

Unlock the Power of Place Advantage: Applied Psychology for Interior Architecture



Place Advantage: Applied Psychology for Interior Architecture by Sally Augustin

★★★★☆ 4 out of 5

Language : English



File size	: 10647 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Print length	: 329 pages
Lending	: Enabled



About the Book

In 'Place Advantage: Applied Psychology for Interior Architecture', renowned interior architect and psychologist Dr. Sally Augustin unveils the profound impact that interior environments have on human behavior. Drawing upon decades of research and real-world experience, she provides a comprehensive framework for understanding the psychological principles that shape our interactions with built spaces.

This captivating guide delves into the intricate interplay between human needs, environmental factors, and spatial design. It explores the ways in which physical elements such as lighting, acoustics, scale, and materiality influence our perceptions, emotions, and behaviors. By understanding these connections, interior architects can harness the power of place to create environments that foster well-being, support productivity, and promote engagement.

Key Features

- **Scientifically grounded:** Backed by extensive research and empirical evidence, the principles presented in 'Place Advantage' are rooted in rigorous scientific inquiry.

- **Practical guidance:** The book provides practical tools and techniques for applying psychological principles to interior design projects, empowering architects to create spaces that have a positive impact on their users.
- **Case studies and examples:** Throughout the book, Dr. Augustin shares real-world case studies and examples that illustrate how place advantage principles can be effectively implemented in a variety of settings, including healthcare facilities, workplaces, educational institutions, and residential environments.
- **Interdisciplinary approach:** 'Place Advantage' bridges the gap between interior architecture and psychology, offering a unique and interdisciplinary perspective on the design of built environments.

Benefits of Place Advantage

By harnessing the power of place advantage, interior architects can create spaces that:

- Enhance well-being and reduce stress
- Improve productivity and innovation
- Foster social interaction and collaboration
- Support learning and knowledge sharing
- Create a sense of belonging and identity

Who Should Read This Book?

'Place Advantage: Applied Psychology for Interior Architecture' is an essential resource for:

- Interior architects
- Architects and designers
- Facility managers
- Space planners
- Environmental psychologists
- Healthcare professionals
- Educators and researchers

About the Author

Dr. Sally Augustin is a leading expert in the field of place advantage. With over 25 years of experience as an interior architect and psychologist, she has dedicated her career to understanding the psychological impact of built environments. Dr. Augustin is the founder and CEO of Envirosell, a consulting firm specializing in the application of psychology to design. She is also an adjunct professor at the University of California, Berkeley, and the author of numerous articles and books on place advantage.

Free Download Your Copy Today!

Unlock the transformative power of place advantage and create interiors that truly enhance human lives. Free Download your copy of 'Place Advantage: Applied Psychology for Interior Architecture' today and discover the secrets to designing spaces that foster well-being, productivity, and engagement.

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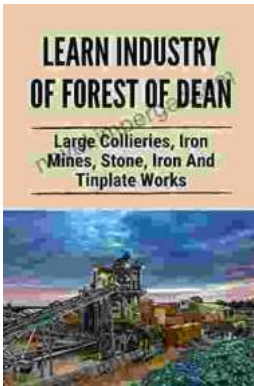


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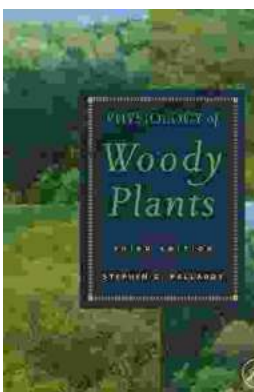
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