Experiential Design – Rethinking relations between people, objects and environments

• Paper / Proposal Title:
Fractal Wellbeing in Interior Design

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• Abstract (300 words):

Interior Designers are responsible for creating the environments that prompt experience and shape mood, engagement and preference. This responsibility calls into necessity an interdisciplinary collaboration that exposes designers to new ideas and approaches that enable them to place wellbeing at the heart of their making. This interdisciplinary positioning allows designers to marry the evidence-based results from psychology and science with a human oriented approach.

In recent years the environmental psychology theories of biophilia have been presented as a solution for what the WHO called the epidemic of the 21st century--stress. The biophilia hypothesis poses that when we are exposed to nature we feel better, and this wellbeing is proven to manifest both psychologically and physiologically as increase in visual interest, visual preference, and mood, as well as reduced heart rate and diastolic blood pressure, increasing alpha in the frontal lobes, and increasing beta in the parietal lobes.
One of the compelling reasons for our affinity to nature is found in the organization of nature. Nature organizes itself in patterns called fractal patterns. Mathematicians define fractals as patterns that repeat at multiple scales, and whose repetition is self-similar. Fractals in architecture and design is not a new topic. This type of patterning can be found in Indian Hindu temple design, pan-African urban design and in Islamic interiors. However, fractal patterning is absent from our modern styles and difficult to tease out in our contemporary styles. Through presenting case studies, challenges and guidelines, this paper will present the potential and possibility in leveraging fractal patterns in order to enhance the wellbeing of the users of interior spaces.

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

Noor Danielle Murteza is an MFA Candidate in the Design Department at The Ohio State University. She holds a BA in Interior Architecture and Design from The University of Sharjah in the United Arab Emirates. Her research, which has both theoretical and practical implications, explores biophilic design in intersection with fractal patterning and ornamentation, in an effort to increase wellbeing in built environments.