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HEDsouth's Jan Vitrofsky on INCORPORATING WELLNESS INTO YOUR HOME

BY EMMA REYNOLDS



An exterior shot of a modern home in Coconut Grove, Florida. PHOTO: CLAUDIO MANZONI



CEO and founder of HEDSouth, Jan Vitrofsky. PHOTO: HEDSOUTH

It wasn't until 1997 that he founded his company, HEDSouth.

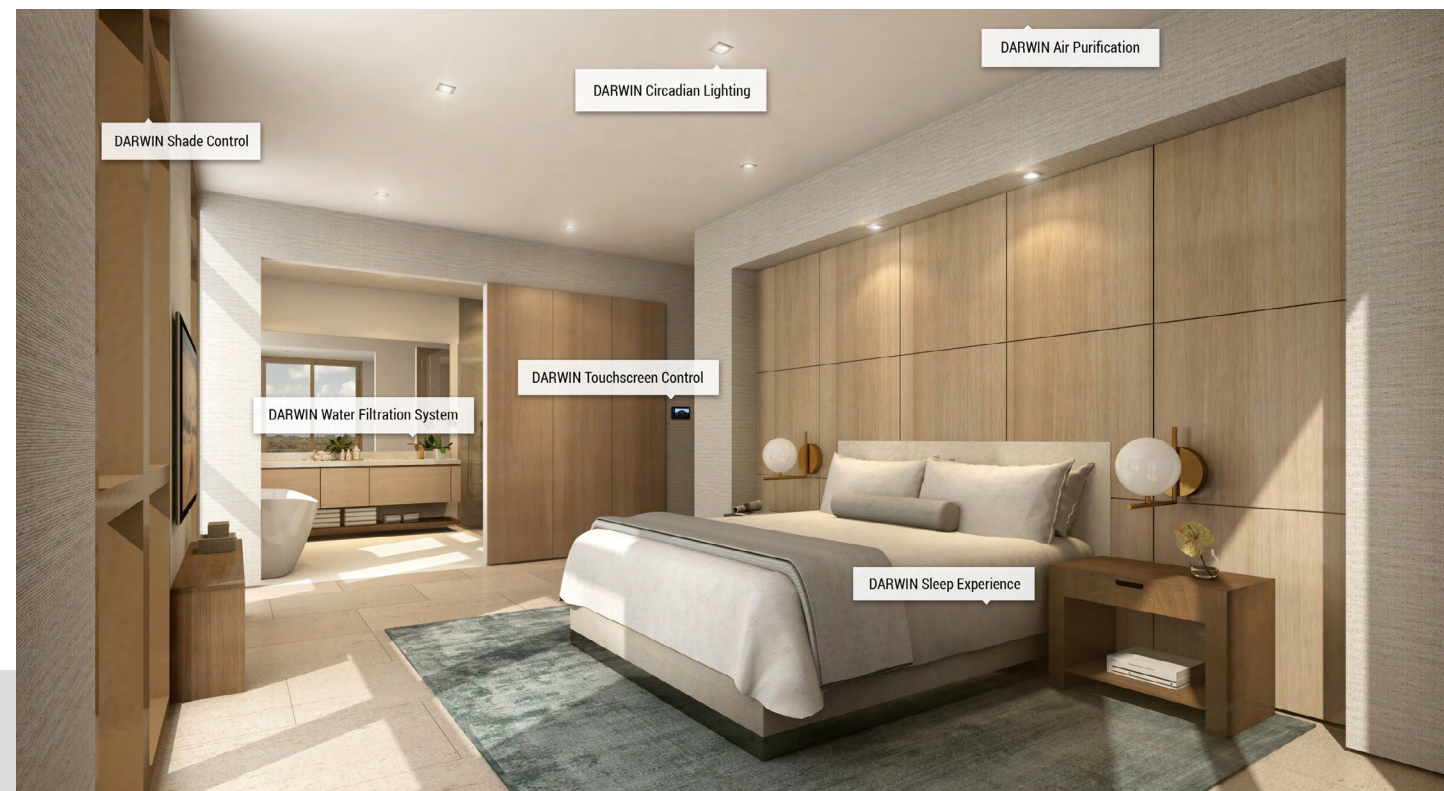
Based in Coconut Grove, Florida, less than 30 minutes outside Miami, Vitrofsky installs high-tech systems for entertainment, security, lighting, air conditioning, wellness, window shades and electrical wiring. He works with both commercial properties and multimillion-dollar residences, including those of celebrities and high-profile executives, primarily in Florida and California.

When Jan Vitrofsky started his career in the electronics industry in 1975, he had no idea it would lead him where it has. Since then, he has worked with some of the most prolific companies in entertainment, including CBS, Columbia Pictures, Sony, Disney, ESPN and ABC, and even installed a TV system in the White House during former President Bill Clinton's administration and home theaters in television executives' homes.

According to Hanley Wood, 75% of people consider housing as essential or extremely important to their good health, and Vitrofsky is on the forefront of providing the most innovative and advanced tech devices for both new builds and renovations that focus on delivering healthy air, water and light. Vitrofsky is a consultant for Delos, the pioneer of Wellness Real Estate, which developed a home intelligence platform called DARWIN to address the aforementioned lighting, air and water quality. He installs DARWIN by Delos into homes, and it can be as thorough or as minimal as you like. The technology is controlled by voice commands, electric wall panels, phones, computers or iPads.

"When you walk into a room, you don't know what's in the air," says Vitrofsky. "It's so important to have clean air. In South Florida, people don't open their windows, and we're about to go into the fall and winter season where it's too cold to open the windows. We really don't know what's in the air. It's critical in making sure that the air that we breathe is as good as possible, whether it's affected by somebody cooking in the house, bringing flowers in, someone coming into the house with something on their clothing or shoes or bringing a rug or piece of furniture in. These things sometimes give off gas or toxins that, over time, do affect your health."

Especially amid the Covid-19 pandemic, people are more willing to incorporate wellness-focused technology. Vitrofsky



The DARWIN by Delos system. PHOTO: LOCATION VENTURES



A living room with recessed lights, featuring circadian rhythm features.

PHOTO: MAX STRANG AND CLAUDIA URIBE

sky says his clients spend up to a quarter-million dollars or more on these installations, but healthy, clean air and water is available at any price point and HEDSouth works within any type of budget.

"For instance, there are standalone air purifiers you plug into an outlet; bulbs you can screw into light fixtures that do the circadian shift; and water filters on a shower head or under a sink in a kitchen to purify the water," he says. "There are products that are now being offered and marketed that can be refitted into a home at low price points." When starting to build a new home, he works closely with the architect and designers to implement the lighting system in the master bedroom or in all of the rooms.

"If somebody's building a new home, we take a look at the lighting plan, especially in the master bedroom, and we look at the placement of the lights," he says. "We also look at the natural light that comes into the room, and we write a prescription, so to speak, for where the lights should be placed. An office is different from a bedroom, which is different from a kitchen."

Lighting for example, is amber in the morning to mimic the sun coming up and then turns to white to energize you. "Then, through the day, that blue white light becomes stronger to keep you energized. After that, several hours before you go to bed, it starts shifting to the amber color, removing the blue light, so that you produce melatonin."

DARWIN also has a dawn simulation that works alongside the lighting system to provide the accurate temperature to represent your body's natural response.

"Based on your coordinates and what time you want to go to bed and what time you want to get up, DARWIN, like an alarm clock with dawn simulation, warms up the room," he says. "It slowly raises your blackout shades and brings the lights on with a color temperature."

For the water system, HEDSouth takes a sample of water, as it's different in every city on Earth, and then "prescribes" a water filtration system that provides the cleanest and greatest-tasting water for that individual property. Depending on the quality of water systems, it can cost up to \$60,000 to install. "There's a shoe to fit every customer," he says.

Since Covid-19, Vitrofsky has seen nearly triple the amount of inquiries per month as compared to last year and people are willing to spend more to stay healthy at home out of necessity.

"Everybody now is focusing on the health and wellness of their spaces," he says. "Understand that 90% of the time, we are indoors, whether it's at home, work, school or restaurants. We really need to focus on making that 90% as good as we possibly could make it." ■

Vitrofsky is on the forefront of providing the most innovative and advanced tech devices for both new builds and renovations that focus on delivering healthy air, water and light.



DISSOLVING THE BARRIERS BETWEEN YOU AND TECHNOLOGY

At HEDsouth, our goal is to unite people with modern technology and thereby enrich their lives. Technology for the home and office should respond to your desires and perform beyond your expectations. Our approach to home entertainment, wellness and automation systems is to make them as simple as they are cutting edge. Imagine having a touch screen remote control or smart device with settings that fit your preferences and lifestyle. These features are hallmarks of our music, video, wellness, lighting, shading, climate control and electronics design. We believe the perfect system is the one that offers endless enjoyment without effort. And it's all done with a commitment to quality that can only be found at HEDsouth.

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