



“FOR IMMEDIATE RELEASE”

Bloom Architecture to serve the longevity economy by bringing wellness to custom home design.

CALGARY, AB, Jan. 22, 2019.

Starting today, Bloom Architecture is helping health conscious clients in and around Calgary to optimize their personal well-being through custom home design. For people who are looking for ways to extend their personal well-being beyond diet, exercise and mindfulness, Bloom Architecture designs home environments that help people feel their best. By carefully considering all seven components of human wellness during the design process, a home can become a place of regeneration for its occupants.

Bloom Architecture extends the current trend in workplace wellness to the design of personal residences. The design process involves detailed consideration of air and water systems to filter out impurities; choosing building materials without hidden toxic chemicals; attention to patterns of natural light and changing seasons to harmonize with circadian rhythms; optimizing physical comfort; and attention to factors affecting mind, nutrition and fitness.

“By examining our surroundings and our habits, and making key optimizations and changes, we have the power to cultivate spaces that promote wellness, and support efforts to live healthier, active, mindful lives - a right for every human.”
~International WELL Building Institute

Bloom Architecture takes a holistic approach to home design, considering not only what a house looks like, but how it connects mind, body and spirit. Meaningful home design is achieved by utilizing the tactile qualities of materials; considering the emotional effects of colours and textures; leveraging smart home technology where appropriate; incorporating current scientific wellness research; and designing for people’s unique lifestyle and changing social arrangements.

Empowering people to understand the link between their well being and their home environment is at the core of Bloom Architecture’s work. By working with the best information and making intelligent choices along the way, Bloom Architecture believes it is possible to design homes that cause wellness.

Bloom Architecture was created in 2019 by Mr. Kelly Seminoff. Mr. Seminoff holds a Master of Architecture degree from Dalhousie University and has been a licensed registered architect in Alberta since 2002.

Kelly Seminoff, architect, AAA
Calgary, Alberta
(406)613-0785
kelly@bloomarchitecture.ca
www.bloomarchitecture.ca

END ###