The Architecture of Human Experience
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Costs for Americans...

...have soared for education, child care, health care, and food...

...and have plummeted for televisions, toys and phones, relative to other prices.

Note: Based on the Consumer Price Index for All Urban Customers. Data is collected from retail stores and adjusted by specialists to reflect changes in quantity offered in a product or an increase in quality. Much of the drop in prices for electronics reflects an increase in quality over the past 10 years. Source: Bureau of Labor Statistics

BY LARRY BUCHANAN and ALICIA PARLAPIANO
The Orders of Architecture
Paths | Runners Movements in Seattle, visualized by Human Data
DISTRICTS | Omotesando Tokyo, Japan
Landmark | Torre del Mangé, Italy
**Cognitive Map**

**Paths**
- Medial prefrontal cortex (tracking distance to destination)
- Right lateral prefrontal cortex (seeing unexpected features, e.g., blocked off road)

**Nodes**
- Anterior prefrontal cortex (spontaneous route planning - e.g., if need to make a diversion)

**Landmarks**
- Retrosplenial cortex (seeing expected landmarks, streets and destinations)

**Cognitive Map**
- Hippocampus (initial route planning)

*Source: UCL*
Location Location Location | Southeast False Creek
Women are the Indicator Species of Great Spaces | Brooklyn
Greenbridge Master Plan

LOCATION: King County, Washington
TYPE: Master Plan
SIZE: 100 acres
YEAR COMPLETED: 2011
PROJECT ARCHITECTURE, LANDSCAPE ARCHITECTURE, PLANNING: GGLO
PROJECT PARTNERS: Goldsmith, KPFF, Juan Alonso, Mary Cross, Hadid, Drugen, Steve Jensen, Seattle Solstice, Michael “Yeggy” Yegizaz, Caldwell Sculpture Studio

“From the outset Greenbridge sought the input of its community with early design meetings conducted in six different languages to reflect its...
“For Active Recreation to succeed it must be part of a safe, accessible and inspiring network of interconnected open spaces and uses that support underlying livability and the health of the user.”
“The Gap” | Greenbridge, WA
PERCEPTION IS REALITY
How people perceive their environments has been a topic of scrutiny throughout history and has been explored through various philosophies and approaches such as Aesthetics, Existentialism and Phenomenology. The diagram above (1) shows how perception and context work in synergy, creating conscious, immersive state that people experience.

Our approach to metrics considers how we as designers might achieve this immersive qualities for people, even while not sharing their direct context. We feel a key to succeeding is through 'empathy' or placing ones self in the position of the user of a given environment, as shown in the diagram on the opposing page (2).

Environments that honestly engage peoples thoughts/senses/emotions can therefore be seen as empathetic and immersive while places that deny these human attributes work contrary to these goals.

The rendering of empathy in a design setting is therefore one of providing people with opportunities for self-actualization and fulfillment, and can often be expressed in first person depictions of this outcome. The illustrations on the right show (3) show environments that are rich in choices and “possibility” can engage users while establishing design parameters.
## Touchpoints

<table>
<thead>
<tr>
<th>Touchpoint</th>
<th>Description</th>
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<tbody>
<tr>
<td><strong>Place</strong></td>
<td>Creating a sense of place where both the design solution and the communities they take place in can thrive.</td>
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<tr>
<td><strong>Equity</strong></td>
<td>Seeking fairness, inclusiveness, and equity in design solutions regardless of the socioeconomic orientation of a given project and client.</td>
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<tr>
<td><strong>Health</strong></td>
<td>Supporting, enhancing, and enabling community health through design at all levels.</td>
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<tr>
<td><strong>Environment</strong></td>
<td>Supporting urban livability and environmental stewardship through the visible manifestation of site solutions.</td>
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<td><strong>Light</strong></td>
<td>Acknowledging the basic human need for daylight and using design as a means for enabling access to daylight at all scales.</td>
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<tr>
<td><strong>Materiality</strong></td>
<td>Understanding the innate and resonant attributes of materials, and how they can positively influence people.</td>
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<tr>
<td><strong>Connectivity</strong></td>
<td>Acknowledging the essential nature of connecting people with each other and their environment. Weaving program, site and built elements together through the experiential composition of uses.</td>
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<tr>
<td><strong>Transformation</strong></td>
<td>At the intersection of social, environmental, and physical realms, creating design solutions that are more than the sum of its parts.</td>
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DESIGN METRICS

PUBLIC SPACE

Place  Equity  Health  Environment  Climate  Materiality  Connectivity  Transformation
“THE KIND OF PROBLEM [HUMAN EXPERIENCE] IS” ...

Warren Weaver and Jane Jacobs

...FROM AN ARCHITECT’S PERSPECTIVE
The Architecture of Human Experience

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