



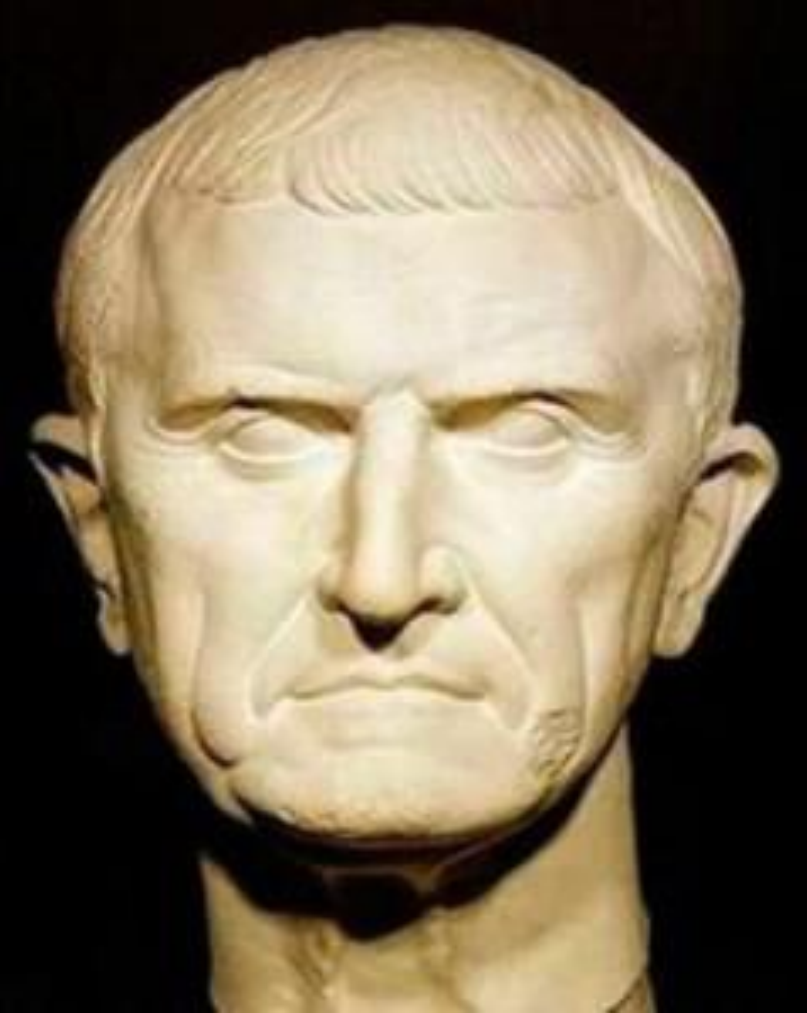
**GLOBAL WELLNESS
SUMMIT 2018**
OCTOBER 6-8 | TECHNOGYM | CESENA, ITALY

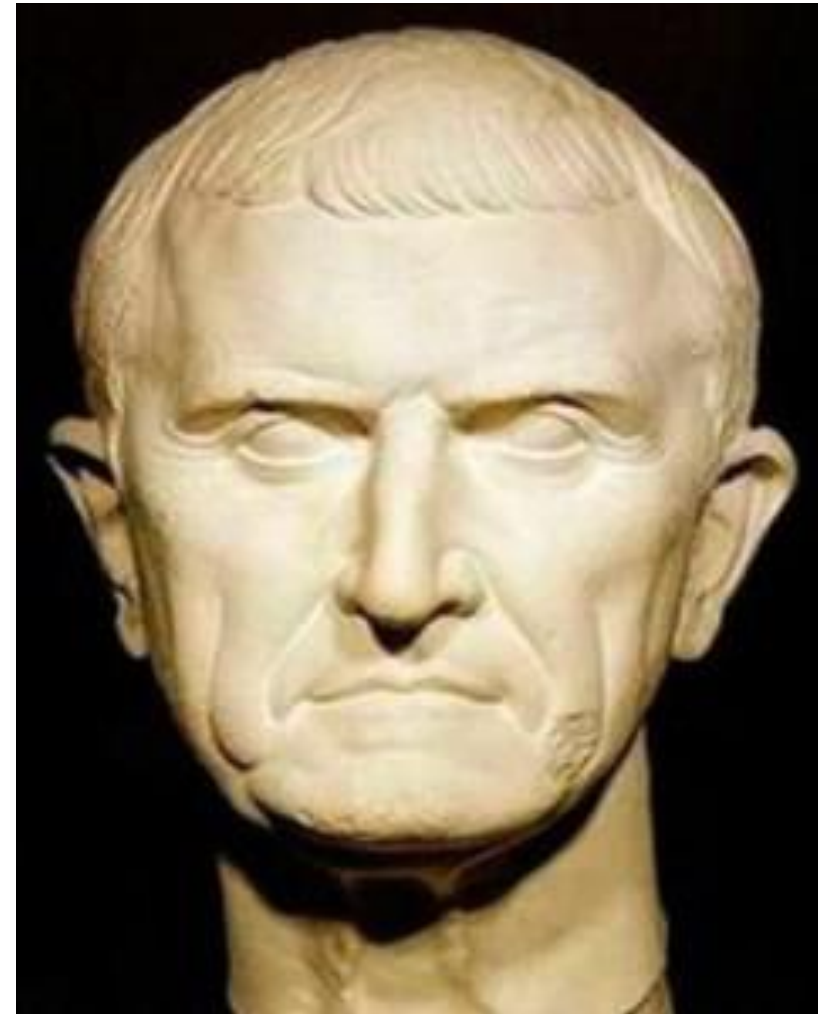
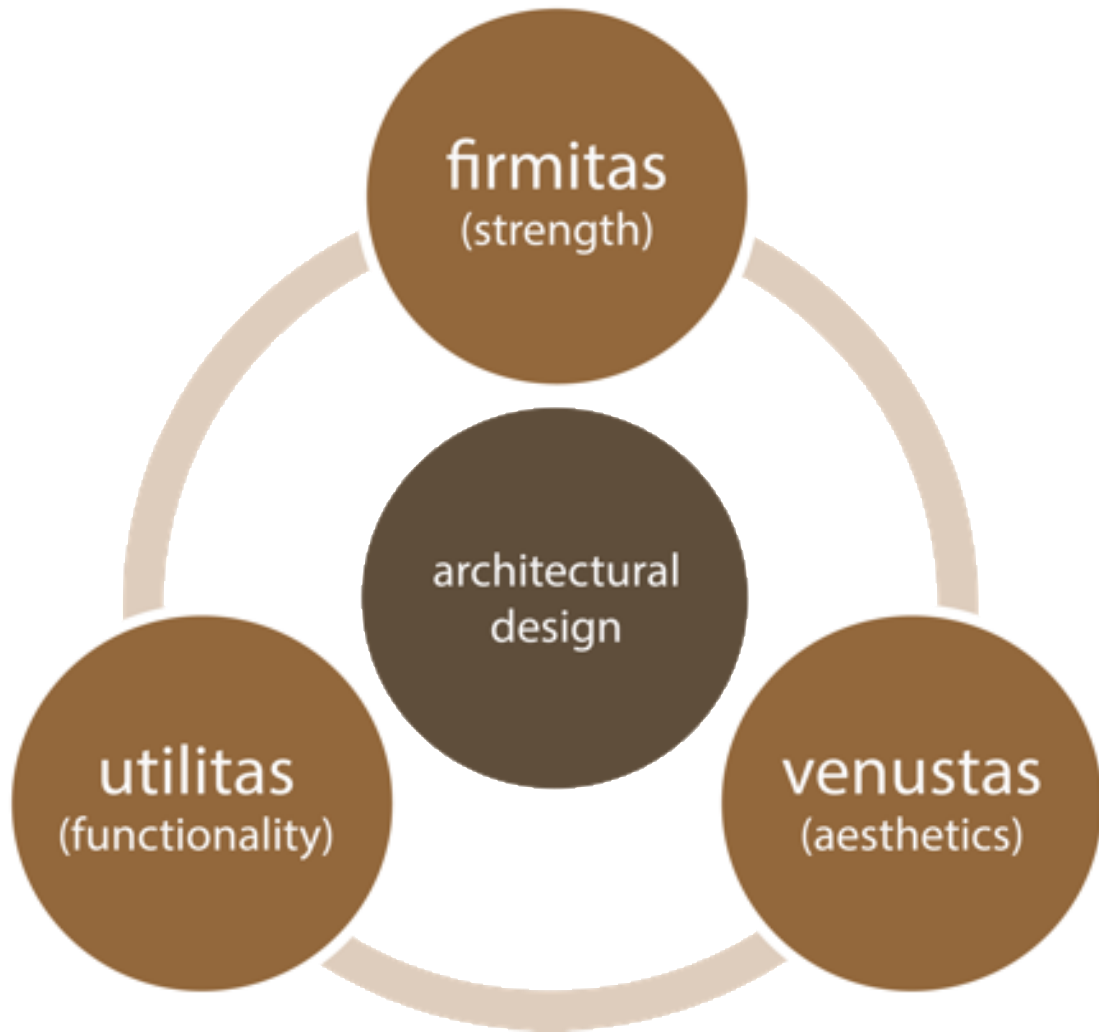
Buildings, Beauty, and the Brain:

A Neuroscience of Architectural Experience

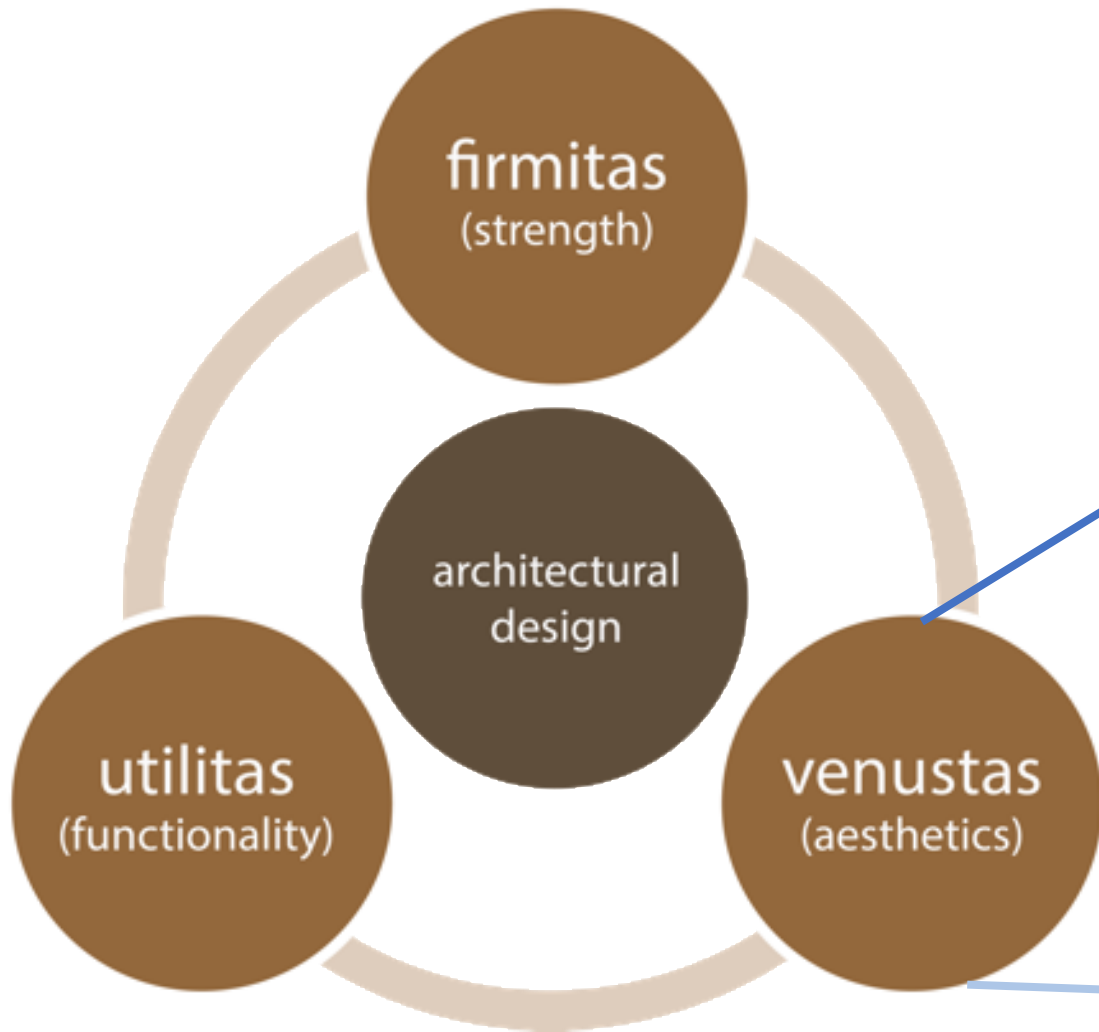
Dr. Anjan Chatterjee, Professor, University of Pennsylvania, US



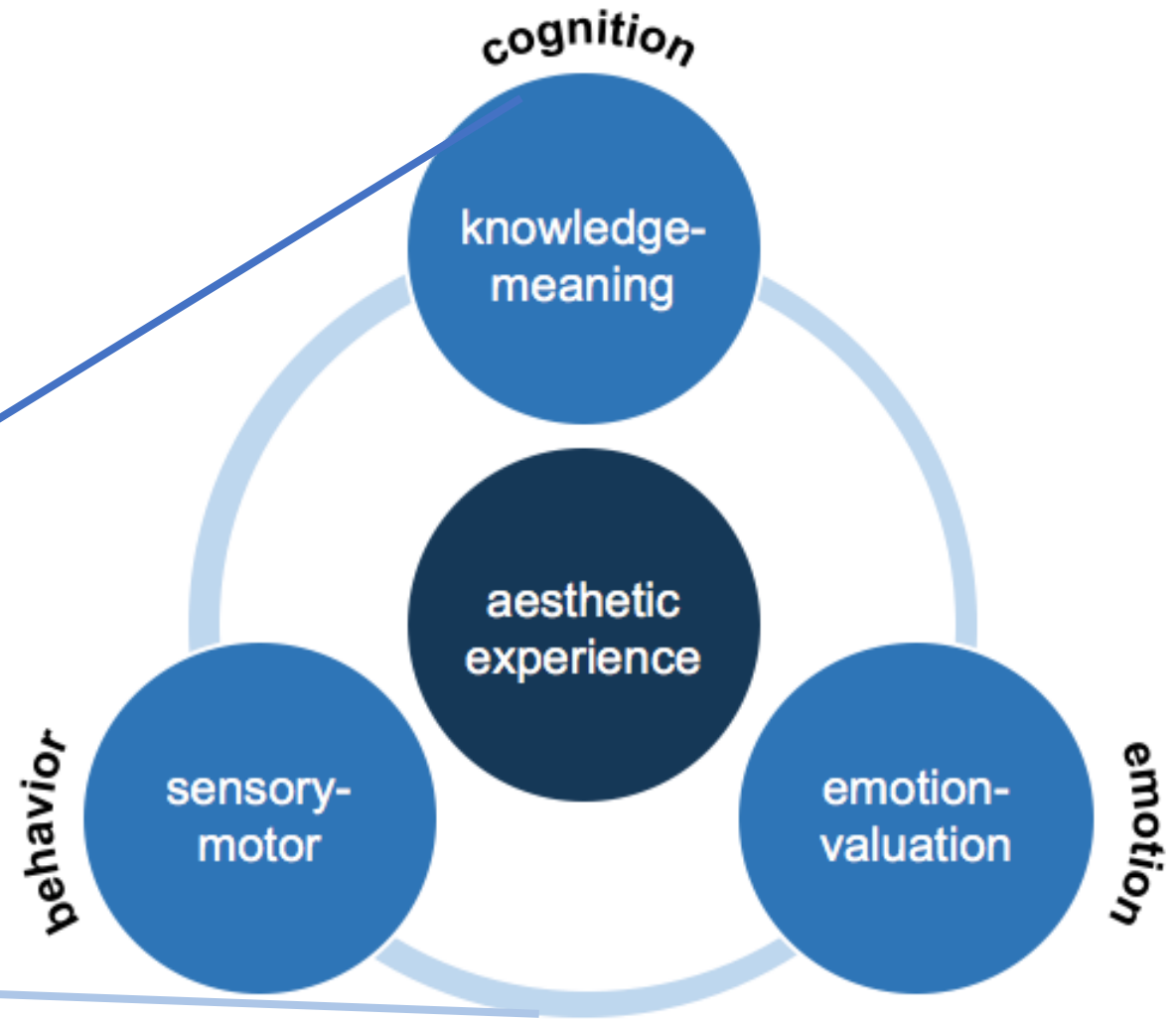




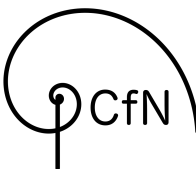
Vitruvius 1st Century BCE



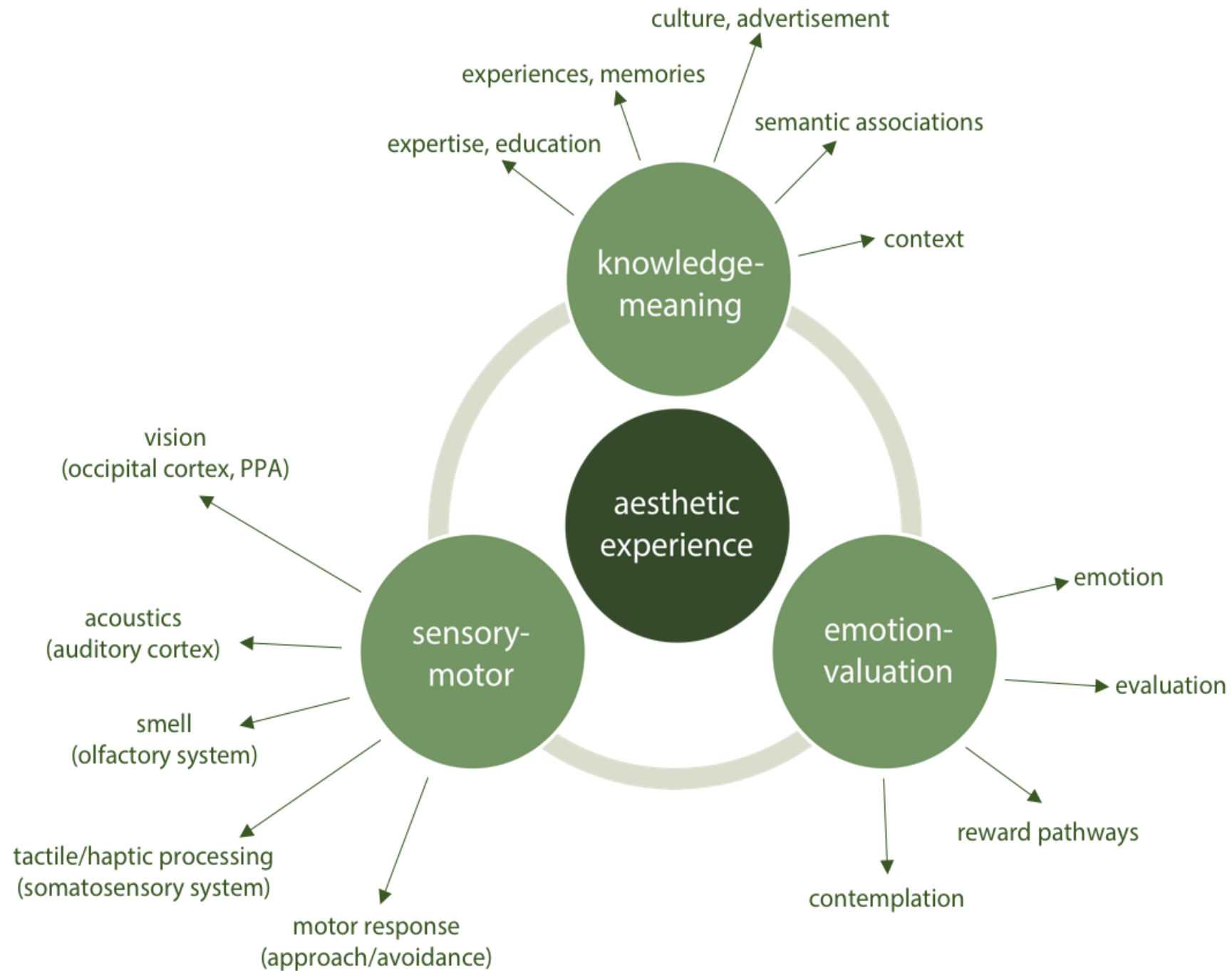
Vitruvius 1st Century BCE



Chatterjee, Vartanian. TiCS. 2014











low

high

closed



square

open



round



square



round

low

high

closed



square



round



square

open



round

Psychological dimensions measured (16)

complexity

personalness

order

interest

naturalness

modernity

beauty

valence

stimulation

hominess

vitality

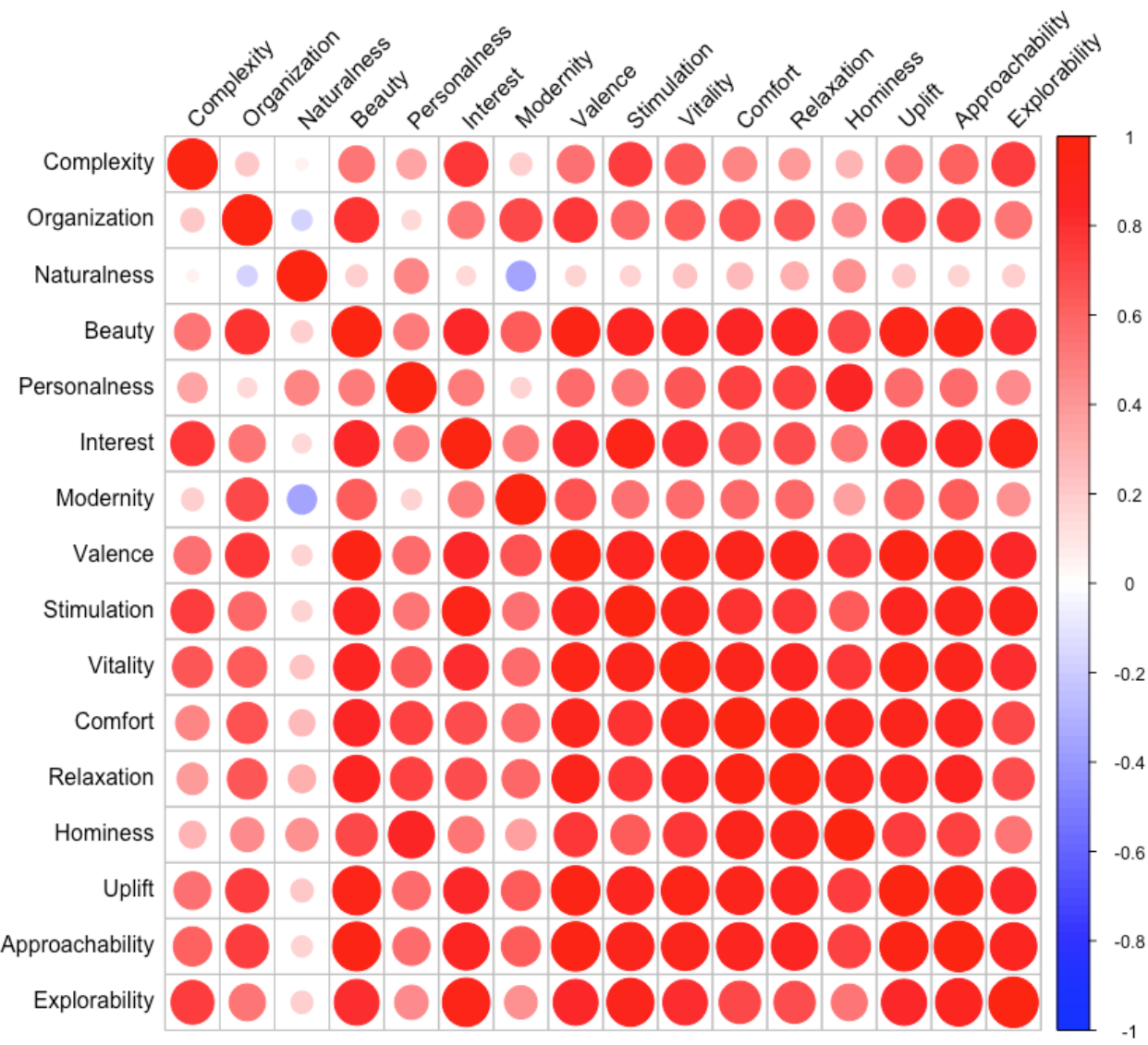
uplift

comfort

approachability

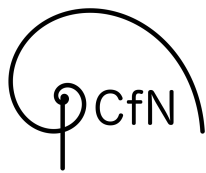
relaxation

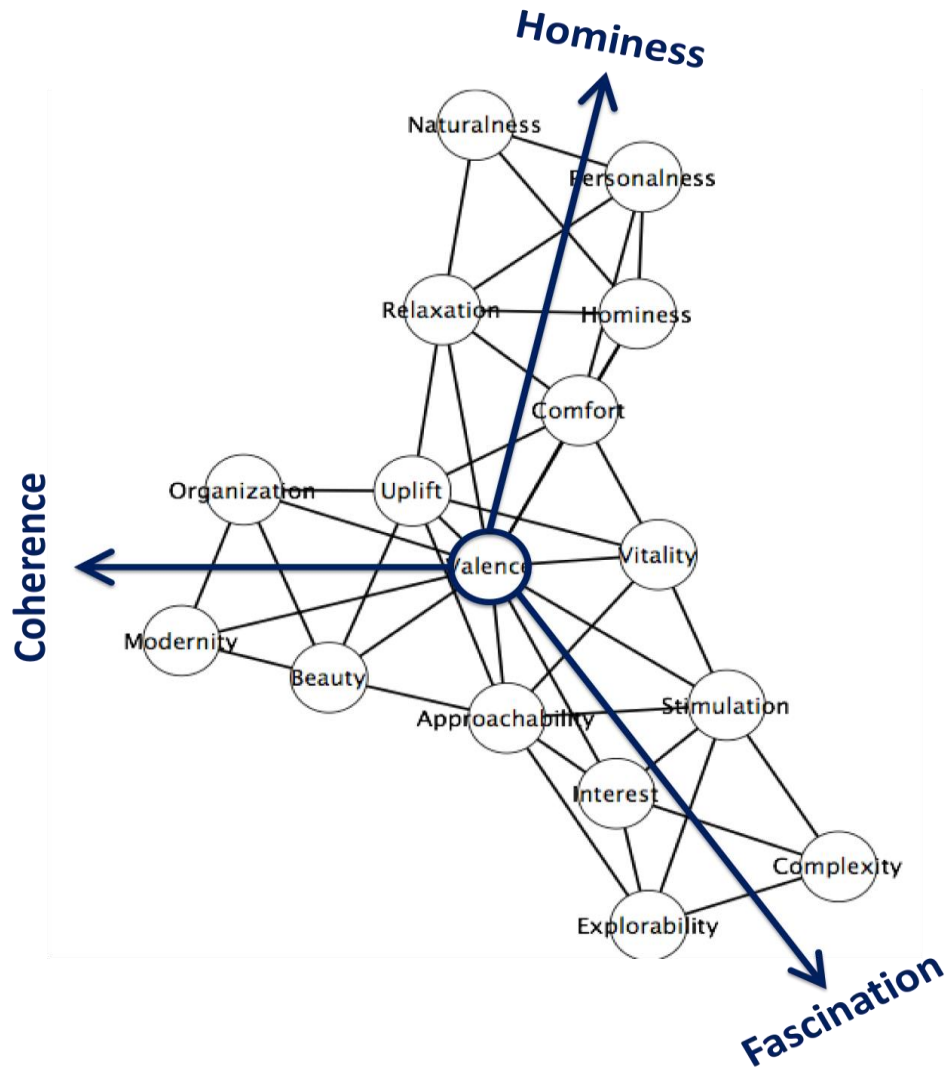
explorability



Psychological dimensions measured (16)

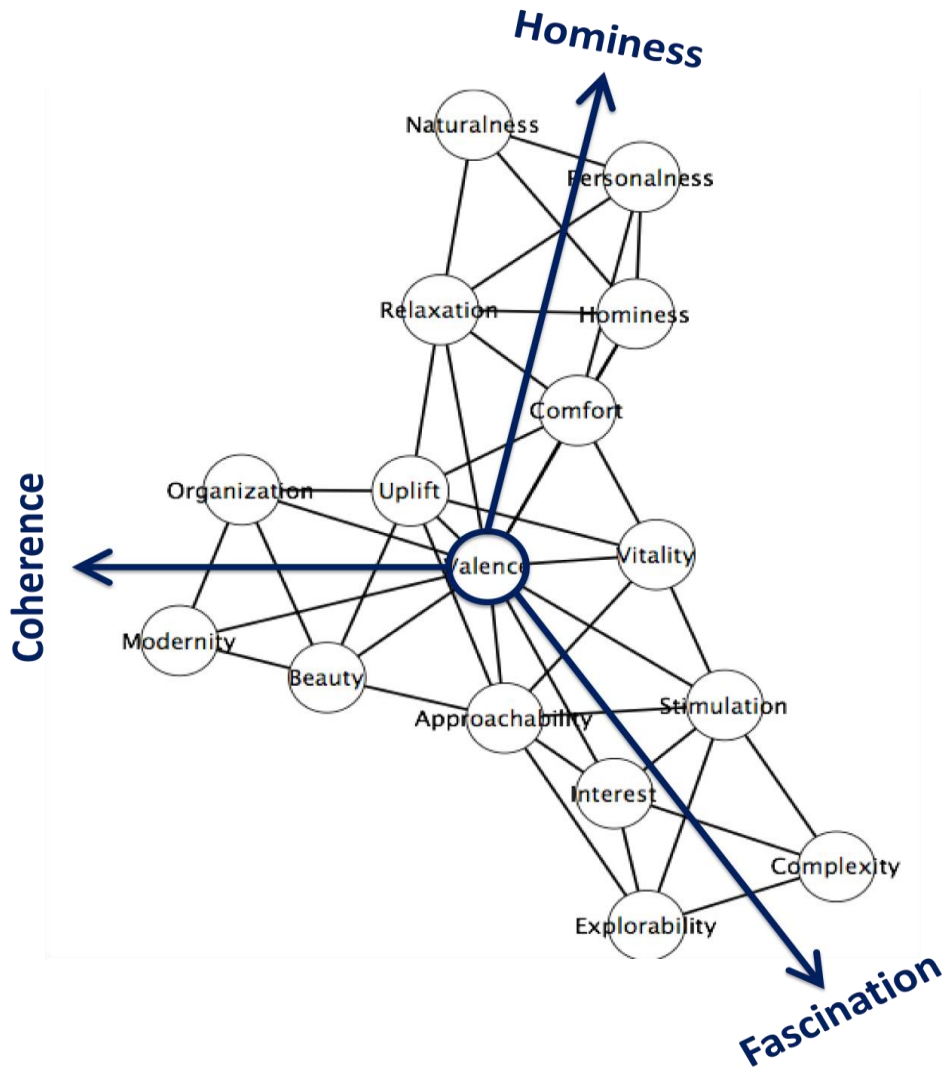
- complexity
- order
- naturalness
- beauty
- stimulation
- vitality
- comfort
- relaxation
- personalness
- interest
- modernity
- valence
- hominess
- uplift
- approachability
- explorability



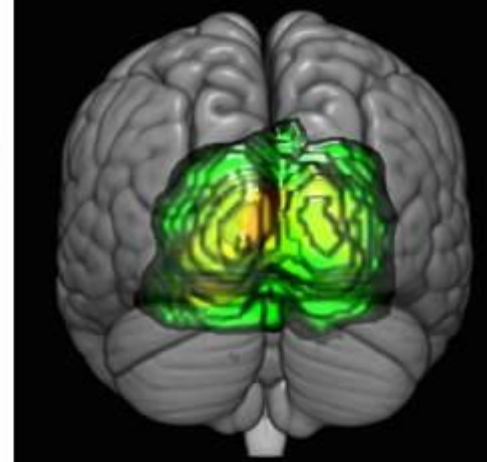
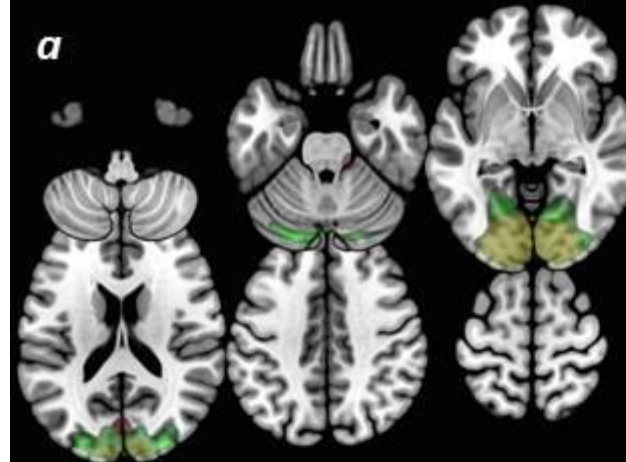
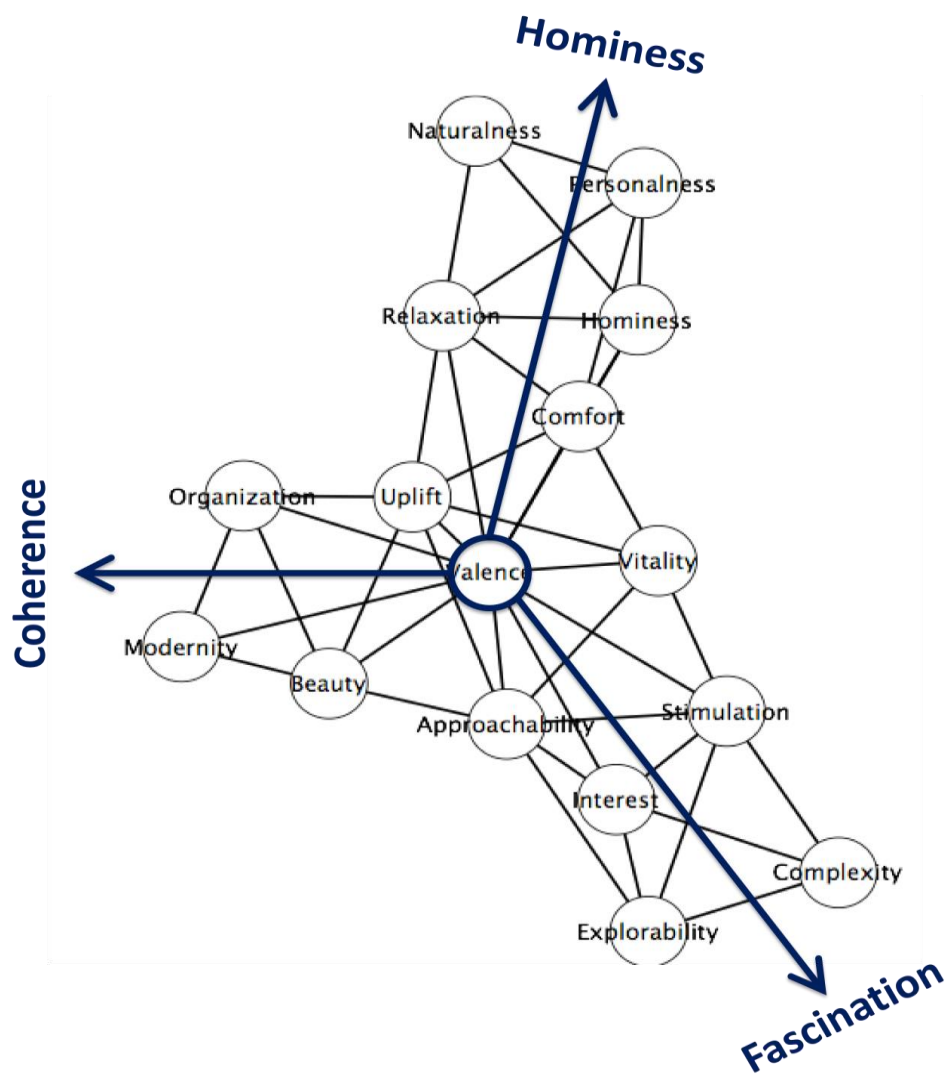


Psychological dimensions measured (16)

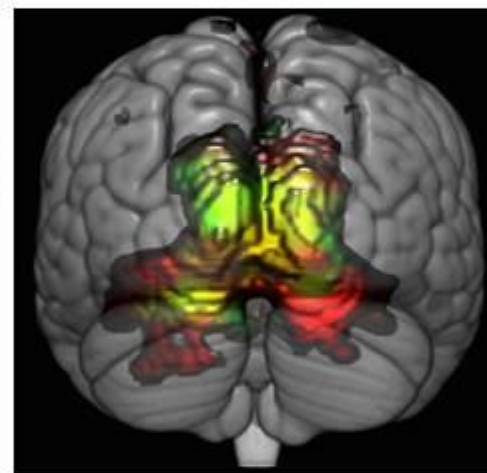
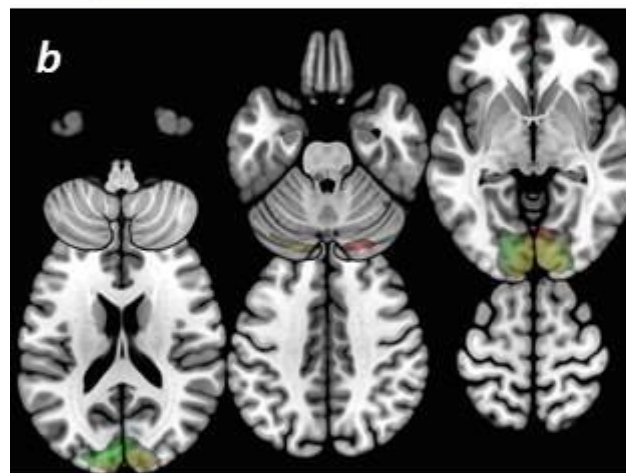
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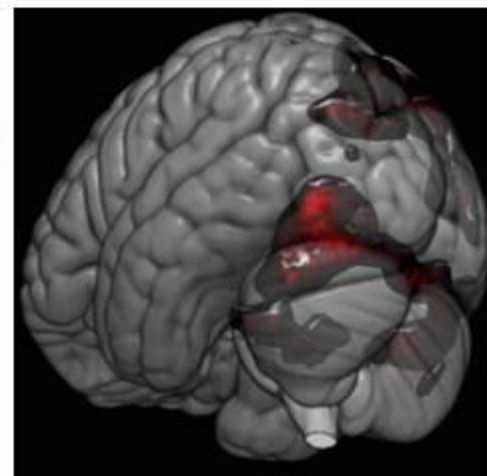
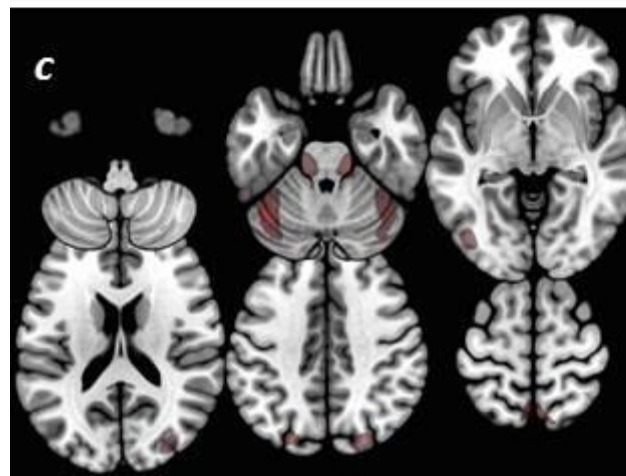
	PC1 (Coherence)	PC2 (Hominess)	PC3 (Fascination)
Complexity	-0.08	-0.06	1.02
Organization	1.04	-0.19	-0.12
Naturalness	-0.31	0.90	-0.04
Beauty	0.76	0.19	0.24
Personalness	0.10	0.83	0.11
Interest	0.37	0.08	0.71
Valence	0.74	0.22	0.26
Hominess	0.49	0.73	-0.09
Approachability	0.69	0.21	0.34
Eigenvalue	3.57	2.39	2.16
Variance Explained	40%	27%	24%
Total Variance	40%	66%	90%



fascination



hominess



coherence

