Experiential Design – Rethinking relations between people, objects and environments

• Paper / Proposal Title:
The influence of greened facades on the perception of space

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• Abstract (300 words):
Buildings with green outer walls (façade greenery) are continuously gaining attention as they are expected to provide a wide range of ecosystem services as well as different cultural impacts related to image, identity and liveability of urban areas. The research focuses on perceptions of urban vertical green and addresses the question of (dis)appreciation of presence of vertical greenery in cities. It aims to answer the question what is the right amount of urban greenery in relation to the built elements in the eyes of users of urban environments. The emphasis is on visual sense, therefore the incidence of
these elements in diverse urban ambiences, perceived quality and attractiveness of space with and without vertical greenery is studied. The study as a whole combines two main research methods - a survey and an experiment on emotional stimuli brain response. In both cases the photo-shop-arranged images of real urban environments were used as a basic tool for investigation. The characteristics of space and of vertical greenery systems were manipulated on the images for various spatial situations. This paper focuses on the results of the first part of the research which aimed to identify public values on vertical green in urban open space and compare the results between two European countries - The Netherlands and Slovenia. The online structured questionnaire survey with 60 images was sent out in both countries and the responders were asked to provide their opinions on urban spaces with greened facades. There were two main target groups addressed - broader public and students of architecture. The results show that most citizens in both countries perceive vertical green as contribution to quality and pleasantness of urban ambiences.

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

Insert 200 biography here – Century Gothic Font only / Justified both sides

Jana Kozamernik is a landscape architect involved in urbanism, landscape planning, urban green and open spaces. She is employed as a part time researcher at the planning Institute of the Republic of Slovenia since 2018. She has worked on urban planning and landscape architecture design projects as a collaborator in different architectural and landscape architectural offices for more than a decade. As a co-author of competition projects in architecture, landscape architecture and urban design she received several rewards. She is a member of Chamber of Architecture and Spatial Planning of Slovenia. As a researcher she is working on national and EU research projects, both basic and applied. At the moment she is working on international project Vertical greening for liveable cities - co-create innovation for the breakthrough of an old concept (Urban Vertical Green 2.0, JPI Europe). She is involved in doctoral study at University of Ljubljana, Faculty of architecture.

Asst. Prof. Martin Rakusa is consultant neurologist, at the Department of Neurology, University Medical Centre Maribor, Slovenia. He is interested in higher cortical functions. At his work, he mostly treats patients with different types of dementia. Recently, he won national grant for studying changes in evoked potentials in patients with mild cognitive impairment and mild Alzheimer’s dementia. He is also co-chair of the Scientific Panel of Neurotraumatology at the European Academy of Neurology.

Dr. Matej Nikšič is an architect and urban designer. He works as a researcher at the Urban Planning Institute of the Republic of Slovenia (UIRS) in the fields of participatory planning, provision of urban public space, urban regeneration and renewal policies and data
crowdsourcing in urban planning. He is involved in a number of national and European basic and applied research projects. He is affiliated with the Faculty of Architecture at the University of Ljubljana as a lecturer of urban planning and design courses. In his work he finds challenges in translating the rich legacy of research projects into urban planning practice and promotes interdisciplinary approaches. He is the author of professional and scientific articles in Slovenian and international press. He is an urban activist too encouraging more sustainable behaviours in urban public spaces (Do the right mix - Vtroje initiative).