

Says

What have we heard them say?
What can we imagine them saying?

Thinks
What are their wants, needs, hopes, and dreams?

Aspects of development form.
The urban design objectives are by themselves abstract.

Urban design addresses how people perceive and use their environment

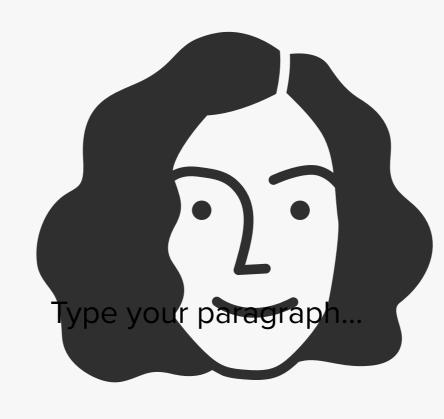
What other thoughts might influence their behavior?

The most memorable public spaces are experience-driven and evoke emotion – through sound, light, colour, texture and scent

The premise is that building types, urban blocks, streets and public open spaces form the key elements

We create the environments that people meet directly, the materials, the furniture, the way a space is planned and so on=

We all have
different
experiences
when we are
inside a building,
inside an interior



Urban area Interiors

Short summary of the persona

a place where public and private spaces are clearly distinguished: to promote the continuity of street frontages and the enclosure of space

The article discusses
the spaces beyond
the physical square in
terms of urban design
and the psychological
aspect of human
behavior.

We spend 80–90% of our lives indoors. Interior Elements affecting behaviour: Forms, Light, Colors, Furniture, Sounds, etc

creating a soothing
and serene yet
gorgeously
decorated home
featuring a lived-in
sense of charm for
everyday life.

As more of us flock to urban living, city designers are rethinking buildings' influence on our

moods in an era of

"neuro-architecture

The idea that buildings and spaces we live and work in influence our feelings and behaviours is not a new concept.

Does

What behavior have we observed? What can we imagine them doing?





What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Having a softer, more

comfortable look than

industrial design styles,

urban design embraces

loft environments as its

foundation.

warehouse conversions and

