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PRESS RELEASE

**Prototype
'Private care Room of the Future' developed
Living without (a) care**

*In 2010 a unique and motivated **consortium, a think tank of users, education- and knowledge institutions, manufacturers, and professional associations** developed *The Patient Room of the Future*, a new concept of a patient room. After the success of this first project the partners joined forces once more and created a surprising concept of age proof living, the '*Personalised Residence of the Future*'. A third initiative concentrates on the rest home of the future: *PRoF 3.0* has arrived!*

*In the development of these prototypes **the fundamental principle has people as its focus**, with the integration of all preconditions like budget, human resources, technology and the needs and expectations of the parties involved. This way PRoF finds solutions in which state-of-the-art technology imperceptibly merges with comfort, hominess, and safety without taking away its resident's privacy.*

*Today the official introduction of this '**Private care Room of the Future**' takes place at Boone International NV in Poperinge during a grand launch event under the patronage of Ms. Windels, wife of European President Van Rompuy.*

The '*Personalised rest home room of the future*' is the result of an **intensive examination into the needs and questions in the area of ageing**. As our population ages the world around us is increasingly confronted with specific questions regarding a growing number of elderly people, the insufficient growth of care provision, the government's limited financial resources, the increasing social isolation etc. PRoF anticipates on this by focussing on aging people in their own surroundings with an eye for durability, functionality, user-friendliness, and contemporary design and all this in accordance with applicable European, national and regional accessibility norms.

Besides privacy, autonomy, safety and freedom of choice, we particularly aim at non-stigmatising solutions within an intergenerational environment and an infrastructure which allows us to remain close to a social service centre in a comfortable way. The caregivers for their part are comforted with an increase in elderly people, the changing form of service, a shorter period of admission into nursing homes, a demand for an increased profitability and efficiency. This is why we looked for modernisation and comprehension in a concept which provides answers to all these questions. **The adjustments to the target audience are therefore inconspicuous.** The hoist for instance disappears into a cupboard after use. And Big Mother



provides a non-stigmatising tracking system for people suffering from dementia. Instead of constantly forbidding residents to do things, their privileges are coded. The ventilation system in the rest home room is so sophisticated that an unpleasant rest home smell does not stand a chance. The prototype of the rest home room is designed such that it can even be implemented into a residential house.

Jan van Hecke (Boone NV), coordinator of PRoF, gives an explanation about the composition of the PRoF-consortium: it consists of the large consortium (the think tank), the small consortium (manufacturers and architects, who carry out the project) and the new VIP-consortium (the Very Important Prof admirers). To promote the project a teaser film has been developed which can be used for conferences, research, contacts with government institutions etc. Because of an increase in interest from different sectors we will organise theme days: services and care, technology and care, architecture and care.

This Flemish project has European ambitions: the unique teamwork of the 60 partners at the table gathers all possible expertise, technical knowledge and professionalism required in the development of this room and its possibilities with today's technology. At the same time the ambition reaches further: the 'Personalised care Room of the Future' is an evolutionary concept and is constantly adjusted. It is a classic example of 'open innovation'. The Flemish government and the IWT (agency for Innovation by Science and Technology) support the academic research involved in its care process.

Jan van Hecke concludes: Through its **conceptual design** the Personalised Residence of the Future is able to fully cater to needs and questions of the aging society on the one hand and the employees in care sector and the government on the other hand. The **integration of the most modern tools and innovations** turn this into an ambitious project, totally new to the care sector.

The consortium consists of the following members:

ACS - AkzoNobel - Anamorf | Frames & Fields - ArjoHuntleigh - Arterior Design - Artesis Hogeschool Antwerpen | Integrale Productontwikkeling - Boeckx Architecture & Engineering - Boone International | Boone Projects - Buro Il & Archi+I - BVZD Vlaamse vereniging voor Ziekenhuisdirecteurs - Cubist Creations - Devan - De Witte Lietaer - DOT Directies Organisaties voor Pleegzorg - Durllet - Elasta - Enter - Expertisecentrum Dementie Vlaanderen | Sophia – Extremis - Familiehulp - Fedustria - Francovera - Genano - Groep Sanakor - GVO - Haelvoet - HFDV | UZ Leuven - Hogeschool Gent TO2C - IBBT - IFMA - IMEC | Holst Centre - Ingenium - In-Ham - Innovate Dementia | LUCAS - Inoxline | Lannoo Metaalwerken - ISS - IWT - Kenniscentrum Woonzorg Brussel - KHBO Expertisecentrum Assistieve Technologie - Knockaert Gerrie - Kone | Mondoor - Leroy - Mariasteen - Modular Lighting Instruments - MTC - Philips - RHMS Réseau Hospitalier de Médecine Sociale - Seniorenzorg F.O.S. - Senior Living Group - Tarkett - Tele-Signal Electronics - Televic Healthcare - The Right Chair - Thuiszorg - TTC Tile Trade Center - UZ Gent - Van Maele - VDB Productions - Velda - Vink - VIPA - Vlaamse Verpleegunie | Urobelt - VTDV Vereniging voor Technische Diensthoofden in de Verzorgingssector - Westelec

