

## FOR IMMEDIATE RELEASE

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## PERKINS EASTMAN CELEBRATES GROUNDBREAKING OF THE TOWER AT MORSELIFE, NEW LUXURY INDEPENDENT LIVING IN WEST PALM BEACH

### New Residential Tower Begins Final Phase of the Senior Care Organization's Campus Transformation

New York, NY (November 12, 2015) International design and architecture firm Perkins Eastman is proud to share the news of today's groundbreaking ceremony of The Tower at MorseLife, the new luxury Independent Living tower and the final phase of the renowned senior care organization's Campaign to Transform MorseLife Health System's 37-acre campus in West Palm Beach, FL. The ten-story, 300,000 sf Tower will ultimately feature 182 one- and two-bedroom apartments, as well as a restaurant and casual-dining bistro, display cooking area, resort-style wellness spa and salon, art room, indoor lounge, outdoor pool, multipurpose auditorium, and a host of other amenities. The Tower is scheduled to open in 2017.

The common areas will be located in a gallery-style corridor designed as a matching component to the adjacent The Tradition of the Palm Beaches, the campus' rental community for Independent and Assisted Living. In addition to the new and enhanced luxury amenities, Perkins Eastman's design includes the expansion of the existing dining room and enclosing the existing veranda for the corridor that will connect the new Tower to the existing building.

Interior design concepts were inspired by The Tradition yet The Tower will feature more modern furnishings to suit the expectations and aesthetic tastes of future residents. The Tower will have its own dedicated entrance in the form of an elegant porte cochère which leads into an expansive, hospitality-inspired lobby with concierge service and an adjoining library with double-height ceiling.

David Hoglund FAIA, Principal and COO of Perkins Eastman, and the project's design lead, says, "Designing this final phase of the campus transformation is a wonderful challenge that we don't take lightly. MorseLife's reputation for excellence and creating environments that support active and healthy lifestyles are key factors in our design vision for this new tower, and it will be an honor to see that vision being built in the coming year. Altogether we have worked with MorseLife for nearly 30 years, and it's wonderful to see this great relationship continue."

“The Tower will be built contiguous to our inaugural senior residence, The Tradition of the Palm Beaches, which opened in 2014 and consistently remains at 100% capacity with a waiting list,” says Keith Myers, President and CEO of MorseLife. “Additionally, while the goal is to enable our residents to live active and healthy lives, they will have priority access to the spectrum of healthcare and supportive services we offer, including short-term rehabilitation, assisted living, home healthcare, memory care, care management and long-term care.”

Most recently, Perkins Eastman provided planning and design services for The Tradition, completed in 2009, and the Sondra and David S. Mack Pavilion, a household-model short-term rehabilitation center completed in 2014, both situated on the MorseLife campus.

### **About MorseLife Health System**

MorseLife Health System is a nationally-recognized provider of exceptional care for seniors in Palm Beach County. A charitable, not-for-profit organization, its programs include short-term rehabilitation, long-term care, independent and assisted living, memory care, home health care, meals-on-wheels, care management, Neighbor2Neighbor, and Palm Beach PACE. Founded over 32 years ago, MorseLife has built a reputation and tradition of caring for seniors, with excellence, dignity, and compassion. For more information visit [www.morselife.org](http://www.morselife.org).

### **About Perkins Eastman**

Perkins Eastman is among the top design and architecture firms in the world. With almost 950 employees in 14 locations around the globe, Perkins Eastman practices at every scale of the built environment. From niche buildings to complex projects that enrich whole communities, the firm’s portfolio reflects a dedication to progressive and inventive design that enhances the quality of the human experience. With work in 46 states and more than 40 countries, the firm’s portfolio includes transportation and public infrastructure, high-end residential, commercial, hotels, retail, office buildings, corporate interiors, schools, hospitals, museums, senior living, and public sector facilities. Perkins Eastman provides award-winning design through its offices in North America (New York, NY; Boston, MA; Charlotte, NC; Chicago, IL; Los Angeles, CA; Pittsburgh, PA; San Francisco, CA; Stamford, CT; Toronto, Canada; and Washington, DC); South America (Guayaquil, Ecuador); North Africa and Middle East (Dubai, UAE); and Asia (Mumbai, India, and Shanghai, China).

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