

Recreation and Wellness Center

The new Recreation and Wellness Center is a thoughtfully designed facility that underscores the commitment to educating the whole person: body, mind and spirit. Opened in 2023, the RecWell is a newly constructed 60,000-square-foot facility that offers facilities and programming to meet a wide range of health and wellness services for the entire community.

The building features an abundance of natural light with walls of windows offering an unspoiled view of the surrounding area and the natural beauty of the state park, located directly across from the facility. Interior branding goals included the introduction and promotion of the proposed building name “RecWell” along with graphics that would connect all elements of the space together in a cohesive and seamless manner. With the goal to reflect the surrounding outside environment within its interior, elements of nature such as wood, stone and plants were incorporated throughout the entire facility.

In support of the interior design and overall building mission, the designer named each space as well as sourced vintage maps of local topography for the walls throughout the building, ensuring that the featured maps corresponded with exercises targeted in each space. A soothing blue tone was incorporated into the design and maps were cropped to serve the dual purpose of creating a pleasing artistic design from afar with map functionality when viewed up close. The bold dimensional letters on top of each graphic provide a modernity to the display. Thoughtfully placed, each map reinforces the activity associated within the space. For example, a hiking trail map of the state park accentuates the bank of treadmill equipment while a vintage map of the adjacent river inspires individuals utilizing the RecWell rowing machines.

At its completion, the interior branding of the building has been enthusiastically received by the community and recognized for its promotion of the facility’s natural surroundings and support of the building’s overall goals. The elements created by the design team underscore the RecWell mission to instill a sense of well-being and calm throughout the entire building.