

## **Cities, Communities and Homes: Is the Urban Future Livable?**

- **Paper / Proposal Title:**

Architecture and the Brain

- **Format:**

Written paper or verbal presentation

- **Author(s) Name:**

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- **University or Company Affiliation:**

RSK Architecture

- **Abstract (300 words):**

Neuroscience offers new perspectives on Architecture. It is still at the research stage but some say it is the future of Architecture. Knowing how our designs work on people's brain and influence their perception, physiological reactions, behavior and cognitive system seem to be essential for Architecture now and in the future.

Through different case studies and examples of cities such as Detroit, New-York, we will explore from a neuroscience's point of view some of the reasons that could have made them fail or succeed. Applying what we know on the brain's reaction to the built environment could help professionals deliver more suitable Urban solutions in the future.

Vegetation, light, shapes, spaces, colours, volumes have a direct influence on people. We will explore this influence through examples.

We will define, from human's instinctive needs and reactions, what we naturally and even biologically expect from our Cities, our Communities and our Homes. Beyond our way of life, taste and personality, our surrounding will trigger different feelings such as

fear, danger, anxiety, well being, stress, etc which will have a direct impact on the life of a city. These feelings can make a person change pathways, stop somewhere or run away from it, want to come back or not.

More than aesthetics, what makes a building work or fail? What makes visitors want to come in or not? What makes communities grow or leave? As designers or planners it is important to take into account the impact our design will have on people, on their feeling and their behavior.

We will discuss how urbanism and architecture can influence communities by researching their correlation with psychology and neuroscience.

The urban future is probably livable if our approach to it changes. Buildings and cities should be thought and created FOR humans, and every aspect of them, especially the one that controls them: their BRAIN.

**•Author(s) Biography (200 words each):**

After graduated from the University of Derby, England in Architectural Venue Design and Digital Innovations I returned to France. As early as the first years of studying I was struck by the very little consideration we gave to human beings in the architectural practice. I thought buildings should be built for humans and therefore humans should be in the center of our thoughts while designing them. At the end of my studies, eight years ago, I wrote a dissertation on: "The correlation between architecture and human psychology". Six years ago I opened my own architectural firm and have carried on researching on psychology and neurosciences applied to architecture, making extensive research and use of artificial lighting, colors, volumes and numerous different features.

By applying what I discovered to my work and projects I have noticed clear results in human perception, well-being, emotions, cognitive behavior, sales revenues (an average of 35% increase on my client's sales revenues in 2016).

In 2016 I was selected to do a presentation at the ANFA conference at the Salk Institute in San Diego US on "The use and perception of black in Architecture".

As well as architectural designer I also work as a speaker and a consultant.

•**Email contact details:**

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