



# Designing to Cultivate Creativity

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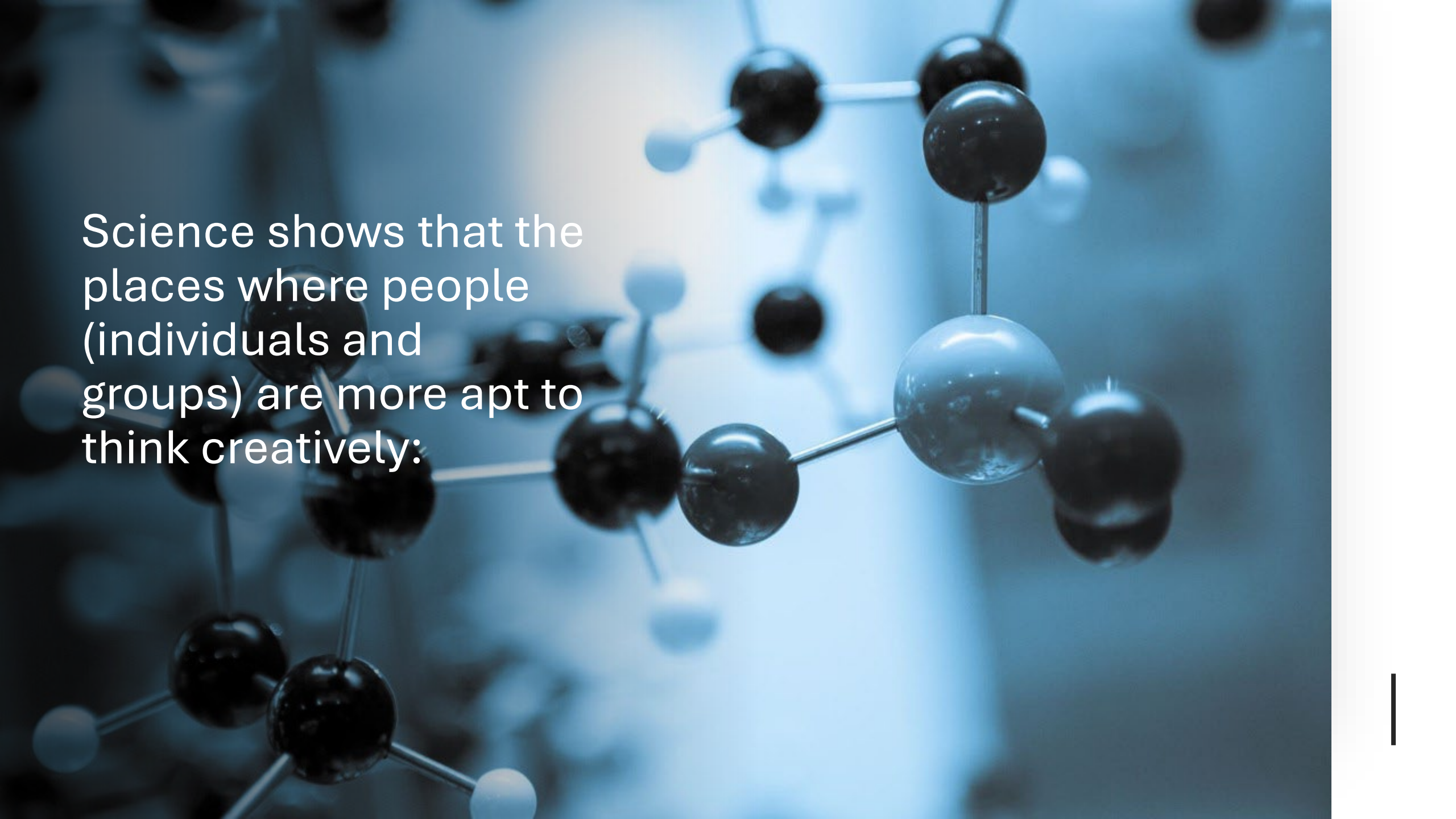
Principal, Design With Science

Editor, *Research Design Connections*





# Overview of Session



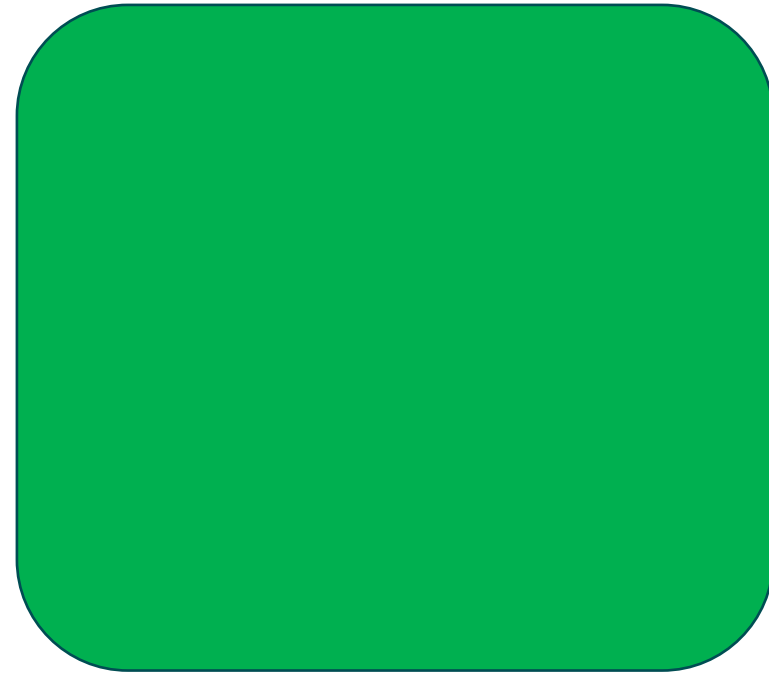
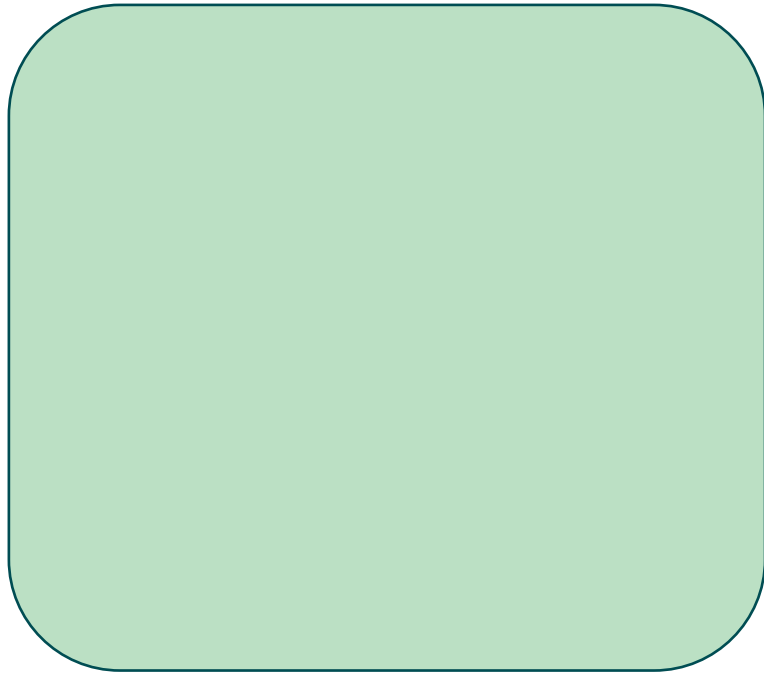
Science shows that the places where people (individuals and groups) are more apt to think creatively:



Feature the color  
green.

Use colors that are less saturated and relatively light.

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Are not  
cluttered.





A photograph of a field of tall grasses at sunset. The sun is low on the horizon, creating a warm, golden light that illuminates the scene. The grasses in the foreground are in sharp focus, with some showing a soft glow from the light. In the background, there are silhouettes of mountains and a body of water. The overall mood is peaceful and serene.

Are suffused with  
natural light.




Supply warmer,  
slightly dimmer light.



Don't scrimp on the curves (in 2- and 3-D) .



A close-up photograph of a wood surface showing a complex, wavy grain pattern. The colors range from dark brown on the left to light tan and beige on the right, with various shades of brown and grey in between. The grain lines are curved and irregular, creating a textured, organic appearance. There are some small, dark spots and a thin crack visible on the right side.

Are biophilicly  
designed.

Showcase a few in-space green leafy plants.




Bring nature views  
(live or in art, still or  
moving) front and  
center.



Build in art (not tested).

Sound good (like a meadow on a lovely Spring day).





Smell right (like  
cinnamon vanilla,  
not tested).

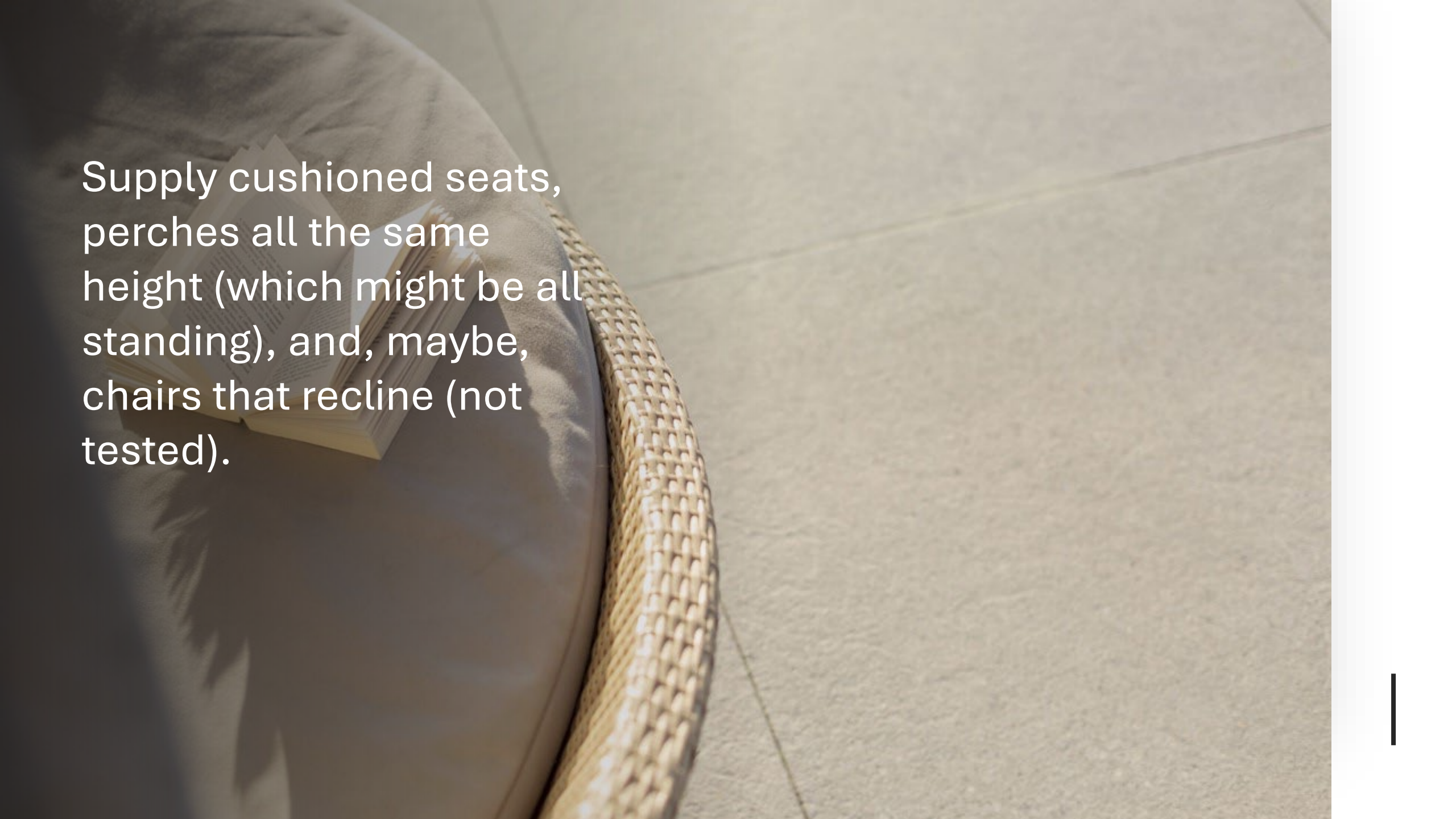


Ventilate from the right direction (wind in user's face, not tested).



Cut out the  
distractions: audio,  
visual, and otherwise.



A close-up photograph of a light-colored, woven chair seat. The seat is covered with a light-colored, textured fabric cushion. A stack of papers or a book is resting on the cushion. The background is a light-colored, textured surface, possibly a wall or a large piece of paper. The lighting is soft and even.

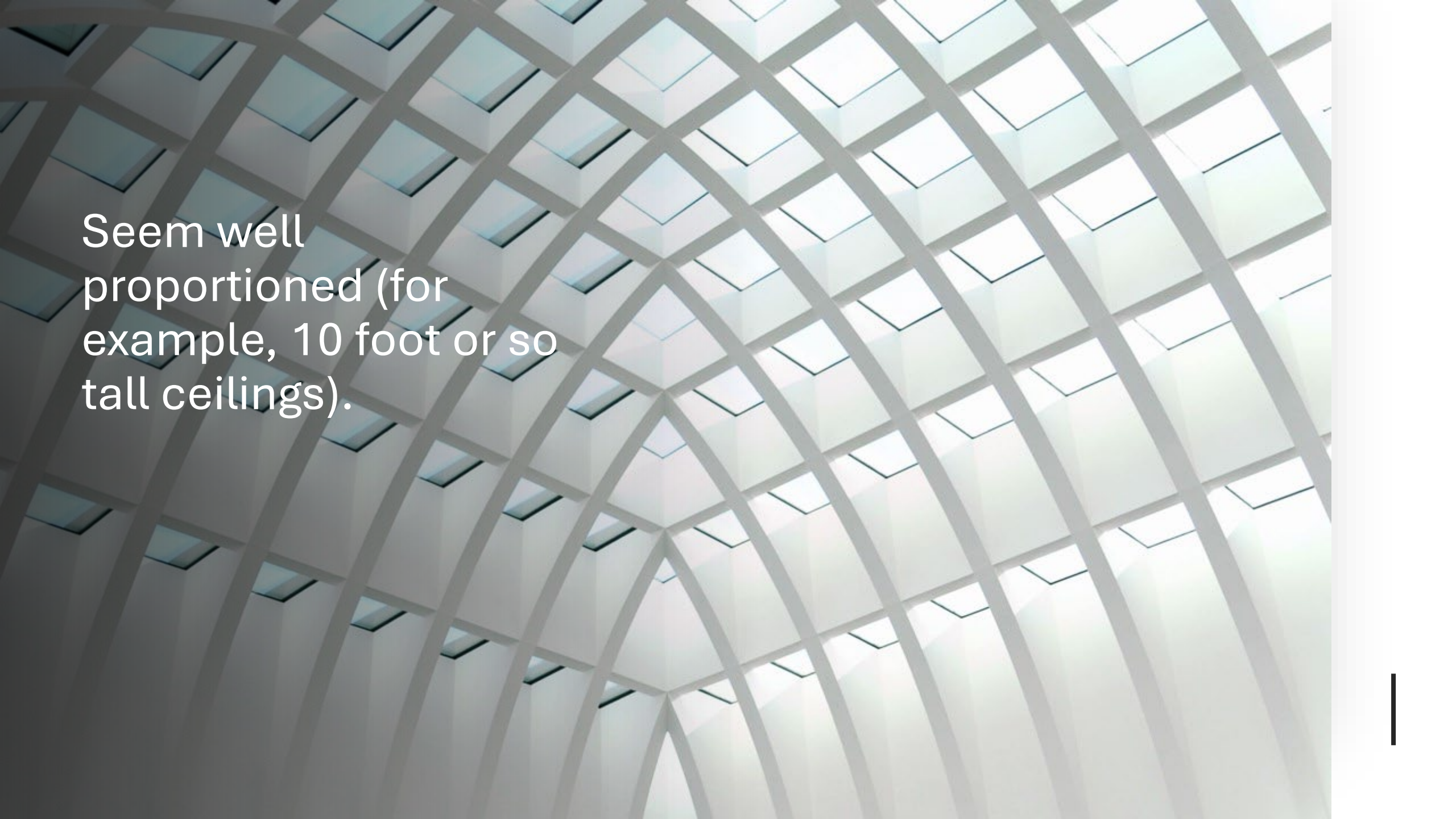
Supply cushioned seats,  
perches all the same  
height (which might be all  
standing), and, maybe,  
chairs that recline (not  
tested).

Allow privacy and  
also personalization  
(not tested).



Provide options for  
use.





Seem well  
proportioned (for  
example, 10 foot or so  
tall ceilings).

Are appropriately  
spacious (not  
tested).

Welcome walkers  
(indoors and outside,  
not tested).





Give outdoor access  
(not tested).



Align with the task at hand.



Provide alternative  
spaces (not tested).



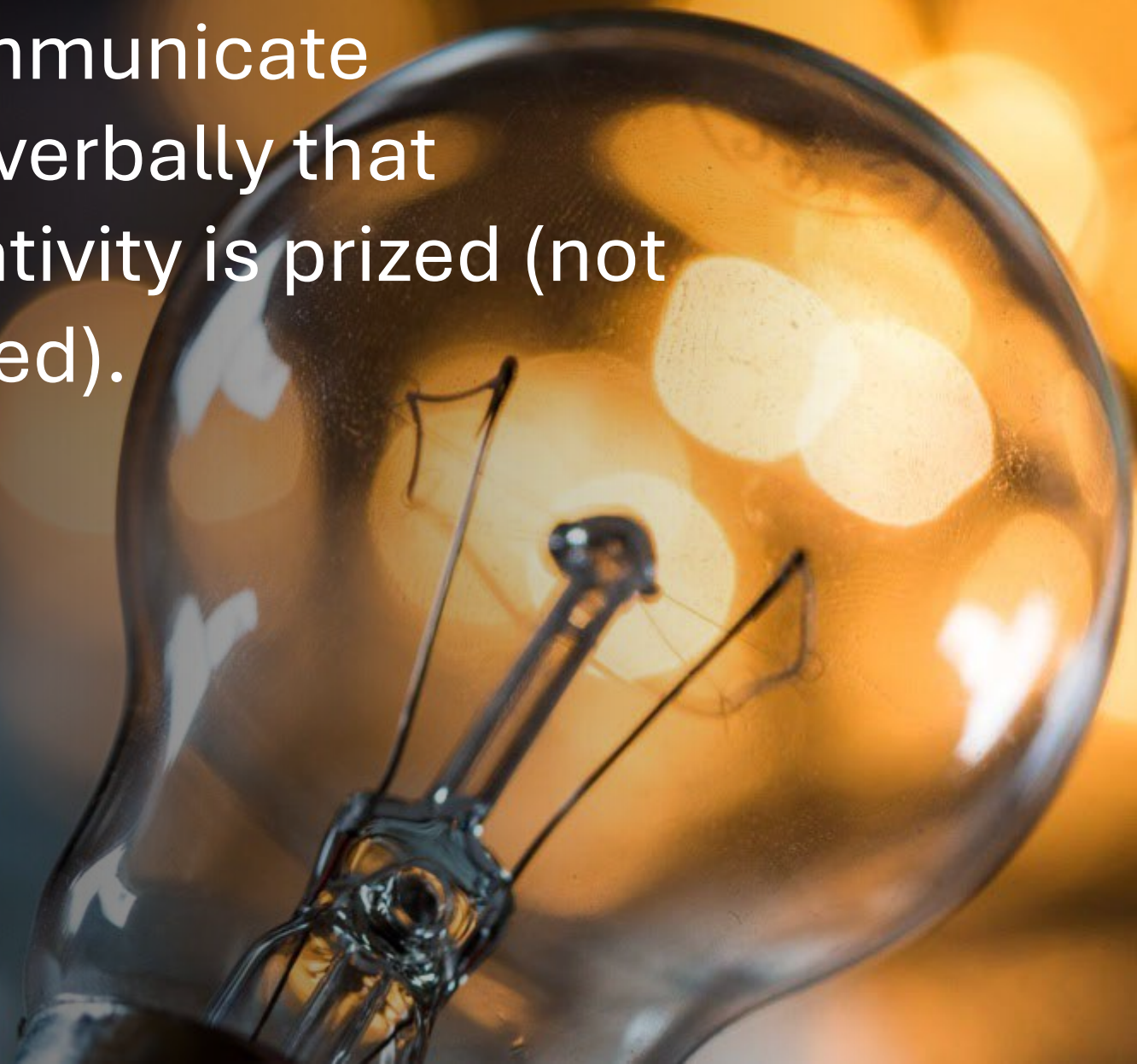
Support mental  
refreshment.



Are awesome in  
some way (via  
materials,  
workmanship, etc.,  
not tested).



Communicate  
nonverbally that  
creativity is prized (not  
tested).



Make us feel good.

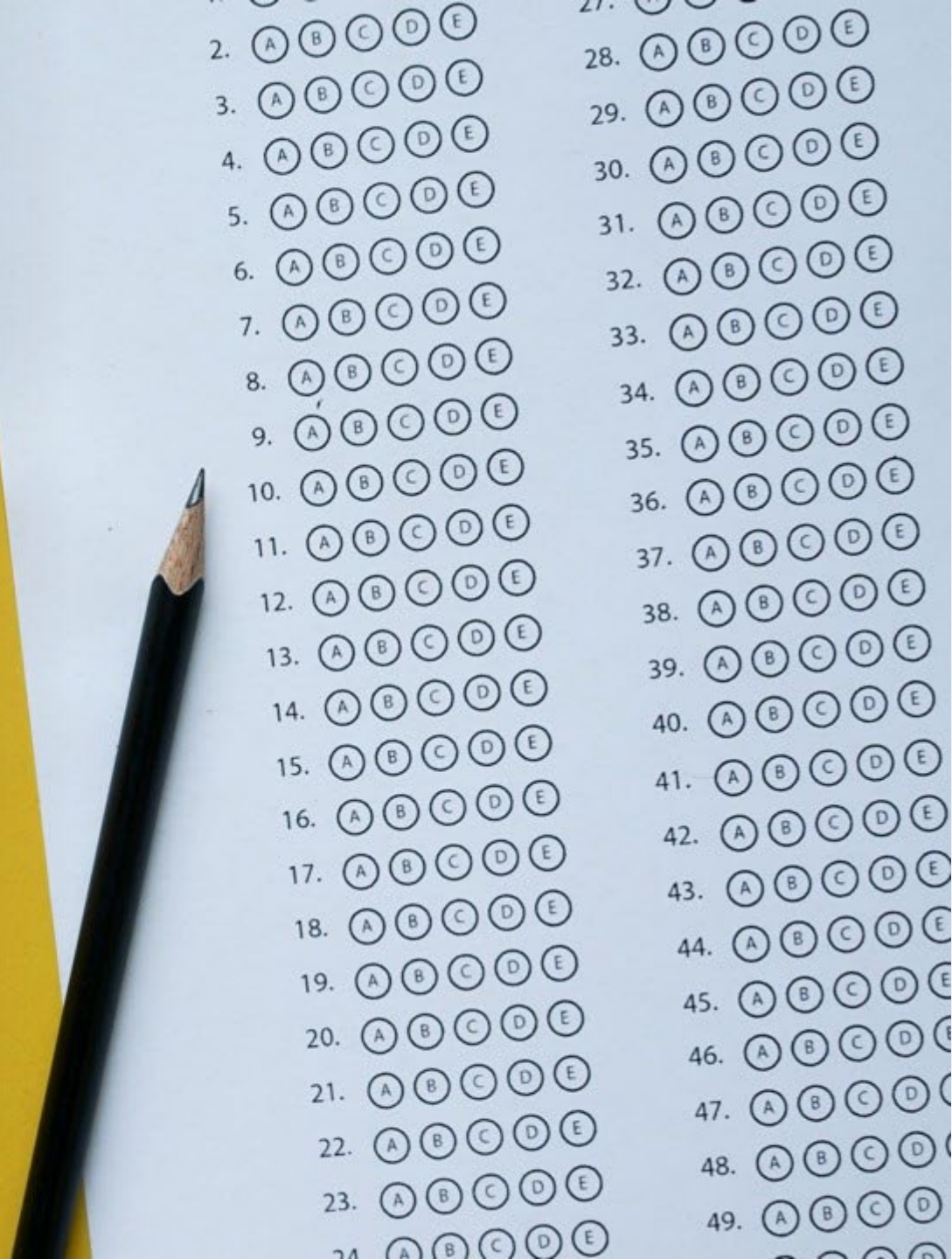


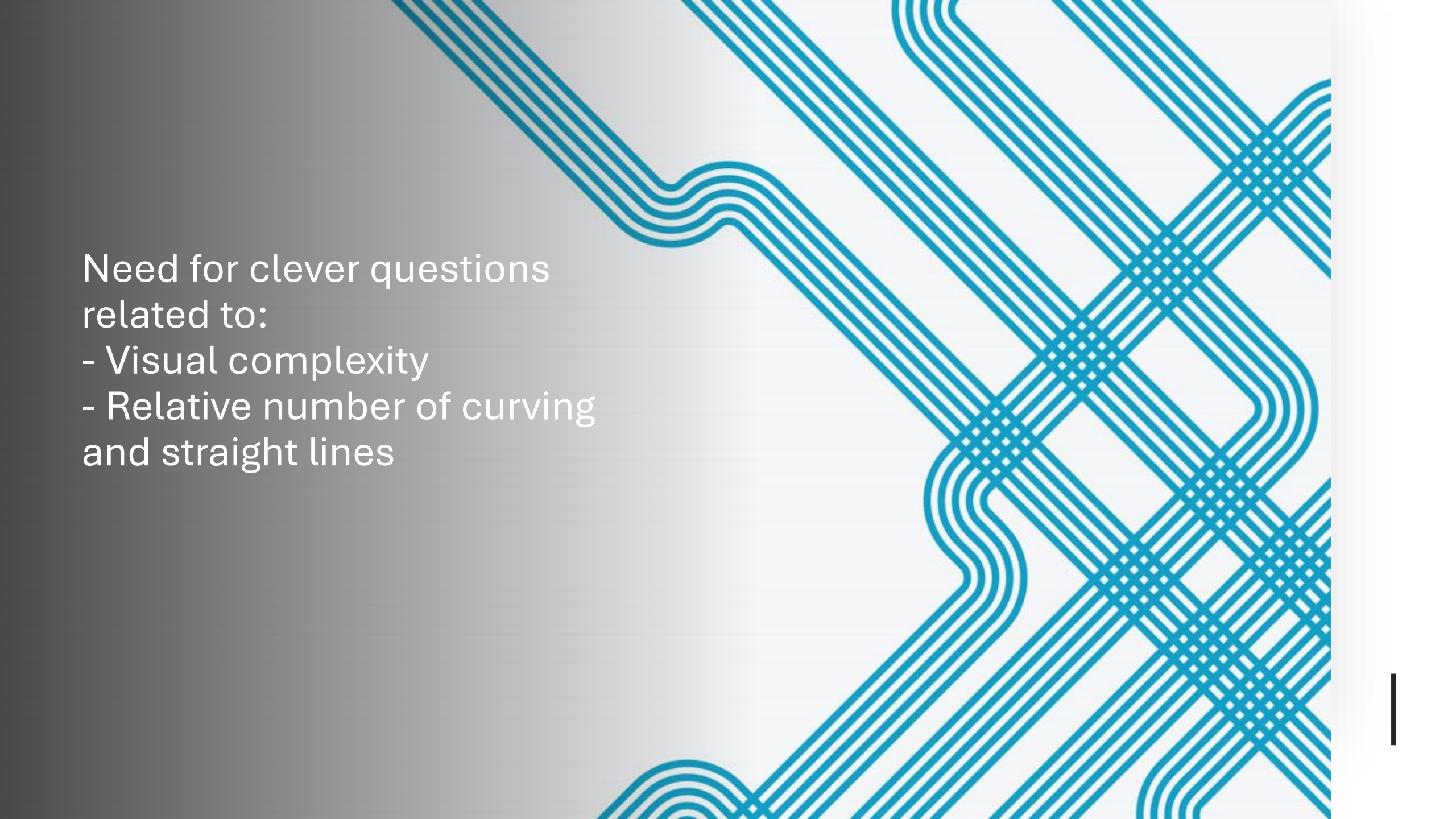




Study protocol:

1. Creativity test completed.
2. Information collected on participant location.



The background features a complex pattern of blue lines. On the right side, there is a dense grid of lines that intersect to form a mesh. On the left side, the lines are more sparse and feature wavy, undulating shapes. The overall effect is a dynamic and intricate visual texture.

Need for clever questions  
related to:

- Visual complexity
- Relative number of curving  
and straight lines


Expected results found  
regarding:

- Plants
- Wood grain
- Natural lighting
- Nature sounds
- Surface colors
- Comfortable control
- Tall-ish ceilings



# Unexpected Results





Next Steps/  
Future Studies

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