



# ANALYSING HUMAN EMOTIONAL RESPONSES TO BUILDING AND SPACE DESIGN

## HOW CAN WE DESIGN PLACES THAT WILL ENGENDER HAPPINESS AND ENJOYMENT?

At Chetwoods we have been using the latest technology to analyse even the smallest facial movements to recognise, interpret, process, and simulate human affects and emotional responses.

Across our schemes we have been utilising this technology to measure human emotional responses to buildings and developing best practices for designing happiness into places and spaces.

This research has been applied to different projects across every property sector, including a library space in a primary school.

For this analysis on the school library we created different virtual designs. This included adding more colour, enhancing natural light levels,

introducing plants to increase biophilia and using patterns and textures reminiscent of nature.

### ABOUT CHETWOODS

Chetwoods is an award-winning architecture practice.

We deliver buildings that are clever, beautiful and enjoyable. Our approach is to combine exceptional design with ethical and environmental considerations to create new, sustainable spaces in which people can thrive. We also champion the digital delivery of projects to reduce costs and provide the best results for our clients.

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