

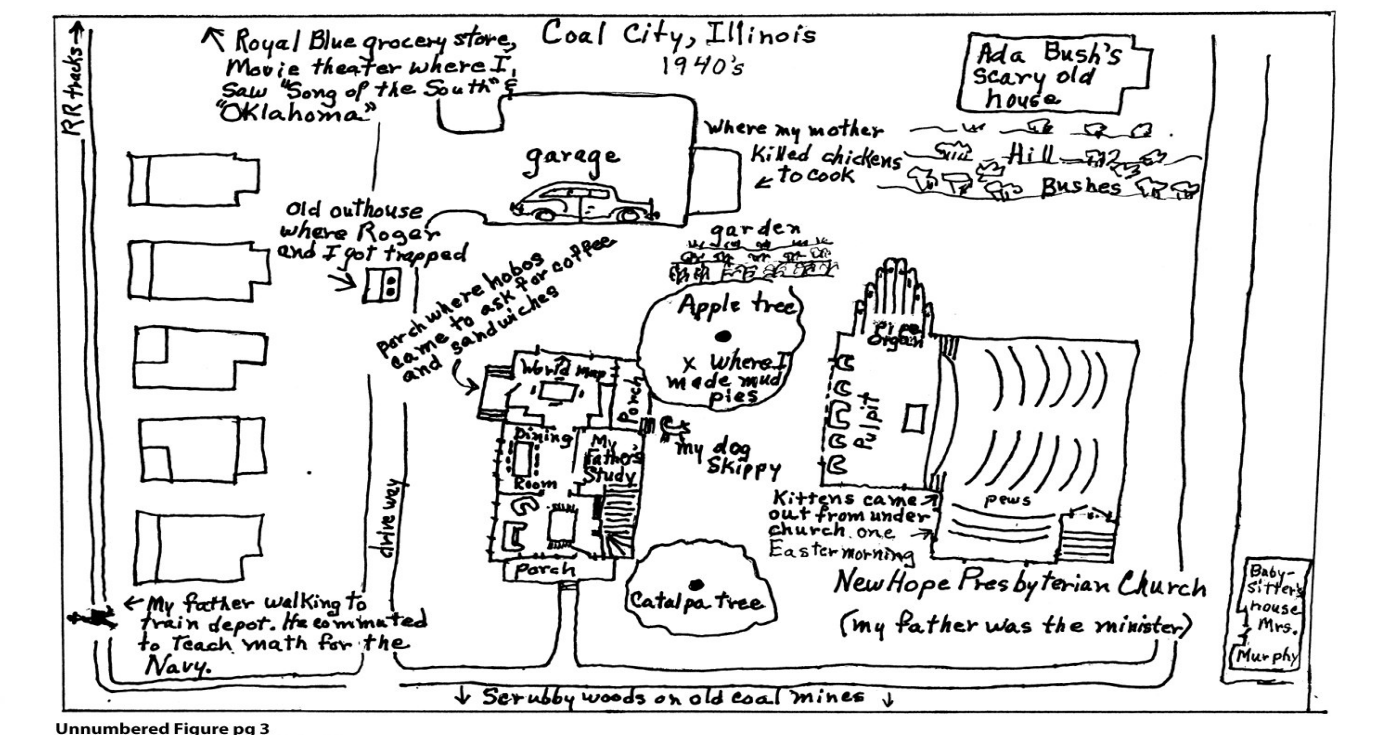


# SENSORY AND INTELLIGIBLE PRINCIPLES IN THE DESIGN PROCESS

## Benefits of Implementation

- Allows for a more **interactive** user experience
- Makes places more **memorable**
- Can **influence** mood and behavior
- Ability to create **dynamic** visual aesthetics
- Can create **safer** spaces

## Mental Map



## Interpretations of Senses

### Touch



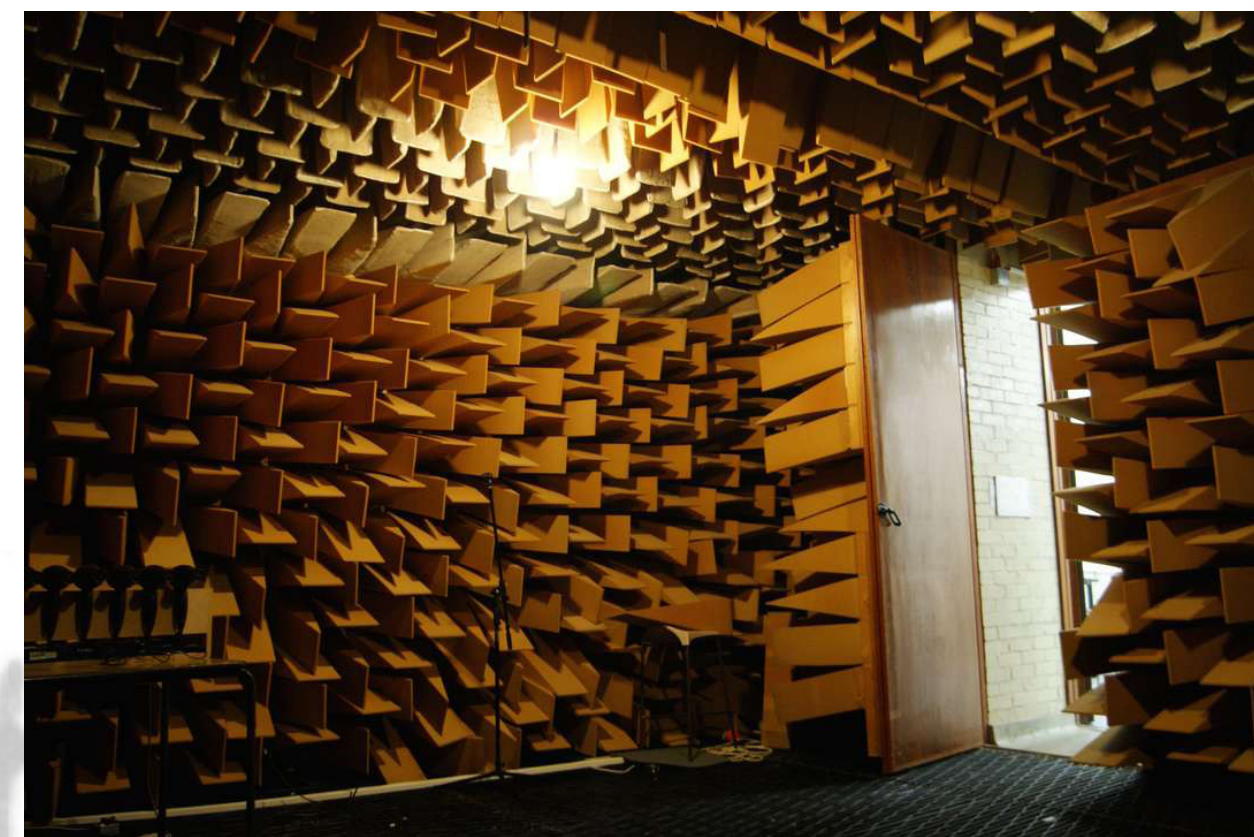
- Hazelwood School, Glasgow
- Designed for children who are both blind and deaf
  - Meandering plan allows children to walk through school in a linear pattern
  - Fosters independence and aides orientation

### Sight



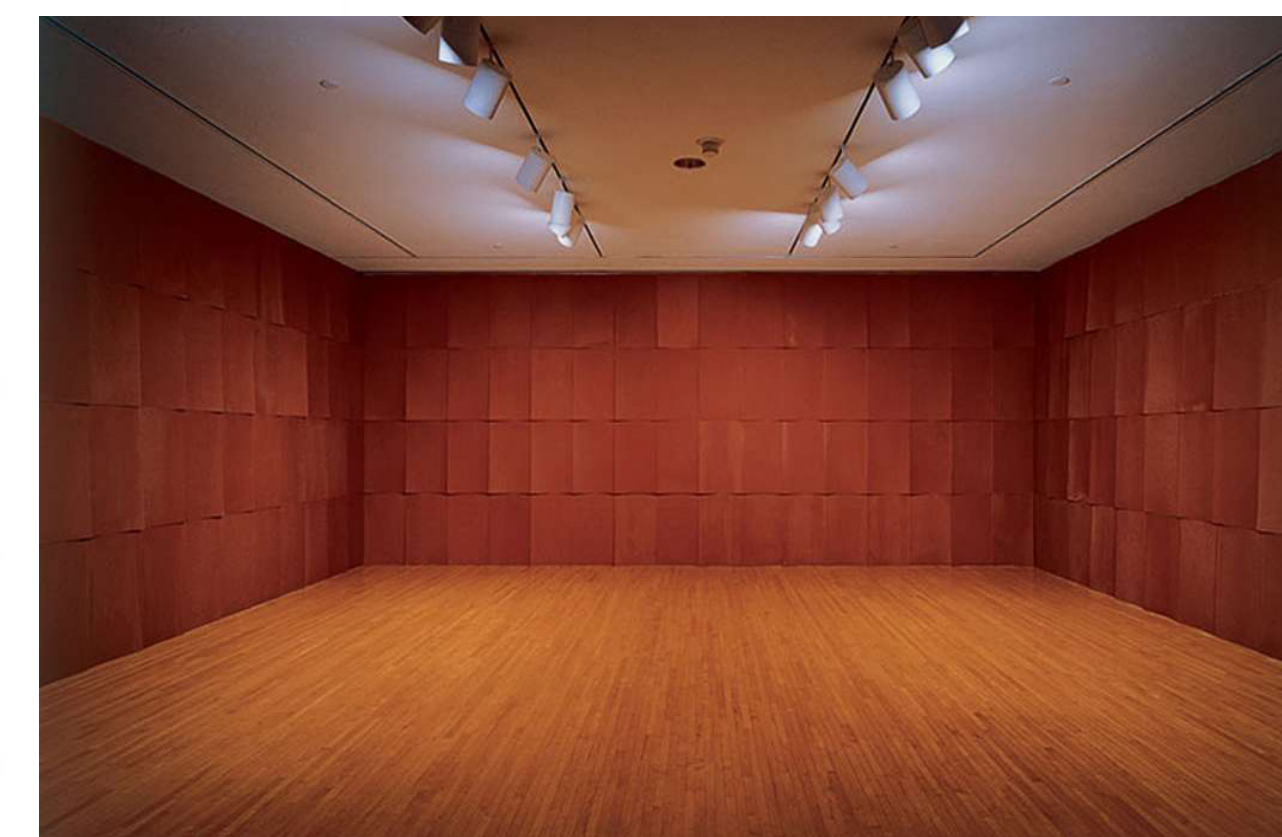
- Backside Of The Moon, Naoshima
- Sensory deprivation
  - A pitch-black space that renders you blind
  - Space is designed in gray-scale, so it becomes more coherent when eyes adjust

### Sound



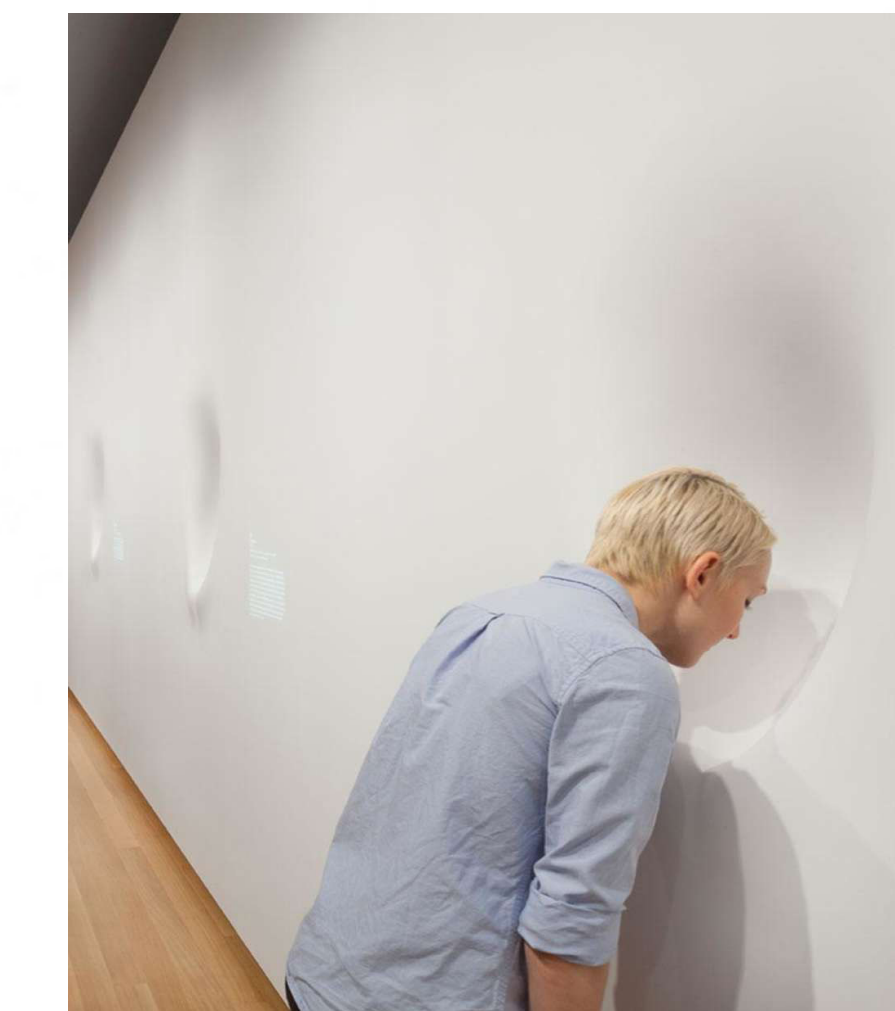
- Anechoic Chamber, London
- A room designed to harness total silence
  - Users become hyper-aware of bodies and their relation in space
  - Able to hear the movement of blood in the head, heart beats, etc.

### Taste



- Chocolate Room, American Pavilion, Venice
- Silk-screen printing of 360 sheets with Nestlé chocolate
  - Reminds viewers that too much of anything is bad

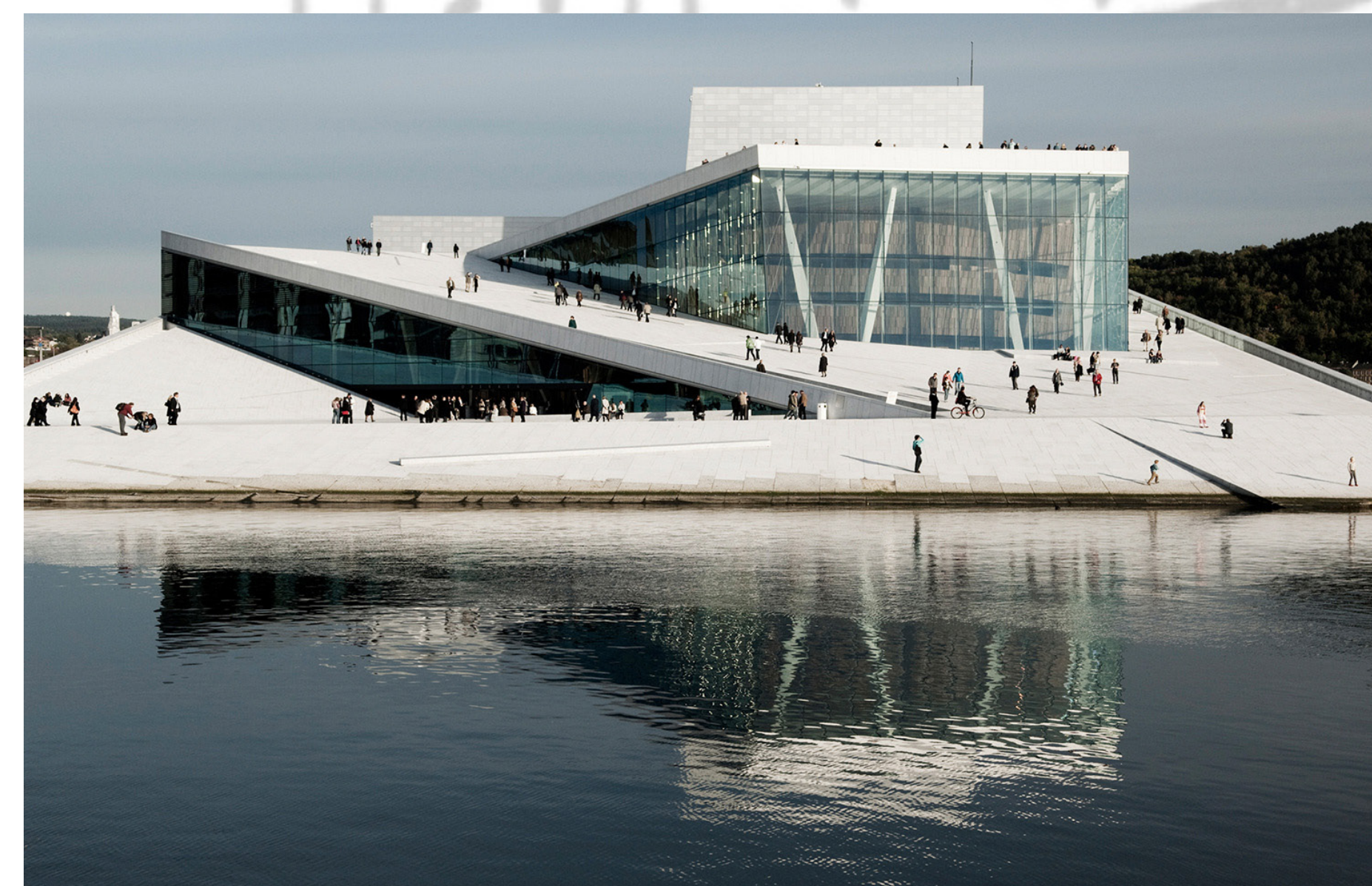
### Smell



- The Art of Scent, M.A.D., NYC
- Exhibition that utilizes fragrance as an artistic medium
  - Works to evoke memories and affect thought patterns of visitors.

## Examples In the Design Professions

### Architecture



- Oslo Opera House, Norway
- Highly interactive hardscape allows users to walk on and through the project
  - Designed with skateboarding in mind

### Landscape Architecture



- Geocoustic Terrain, Wales
- Harnesses weather to make music
  - Amplifies and redirects the ambient air movements, coaxing out a tone

### Planning



- Traffic Calming, Minneapolis
- Used to increase safety of pedestrians
  - Utilizes intriguing patterns and colors as well as different materials to slow vehicular speed