

# The Daily Transcript

Wednesday, September 6, 2017

## Christopher Veum



Tom Kurtz/Special to the Daily Transcript

President

AVRP Skyport Studios' president Veum conjures images of traveling along a dirt road in the Italian countryside when, in the distance, a church steeple appears.

The spire is used as a beacon to the community, he said. Inside the church, narrow walkways constrict before making way to great rooms with panes of stained glass, evoking awe.

It's the kind of emotional response Veum strives to achieve in his workplace and health care architecture design. He applied this ideology to the design of the \$244 million, seven-story hospital tower being built on the campus of Sharp Chula Vista Medical Center. He intends the tower to beckon guests, drawing them into a two-story, art- and light-filled entry.

"That thing sparkles," Veum said. "Our firm focuses on 'What is the experience for human beings?' It says more about what we're trying to achieve with the design — the human experience."

Sharp Chula Vista broke ground on the new 138-bed facility in November and expects it will be ready by fall 2019.

Veum said he's drawn to the challenge of designing environments that inspire and put people at ease, while still creating efficient workplaces that satisfy stringent building regulations. His client list has included Microsoft, Nokia, Intel, Raytheon, Cymer, Red Door Interactive, and the San Diego Zoo.

"I feel as a design firm we lead by understanding the human experience and choreographing that," Veum said. "It enhances the value of the property."