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**NEW STUDY FROM PERKINS EASTMAN, CO-SPONSORED BY J+J FLOORING GROUP,  
EXPLORES THE FUTURE OF SENIOR LIVING**

*Identifies 4 Potential Macro-Shocks Reshaping the Industry;  
Proposes 5 Possible Future Scenarios of Where and How Seniors Will Live*

Perkins Eastman  
Architects DPC

**New York, New York (June 6, 2019)** – If senior living could have a fresh start, what could it look like? That’s the question asked by global architecture firm Perkins Eastman in a year-long investigation, co-sponsored by J+J Flooring Group, to identify the external influences that have the potential to reshape where seniors live, what they do, and how they access healthcare.

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“Most of the things we now call ‘senior living’ grew out of institutions like homes for the aged, hospitals, and mental institutions. No matter how far we try to branch out from there, we still have to grapple with those institutional roots. The Clean Slate Project is an attempt to plant an entirely new seed. One that could grow into a totally different way of thinking about what we do, and one that puts more emphasis on *living* and less emphasis on *senior*,” said Max Winters, a Perkins Eastman architect and an author of the Clean Slate Project report.

The “**Clean State Project**,” a 60-page report detailing Perkins Eastman’s findings, has just been released. It centers around four potential “macro-shocks” that are already reshaping the senior living industry:

1. **Tech-Age:** how artificial intelligence, robotics, and virtual reality are poised to fundamentally change how older adults engage with the world, and how the rest of the world engages with them.
2. **Aging in the Community:** how services are moving away from a traditional strategy of centralizing care to instead branch out into the communities where older adults already live, work, and thrive.
3. **Third Act:** how the traditional notion of retirement is changing, where lifestyle matters, and continued engagement opportunities abound.
4. **Paradigm Shifts:** the worldwide systemic disruptors we are all facing due to climatic, financial, and political trends.

The study also includes six possible future scenarios for senior living as a result of the macro-shocks. Each takes a different perspective on the possible impacts of the macro-shocks, with a different set of “givens” for each scenario.

1. **WeTest WeThrive:** where seniors can get access to tomorrow’s life-altering technology.
2. **Into The Wellerness:** a cutting-edge community in Singapore’s lush tropical islands focused on holistic wellness and alternative medicine.

Boston  
Charlotte  
Chicago  
Costa Mesa  
Dallas  
Dubai  
Guayaquil  
Los Angeles  
Mumbai  
New York  
Oakland  
Pittsburgh  
San Francisco  
Shanghai  
Stamford  
Toronto  
Washington DC

3. **Centers for Creative Living:** a lifestyle experience subscription service that lets seniors spend the best years of their life living out their dreams in some of the most beautiful and iconic locations in the U.S. and around the world.
4. **LifePod Homes:** an age-friendly accessory dwelling unit in the backyard, freeing up seniors' homes to rent out for additional income or for extended family to move in.
5. **Vertical Main Street:** a mid-rise residential tower added onto an existing shopping mall that houses a variety of community activities.
6. **Bed Match and Beyond:** a digital platform that connects older adults who are looking for community with like-minded individuals.

"We are uniquely proud to be collaborating with Perkins Eastman for this very important work. Current research is an invaluable tool for architects, designers, and the many other stakeholders. We at J+J are committed to the ongoing support of Perkins Eastman's research work, which will benefit those who design, build, and use the next generation of senior living communities," said Keith Gray, Director of Applied Research, J+J Flooring Group. "Everyone wins when organizations like Perkins Eastman and J+J come together to address the many challenging questions faced by senior living in its many embodiments, and apply what we learn to everyone's benefit," he added.

Research for the Clean Slate Project was conducted by Perkins Eastman's Max Winters, RA, Associate; Emily Chmielewski, Senior Design Researcher and Senior Associate; Leslie Moldow, FAIA, LEED, Principal; Daniel Cinelli, FAIA, Principal and Practice Co-Leader; J. David Høglund, FAIA, Principal and Executive Director, and Justin Skoda, Associate.

Download the report at [http://perkinseastman.com/white\\_papers](http://perkinseastman.com/white_papers)

Watch The Clean Slate Project video at: <https://vimeo.com/339358470>

## About Perkins Eastman

Perkins Eastman is a global design firm founded on the belief that design can have a direct and positive impact on people's lives. The firm's award-winning practice draws on its 1,000 professionals networked across 17 offices worldwide. By keeping the user's needs foremost in the design process, the firm enhances the human experience across the spectrum of the built environment. For more information visit [www.perkinseastman.com](http://www.perkinseastman.com).

## About J+J Flooring Group

For more than 60 years, J+J Flooring Group has intelligently crafted beautiful commercial flooring products for diverse applications. As a division of Engineered Floors, LLC, we are proud to be a part of the third largest carpet company in North America. With our range of products including broadloom and modular carpet, Kinetex textile composite flooring and luxury vinyl tile – we engineer all of our flooring solutions with a steadfast commitment to design, quality, service, integrity and sustainability. [jjflooringgroup.com](http://jjflooringgroup.com)

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