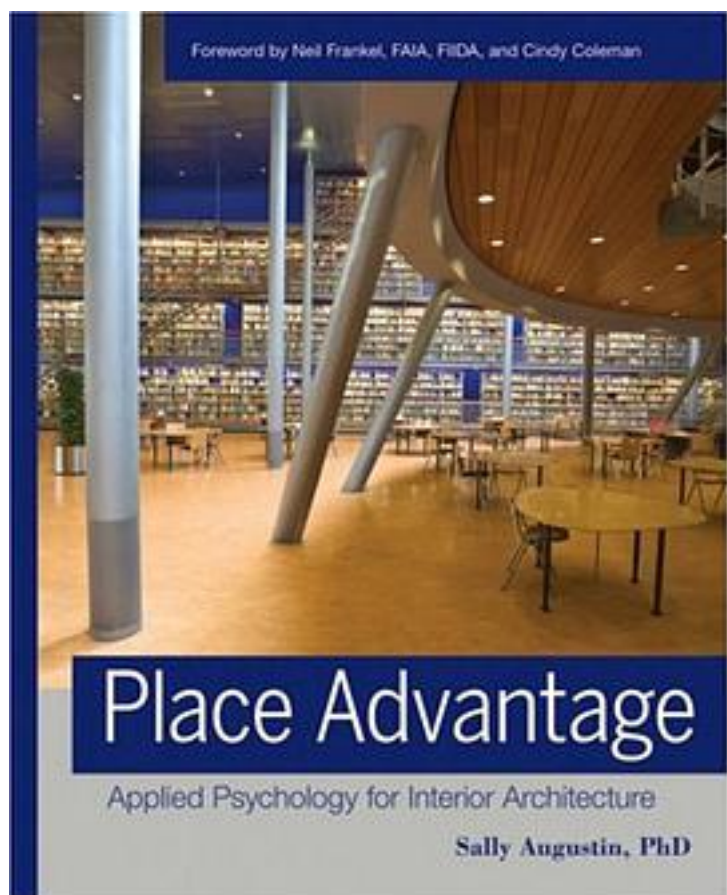


Place Advantage



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Using psychology to develop spaces that enrich human experience Place design matters. Everyone perceives the world around them in a slightly different way, but there are fundamental laws that describe how people experience their physical environments. Place science principles can be applied in homes, schools, stores,

restaurants, workplaces, healthcare facilities, and the other spaces people inhabit. This guide to person-centered place design shows architects, landscape architects, interior designers, and other interested individuals how to develop spaces that enrich human experience using concepts derived from rigorous qualitative and quantitative research. In Place Advantage: Applied Psychology for Interior Architecture, applied environmental psychologist Sally Augustin offers design practitioners accessible environmental psychological insights into how elements of the physical environment influence human attitudes and behaviors. She introduces the general principles of place science and shows how factors such as colors, scents, textures, and the spatial composition of a room, as well as personality and cultural identity, impact the experience of a place. These principles are applied to multiple building types, including residences, workplaces, healthcare facilities, schools, and retail spaces. Building a bridge between research and design practice, Place Advantage gives people designing and using spaces the evidence-based information and psychological insight to create environments that encourage people to work effectively, learn better, get healthy, and enjoy life.

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