

Amavida unveils contemporary interior design

**Gravina, Smith, Matte
& Arnold Marketing and PR**

Special to Naples Daily News

FORT MYERS — **Amavida**, Quadrum Global's new luxury, resort-style independent living, assisted living and memory care community in Fort Myers, opened to residents on Saturday, Dec. 1. The 500,000-square-foot community's contemporary coastal design is coming to life with furnishings, art and décor.

"Amavida is not the typical retirement community of yesteryear," said Heather Battey, Amavida executive director. "It was important to have the interior design match the fresh, vibrant lifestyle residents can experience at Amavida. We're really embracing the youthful spirit embodied by many of today's seniors."

Inspired by its Florida setting and modern, streamlined architecture, a mix of soft whites, ivories, creams, blue-gray and other muted colors sets a calming tone in both common areas and living spaces throughout the community. The two flooring choices used — a wood-look tile in soft brown and ivory carpeting — blend well with the wall hues.

"We want residents to feel comfortable," said Carolina Eguiguren, Quadrum's design director. "The community is grounding and safe, but also warm and enveloping through the textures and comforting color palette we used. It feels sophisticated, but not alienating."

In Amavida's independent living cottages and apartments, the kitchens feature sleek white cabinetry and white manmade stone countertops, while the bathrooms include a marble-look tile on the floors and purple-gray subway tile in the showers.

"We kept things clean, fresh and easy," said Eguiguren. "It's quite contemporary, but still comfortable and cozy, and there's no fussiness. You don't have to work too hard in these spaces. And people have been really responding to it."

Lots of windows let in plenty of natural light and offer views of the community's native and drought-resistant landscaping. "We wanted to embrace the sunshine bouncing around," says Eguiguren. "Southwest Florida's light is so gorgeous."



Amavida is a new luxury resort-style independent living, assisted living and memory care community in South Fort Myers. SUBMITTED

In the community's wide corridors and other common areas, benches have been tucked into little nooks where residents can sit and take in Amavida's lake and tropical greenery. A double-sided fireplace at the community's Azure restaurant allows diners to enjoy fireside drinks, and they can be seated either indoors or outdoors for meals. At the Lakeside Grill and clubhouse bar, corner window areas can be entirely opened up to the elements.

"Those connecting moments are really important," said Eguiguren. "Indoor-outdoor living is definitely the way to go."

Fort Myers-based Studio+, Amavida's architectural firm, helped execute Eguiguren's design plan. Studio+ has a background in health and wellness and previous experience with projects for local hospital groups and other senior living communities, which complemented Quadrum's expertise in the hospitality and multifamily sectors.

For example, all cottages and apartments at Amavida have views of the community's 32-acre setting. Studio+ believes that providing residents this opportunity for deep connections to nature can improve their quality of life and mental health.

Though options exist at Amavida for

transitional care for residents who need to move to assisted living or memory care units, the community was designed in such a way that it never feels institutional. Amenities such as the Par 3 golf practice area, tennis courts, resort-style and lap pools, and fully equipped aVidaFit fitness center encourage residents to lead healthy, active lifestyles and promote social engagement.

Amavida's design for its memory care section includes wayfinding elements to help all residents navigate the community with ease. Walls are painted different colors in different areas so that residents can associate sections with colors to easily recognize where they are. This design element contributes to the feeling of calm that Amavida's interiors aim to provide for all of its residents.

Amavida may be introducing a new, modern approach to senior living, but Quadrum still recognizes that it's important for its residents to feel comfortable at all times. While the community's interior design centers on contemporary touches, it also helps residents feel at ease in their surroundings.

"I want people to really feel at home here," said Eguiguren. "I hope they love it, that it's comfortable for them, and that they feel like they can make it theirs."

The \$95-million Amavida development is based around a rental rather than ownership model. There is no buy-in requirement at the community. Instead, future residents can submit a deposit to secure their spot. One-year rental lease agreements are available with monthly rates based on the selected floor plan and appropriate level of care, ranging from \$2,600 to \$6,000. Monthly rates are all-inclusive and allow each resident a \$500 standard monthly dining allowance.

Amavida includes 460 residences with 300 independent living, 125 assisted living and 35 memory care units. Residents interested in independent living can choose from a cottage or apartment. Cottage floor plans range from 1,500 to 1,700 square feet and feature two to three bedrooms, two bathrooms and a garage with extra space for a golf cart. Five independent living apartment options range from 616 to 1,054 square feet. Three assisted living apartment designs range from 437 to 790 square feet, and a 402-square-foot floor plan is offered for memory care residents.

Amavida boasts an array of unique amenities and hospitality services. Without leaving the community, residents can dine at numerous fine restaurants and bars; catch a movie at one of several in-house movie theaters; fit in a pickleball, bocce ball or basketball game; indulge in a day at the salon and spa; lounge by one of several outdoor fire pits; and more. The community also offers a full calendar of daily activity programming and an arts and crafts workspace. From the north side of the community, future residents will enjoy a private entrance to access Lee County's 279-acre Lakes Regional Park.

A nursing team will be available to residents 24 hours a day, seven days a week, as well as an on-site pharmacy and medical clinic. Amavida's location also provides residents with close proximity to numerous medical facilities.

Amavida is located at 7650 Gladiolus Drive, between Summerlin Road and U.S. 41. Community tours are available by walk-in or appointment. The Amavida Welcome Center is open daily. Visit www.amavidaliving.com.