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Provider

A Color Guild Member Exclusive Presentation

Forecasting EXTERIOR Trends: Design's Role in Restoring Global Health

April 20, 2023 Webinar HSW CEU 1:00 pm Eastern / 10:00 am Pacific

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Course Description:

Architecture sits at the intersection of human and outcome, driving behavior, unconsciously. Color is the most impactful design feature. Done well, design uplifts and encourages health and well-being. Defaulted environments lead to physiological stress, driving the body into dissociation, disease, death, crime, dystopia and global unrest.

Using leading edge research, this thought-provoking course identifies not only the current neuroscience indicating the physiological response to design cues but does so incorporating significant global trends in color and design going forward.

This presentation exposes the neuroscience, neuroarchitecture, neuromarketing and even what Disney knows, providing insights into the human unconscious physiological response and reactions to color, form and space. Learn how the colors, shapes, environments and current global trends are driving behavior and which changes are important to restore global health and well-being.

Learning Objectives:

Participants will:

1. Learn how humans perceive and experience of space as it drives behavior
2. Learn insights from neuroscience into the mind's unconscious reactions to form, color, structure and space
3. Understand important human physiological response to design
4. Identify exterior cues that confound or lead to health and wellbeing outcomes
5. Examine how buildings influence people emotionally
6. Identify major trends going forward
7. Learn color & design's role in creating health and well-being, for individuals, communities, countries and planet.