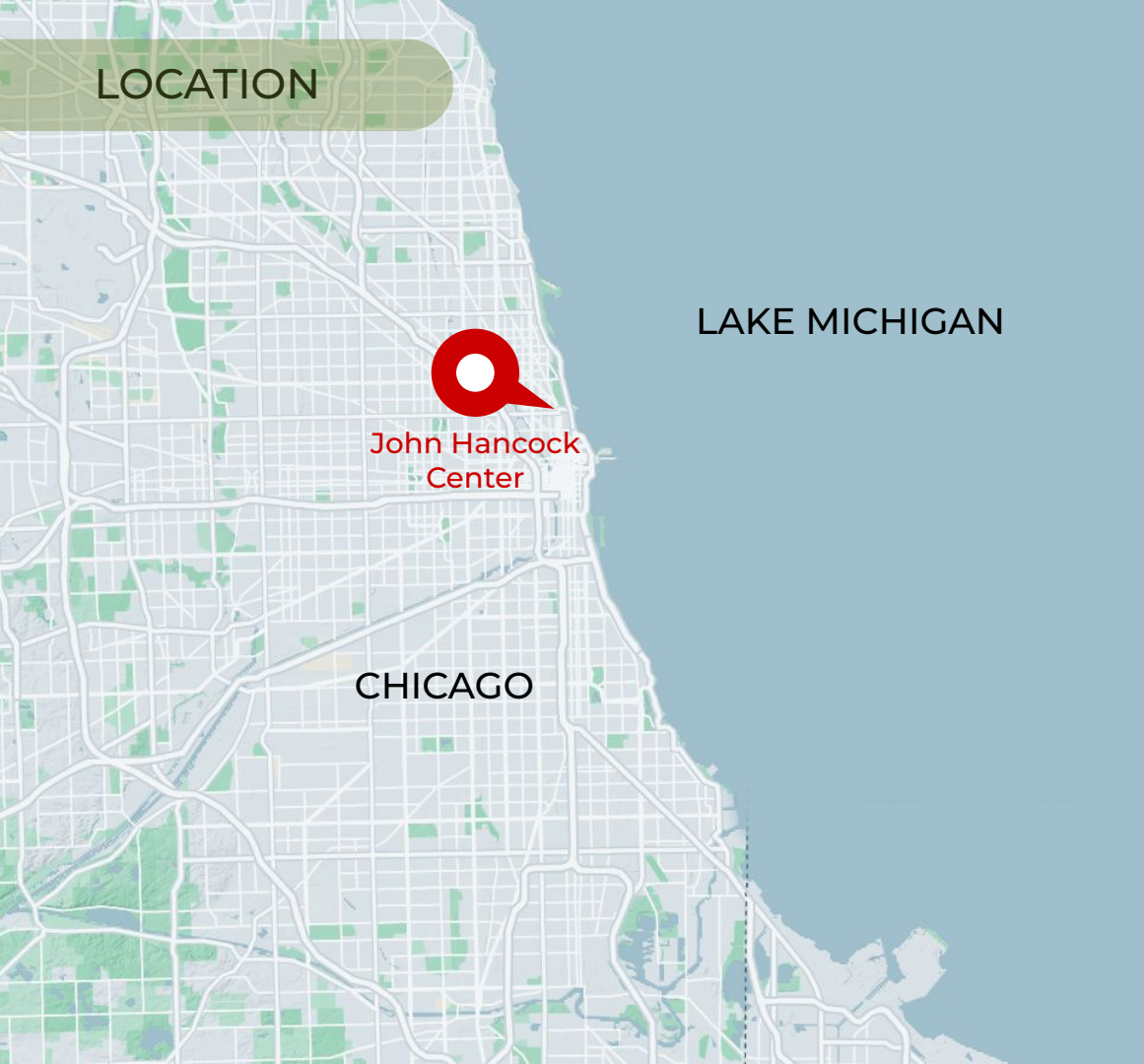


TWILIGHT FERTILITY CLINIC



LOCATION

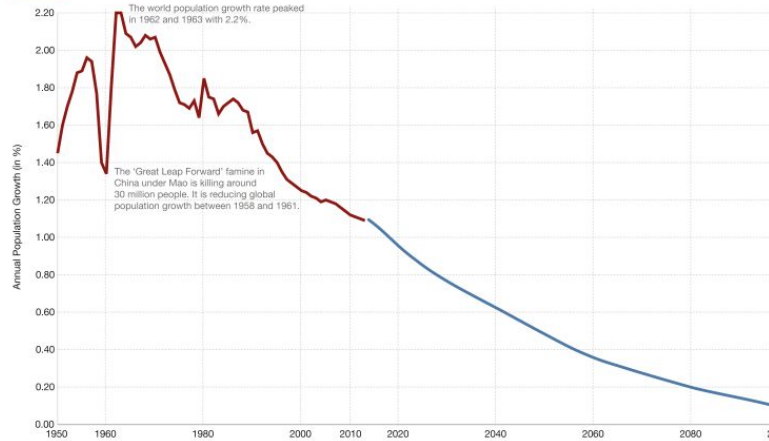


- Near the John Hancock Center.
- 14th floor of an existing hospital building.

POPULATION GROWTH RATE

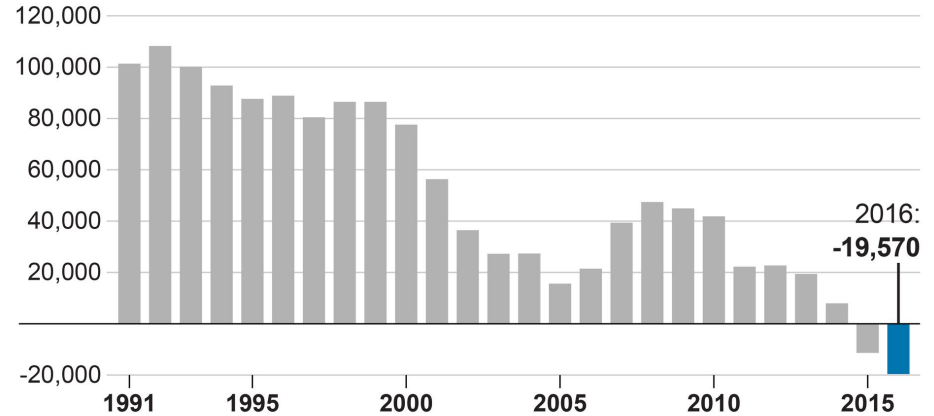
OurWorld
in Data

Annual world population growth rate (1950-2100)



Change in Chicago area population, by year

For Chicago-Naperville-Elgin metropolitan statistical area



- Stress
- Late Marriage and Childbearing
- Modern Life
- Environmental Pollution
- Other Illnesses

SERVICE



IUI
(Intrauterine
Insemination)



IVF
(In-Vitro-Fertilization)

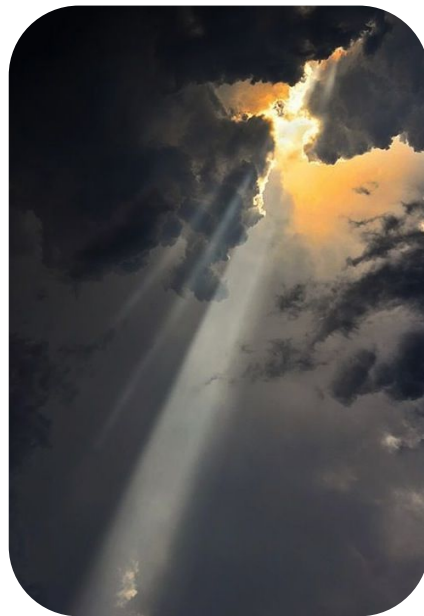


Egg Freezing



Same-Sex Couples
Fertility

INSPIRATION



No matter how dark the night was, sunlight will come through the clouds

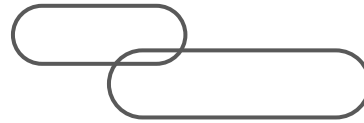
CONCEPT DIAGRAM



CONCEPT: Expectation

A strong belief that something good will happen in future

- Hope
- Light
- Belief



Clouds

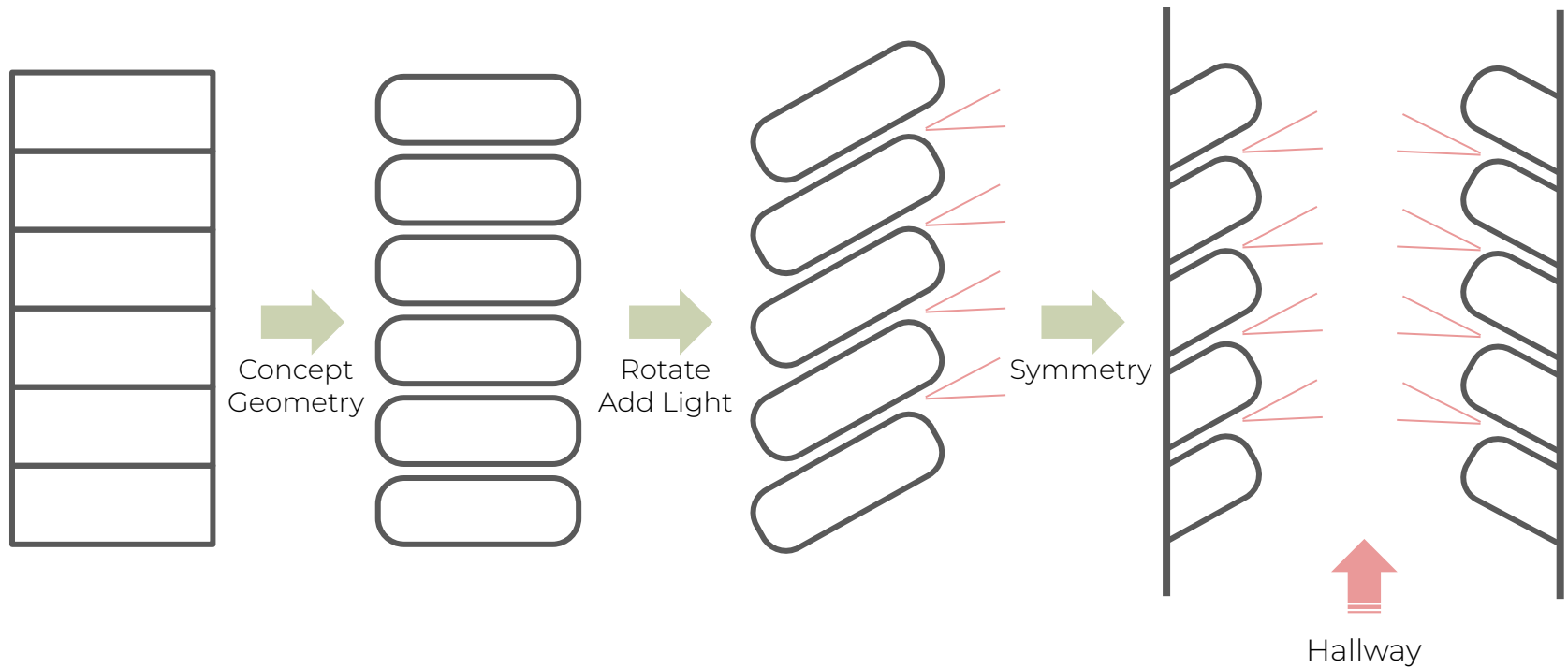
Tribulations and
Setbacks



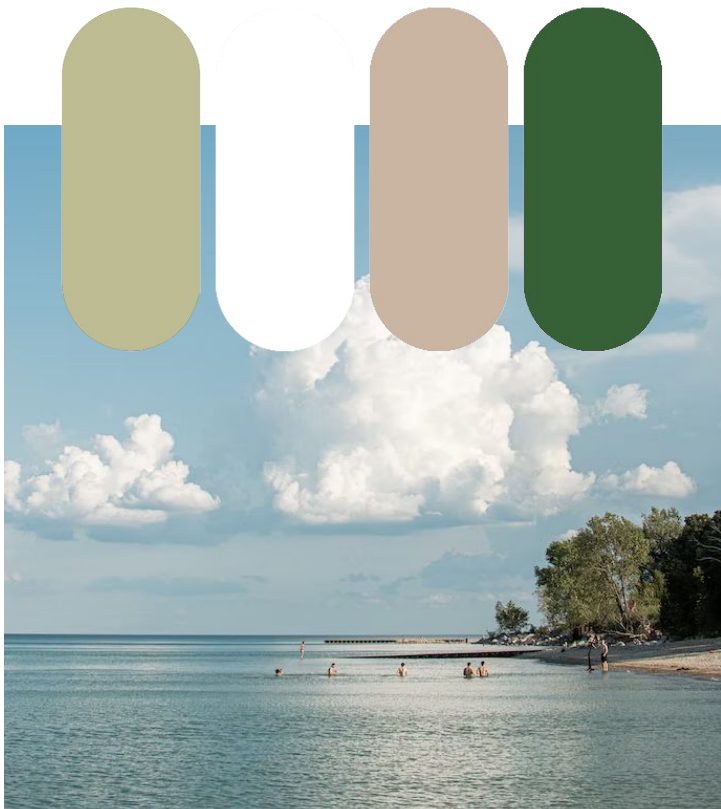
Sunlight

Hope and Guides

CONCEPT APPLICATION



COLOR PALLET & MATERIALS



Fabric



Frosted Glass

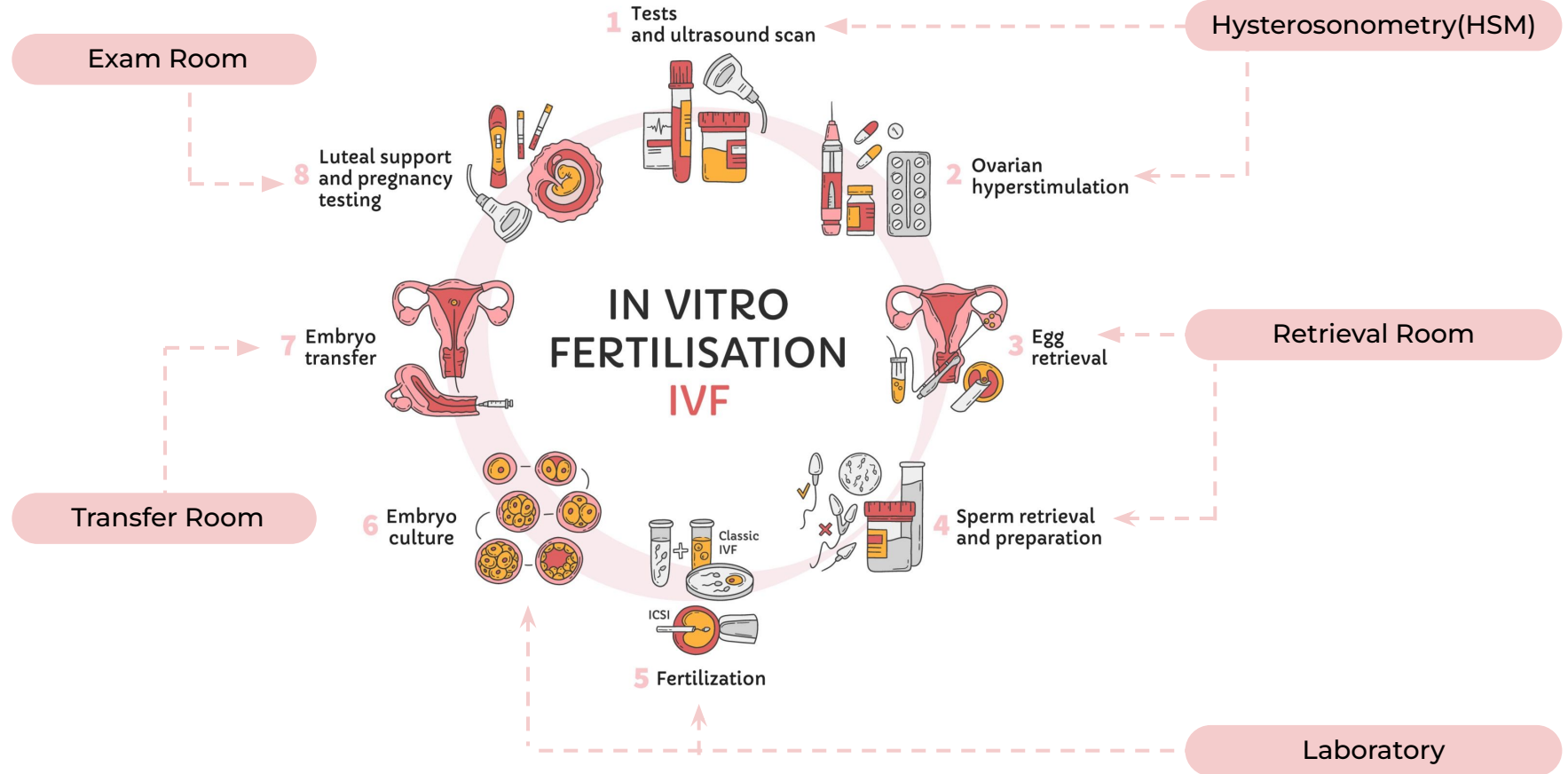


Wood Floor

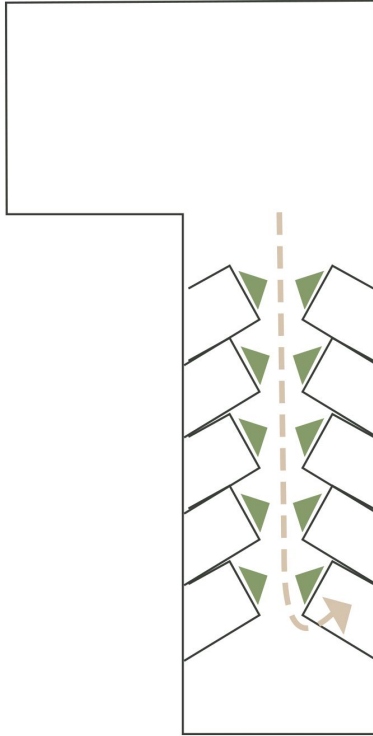


Plants

ROOM REQUIREMENT

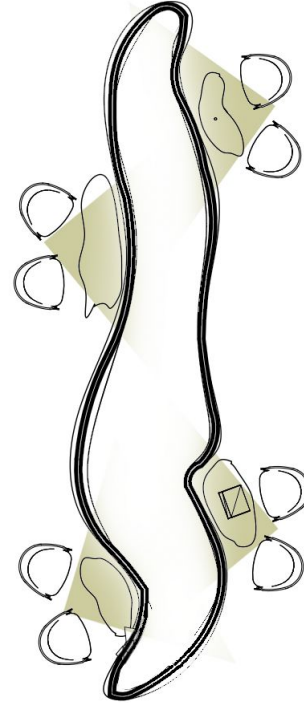


CONSULTATION ROOM

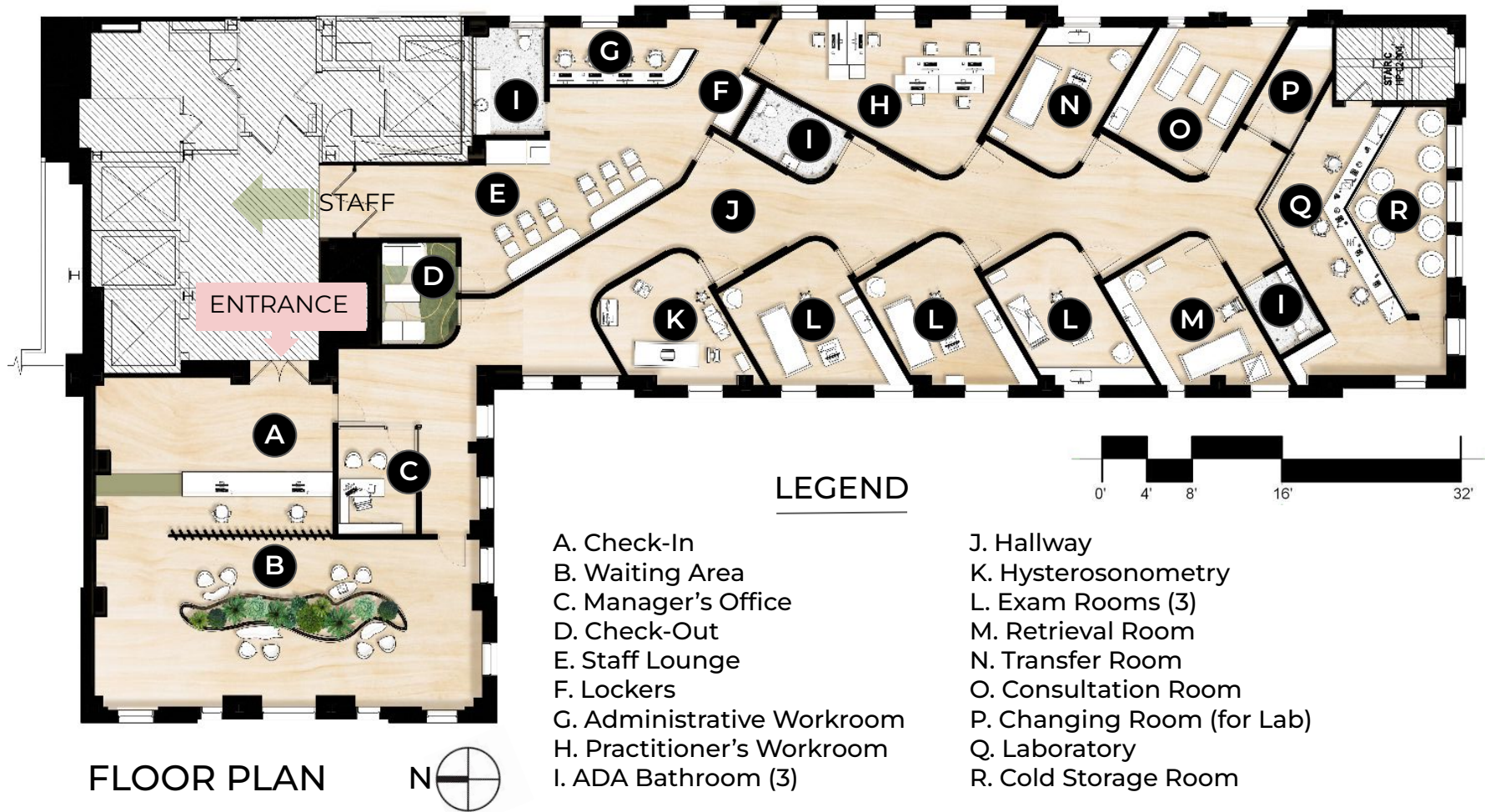


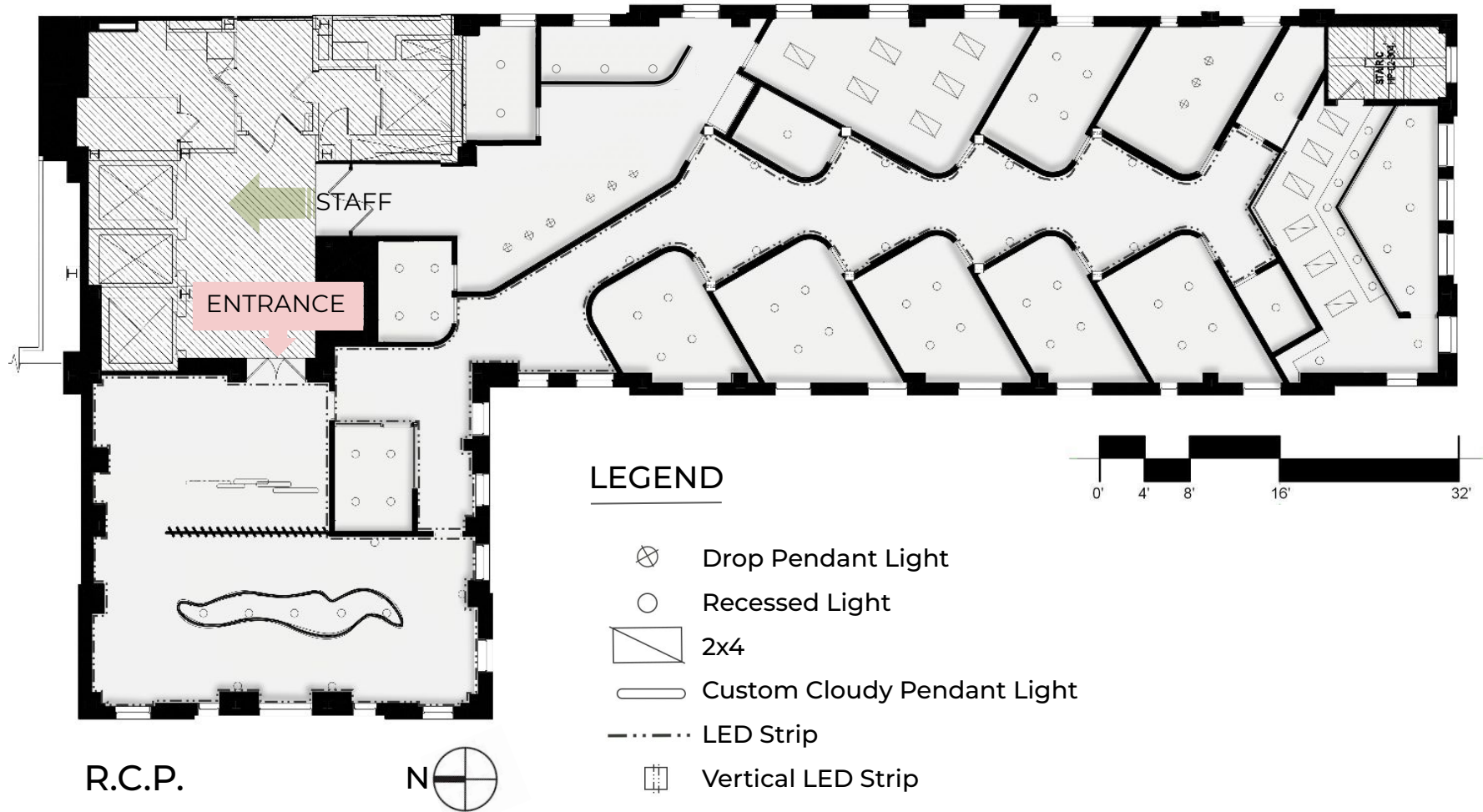
Client will walk through the hallway, to understand the fertility process and our facilities

WAITING AREA



No eyes contact, using the plants island to increase the privacy.





Custom Cloudy
Pendant Light

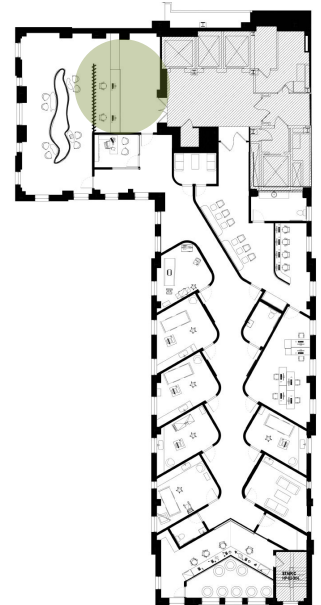
Frosted Glass



Client Photos
and Reviews

RECEPTION

- Light
- Private
- Trust
- Warm
- Minimalist



Twilight Fertility Care



Professional
Staffs

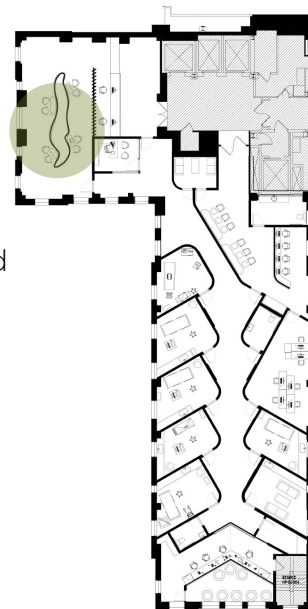


Private Island
with Plants

WAITING AREA

- Dusk
- Private
- Trust
- Nature

Client Photos and
Babies' Name





Wide Hallway
Open to the End

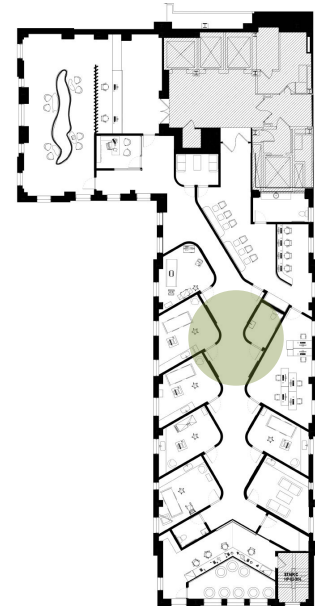


Guide Light

Info About
the Clinic

Hallway

- Homefulness
- Private
- Consultation
- Symmetry



Success Rates

While IVF is pricier and more invasive than IUI, there's a reason so many people struggling with infertility do it: It's relatively successful. IVF provides a much faster time to pregnancy. For women less than 35, the chance of live birth per treatment can be around 50%, she says, noting that the success rate of IUI is about 5% to 20% per cycle. If you're trying to decide between IUI and IVF, the first person to talk to is your doctor, as they'll have the most information about which fertility treatment option you should pursue.

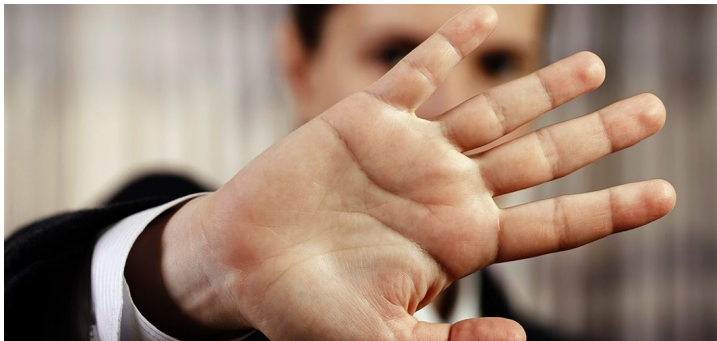


IVF or IUI

As physically and emotionally draining as infertility can be, there are a lot of solutions for people struggling to conceive. Two of the most common procedures are in vitro fertilization (IVF) and intrauterine insemination (IUI). But what's the difference between these two procedures, and how can you determine which one is right for you? Here's everything you need to know. If you go through three or four unsuccessful rounds of IUI, your doctor will likely suggest moving to IVF. And in some cases, your doctor may recommend skipping IUI and heading straight to IVF if you (or your partner) have a condition like: Severe male-factor infertility.



PRIVACY PROTECTION



“I DON’T WANNA MEET ANYONE”



Press the button in the room before
you walk to hallway

- Blocked Room
- - - Leaving Path
- Active Room



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Egg Freezing
Container

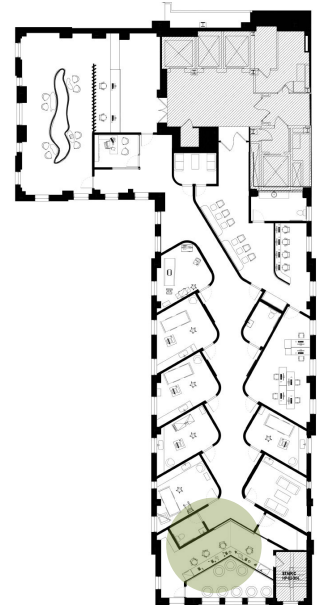
LABORATORY

- Open
- Bright
- Technology
- Trust

Recessed
Light



Door to Cold
Storage







THANK YOU