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Sutter Imaging Center
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***Sky Factory's Luminous SkyCeiling™, Jury Winner at 2nd
Annual Architizer's A+ Awards***

April 14, 2014 – Architecture's largest global award program featuring 60+ categories and an internationally acclaimed jury has selected Sky Factory's Luminous SkyCeiling™ as the **Jury Winner** in the **Product + Healthcare** category.

Architizer.com, called 'Facebook for Architects' by the *New York Times*, is the world's largest and fastest growing website for architecture. The **A+ Awards** in just their second year received more than 1,500 entries from over 100 countries, representing the best of architecture and design worldwide.

Architizer™



Comprising diverse and innovative global projects from leading architects to emerging firms, this year's winners represent the best new architecture, interiors, and products. A highly-esteemed jury of over 300 industry leaders including *Yves Béhar, Paola Antonelli, Liz Diller, Joseph Altuzarra, David Rockwell, Rem D. Koolhaas, and Ian Schrager* selected the **Jury Winners**, while an online public vote determined the Popular Choice winners, with more than 200,000 votes cast around the world.

Sky Factory's award-winning *Luminous SkyCeiling™* received the internationally acclaimed Jury's recognition for the custom-designed virtual skylight at the *Sutter Diagnostic & Women's Imaging Center* in Roseville, California.

Designer Jenny Hastings, of healthcare architects Boulder Associates, incorporated curved perimeters for two of the large *Luminous SkyCeilings™*, one in the lounge-like patient changing area and another in a CT suite. These custom configurations, with their gently curving perimeters, transform the spaces into open, nature-filled rooms, providing the calming benefits of evocative sky views.

Sky Factory's unique *Open Skies Image Technology™* uses proprietary mega-format digital sky compositions in modular arrays to create *biophilic illusions of nature™* that visually 'open up' enclosed environments. Using high CRI (color rendering index) light, Sky Factory's custom *SkyTiles™* absorb 6500K light, faithfully reproducing the soft hues and rich saturation of real skies.

The award comes on the heels of a new study, *Neural Correlates of Nature Stimuli: An fMRI Study*, published in the Winter 2014 issue of the peer reviewed *Health Environments Research & Design Journal* (HERD). The study explored the neural pathways involved in the perception of open sky photography, which is used to create virtual skylights that deepen biophilic engagement.

Virtual skylights designed as *biophilic illusions of nature™* are used by leading hospitals worldwide in diagnostic and therapeutic radiology suites to mitigate stress and anxiety, enhancing the patient experience by enlivening our innate connection to nature - *biophilia*.

"These studies deal with the ground-breaking application of fMRI technology in building justifications for actual commercial products in a real-life context," said Dr. Debajyoti Pati, Rockwell Endowment Professor at the Department of Design and head of the research team at Texas Tech University.

About The Sky Factory

The Sky Factory, LC is a unique fine art and technology company based in Fairfield, Iowa, USA. Founded in 2002, the company creates realistic *Illusions of Nature™* - virtual skylights and windows - that transform interior spaces. Applications include hospitals, senior care facilities, schools, workplaces, hotels, spas, retail, and luxury homes. Sky Factory's new digital cinema product line features *UltraHD* motion and sound displayed on commercial-grade LED monitors. For more information and a complete list of International Partners, visit www.SkyFactory.com.