much artificial lighting, could trigger stress. Air and sound quality were also important, including ventilation, odor and noise levels. Many veterans said that certain odors could trigger fear or bad memories and that loud, unexpected noises were particularly startling for them. They felt that soundproofing was important in spaces they visited or lived in.

### MATERIALS SELECTION



Wood Craft Wood Veneer Long lasting Acoustical Flooring Infection Prevention Carnegie *Nater resista* Carnegie

The earth tone palette amplifies the goals we are trying to achieve throughout the space in relation to relieving any stress as well as not triggering any PTSD they might be facing. In addition, the materials utilized here were chosen specifically in relation with the high sustainable properties they carry as well as the propertities that relate to the health of the users.

# DESIGN ELEMENT

