

Dynamics and Resilience in the Heart of the Arctic

Innuusivik Community Wellness Hub
Iqaluit, Nunavut, ON

Project:	Innuusivik Community Wellness Hub
Project Location:	Iqaluit, Nunavut
Use:	Health and Wellness
Architect:	Lateral Office Inc, Verne Reimer Architecture Inc
Product:	P-1, P-2, P-3, P-4 and P-9
Product:	Over 6,000sq ft



Design in Motion: Visual Impact

The *Innuusivik Community Wellness Hub* was designed for the Qaujigiartiit Health Research Centre, a female-led nonprofit that combines traditional Inuit knowledge and cultural practices with scientific research to improve public health in Nunavut. The building's design aimed to reflect the fluidity of nature and the resilience of the local community. The choice of **Morin's metal panels** was not just aesthetic but strategic: the **Pulse Series profiles** create a play of light and shadow that transforms the façade throughout the day, generating a dynamic visual effect that blends seamlessly with the Arctic landscape.

The variety of available profiles was a key differentiator for the architects, who opted for a **non-repetitive composition**. The result is a vibrant façade whose texture and tone shift with natural light, evoking the movement of water and the glistening of snow under the sun.

Durability and Efficiency in Extreme Conditions

Beyond aesthetics, the functionality of Morin panels was crucial in overcoming the challenges of the Arctic climate. **Strong winds and snowstorms** demand materials that ensure durability and longevity without compromising design. The **Pulse Series**, with its precise interlocking system and vertical application capability, was the perfect solution to meet these requirements.

Another key factor was the **community's reception** of the project. The metallic finish of the panels became a highlight and a **symbol of local innovation**. The structure not only harmonizes with the environment but also fosters a sense of belonging, reinforcing the center's identity as a welcoming and well-being-oriented space for the region's residents.

Over 6,000sq ft of **Pulse Series panels** were used, combining **P-1, P-2, P-3, P-4 and P-9 profiles** to create a **sophisticated and dynamic** metal cladding on the façade. The **Morin Pulse Series** offers not only a **striking visual impact** but also structural versatility. It can be applied both **horizontally and vertically**, allowing for unique compositions and seamless integration with other profiles from the **Matrix and Integrity Series**.



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