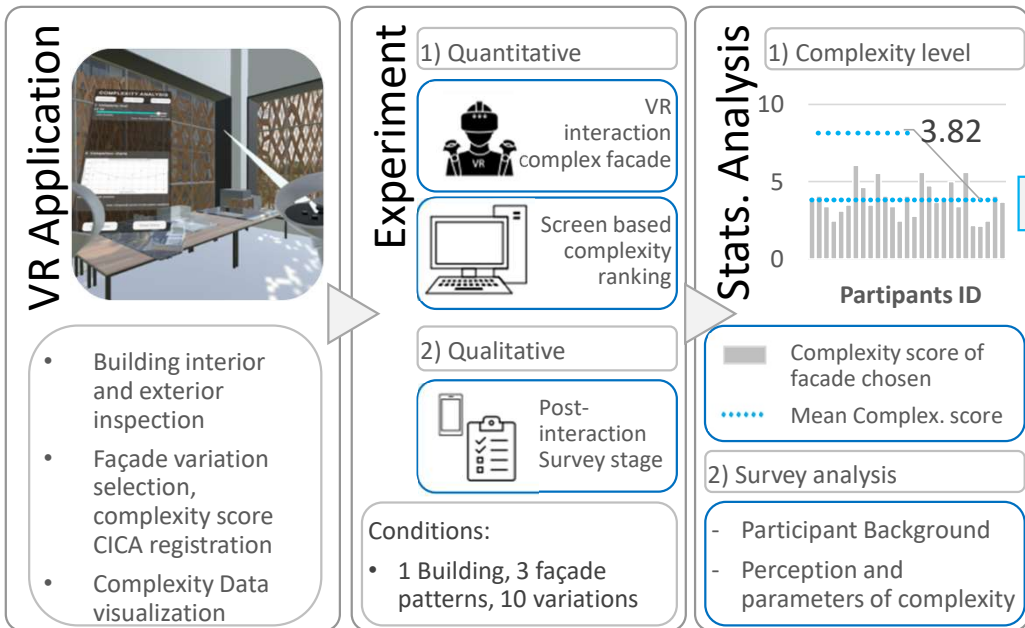
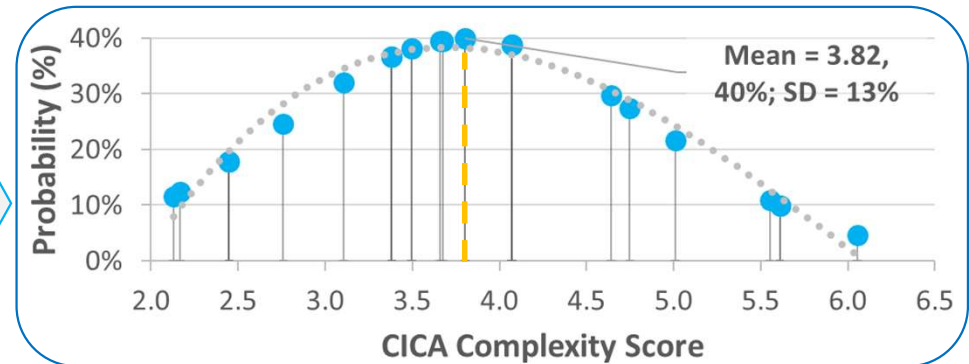


# "What is the user response to complex facades created with digital fabrication, measured through virtual reality, and how does it inform future construction trends?"



## Experiment Design



## CONCLUSION:

The Computational Image Complexity Analysis (CICA) applied to a data base of historical buildings uncovers a cyclical preference between complex and simple architectural styles, hinting at the emergence of a new era favoring complexity. In a VR experiment, participant choices facing façade variations, influenced by different degrees of complexity resulted in an average complexity score of 3.82 (on a scale of 1 to 10) by CICA. These findings align with the historical analysis, affirming the trend towards contemporary architecture embracing complexity.