



The theory of Positive Ageing



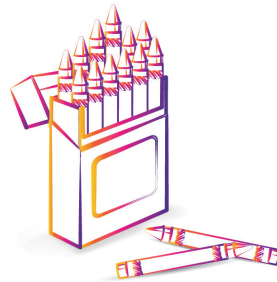
**Columbia Pacific**[®]
communities

Pandit Ravi Shankar's Ahir Bhairav raga.

Played at the crack of dawn. When the sky is a majestic shade of bronze.
Each note pure, distinct and tactile. And together, they are like the first rays of sun.
Magical and mesmerising. The result of a confluence of 20 strings of a sitar.



A community is a lot like that. As the great Aristotle would have said, the sum is always greater than its parts.
It's like a box of crayons.
That perfect sunrise can be painted only when you have the aqua, the amber, the fuschia and the lavender. Nothing less will do.



Communities create.
Communities catalyse.
Communities cocoon.
Communities connect.

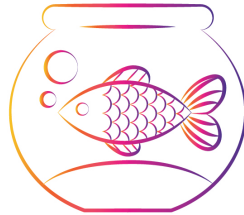
Alliterations aside, communities are where you find the greatest life force.
It's why the ant colonies and the bee hives have survived for centuries. It's the power of collaboration and connection.
There is nothing quite like them.



We live in a hyper connected age where the world has shrunk into a 6-inch screen. Everything and everyone is a call button and a double tick away.

Or ... are they?

Because if they were, why has loneliness become the single biggest malaise for the elderly today? Going back to Aristotle and History textbooks, man is a social animal. And man cannot live alone. But when he does, he doesn't actually live alone. Loneliness, isolation, fear, despair and hopelessness live with him as invisible, silent flat mates.



The most beautiful thing about life is that we are growing a bit older every passing second. And with that, we are shedding a bit of our skin. Becoming our own versions of the butterfly.

This constant metamorphosis is called ageing. And when the change is for the better, it is called positive ageing.

Helping seniors age positively is our one steadfast, strong, omniscient mission. It's our raison d'etre. So, if you run a little faster on Monday than you did on Friday, or solve the sudoku quicker today than you did yesterday, you are ageing positively.



Vibrant, joyous, close-knit communities help you age positively.

That's not our theory. It's fundamental science.

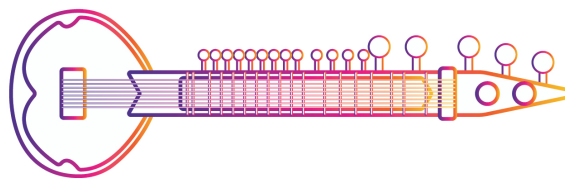
Let's rewind a bit.

Ravi Shankar's Ahir Bhairav.

The strings of the sitar. Each one of them exists for a reason. Some are played strings, and the rest are sympathetic strings that resonate in sympathy.

Just like friends in a community. Some will nudge you, inspire you, goad you to be the best version of yourself, and certain others will just be there for you like a comforting pillow when you need them the most.

Yes. That's a community.



Life's best stage comes with age.

At Columbia Pacific Communities, we believe age only brings us closer to life's most magical time.
The golden years.

Where the tempting fruit of freedom is just within our grasp. And the possibilities are endless as we embark upon life's greatest adventure. For us, that is positive ageing.

A badge of pride to be flaunted.

Do you remember all those 'Who do I want to be when I grow up' essays you wrote as a child? Fret not, if you haven't accomplished them. Life gets in the way. We get it. At the Virtuoso Club and Serviced Residences, we believe in life that is lived on your own terms. Where you can be whatever you aspire to be.

And you are never too old to make a fresh start. In fact, our favourite question to ask is, "What's age go to do with it?"



Community living = positive ageing

Let us explain. Remember Albert Einstein's $E=mc^2$, which proved that mass and energy are interchangeable?

It's a bit like that.

Living with a "mass" of like-minded people energises your life. Because, surrounding yourself with people that are at a similar life stage as you are, is the elixir to healthy, active and positive ageing. The sort that makes you a better version of yourself every single day. And helps you live a healthier, happier, and more engaged life for longer. That's why community living is synonymous to positive ageing. And at The Virtuoso Club and Serviced Residences, positive ageing is enabled by a worry-free lifestyle. Right from cleaning out cobwebs to fixing leaky taps, we promise to let nothing play spoilsport to leisure.



Pioneering positive ageing

We have been doing this for over 40 years in the USA. Building vibrant communities for seniors, where their every wish is our command. Forty years and building 500 communities have told us that living in a community contributes to your social, emotional, physical, psychological and spiritual well-being.

In a community, care is always close at hand, with a team of doctors and nurses looking after your healthcare needs. Our associations with e-healthcare platforms, pharmacists and local hospitals to deliver the best of healthcare offerings means your health is in good hands. Because we believe that nothing should come in the way of living a healthy, joyous, vibrant life.



But don't take our word for it.
This is what an expert has to say about positive ageing.



How does community living aid positive ageing?

"Ageing is an inevitable aspect of life; however, there is a tremendous advantage to ageing positively. This can be enabled by a conducive living environment that has been specifically designed to support physical, emotional and psychological changes that an individual experiences over time. For example, there is a direct connection between the number of sitting hours and the quality of life amongst elders. A community designed on the principle of positive ageing ensures that the spaces are designed, and opportunities created so as to keep seniors engaged in physical activities of various kinds to enhance their well-being. Similarly, the WHO (World Health Organization) has highlighted the importance of social participation and social support for the overall wellbeing of the elderly. This is possible when you live in a community designed to fight social isolation, surrounding you with like-minded, active seniors with shared interests and passions:'

- **Dr Nandakumar Jairam, Independent Healthcare Consultant and Advisor, Sheares Healthcare**



— Columbia Pacific® —
The VIRTUOSO
Budigere Cross, Bengaluru

If you wish to know more about our award winning community designed to international standards where positive ageing is a way of life, The Virtuoso Club and Serviced Residences, please reach out to our senior living expert on

 +91 88845 55554

Or visit

 www.columbiacommunities.in


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