

INAAD Neuroscience Applied to Architectural Design

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V
Università Iuav
di Venezia



2023/2024

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What is NAAD Master

NAAD is the first International Postgraduate degree Course working on the relationship between Neuroscience and Architecture.

NAAD is officially supported by **ANFA, Academy of Neuroscience for Architecture** (<http://www.anfarch.org/programs-events/naad/>), the most important hub in the world, founded in 2003 in San Diego , engaged in research and collaboration between architects and neuroscientists in order to explore, through rigorous methods, the relationship between human activities and architecture. NAAD Director Davide Ruzzon is ANfA Advisory Council member.



Duration | Teaching

The program is divided into three modules:

Module 1 | From November 2023 to January 2024

Module 2 | From February to April 2024

Module 3 | From May to July 2024

Lessons: One week per month (40 total hours).

Degree thesis: Will be presented in Venice at the end of October 2024.

Admission requirements

Admission procedures, the required qualifications and any additional requirements, including access to individual training activities: master's or three-year degree in **architecture and engineering, psychology, philosophy, medicine, or neuroscience, good knowledge of the English language**, a CV and a description of the motivations are required.

Registration fees

The cost of **attendance in Venice** is € 13,500

The cost of the hybrid **digital+physical course**, is € 9,000

Deadline for admission

September 15th, 2023, H 12.00

Goals

Addressed to **architects, designers and consultants of companies** the Master aims to train people capable of completing projects and services centred on **improving the human experience of architectural and urban space**, to be included within design firms, real estate development groups and private and public services management companies.

01 | NAAD transmits the scientific knowledge aimed to favor an architectural design able to create attunement between users' pre-cognitive expectations and multi-sensorial experience of space, according to the perception models developed by the neurosciences. Urban spaces, and transitions inside/outside buildings, is a crucial topic our course looks carefully, intending to integrate scales of perception, through an emotionally-driven approach, with significant outcomes on the health.

02 | The PostGraduate Master creates the basis for students to understand how to make the conditions, through the composition of architectural elements (topological and proxemic relationships, geometry, light, rhythm, texture, color, materials, sound), for a regulated development of the emotions in the experience: this, to strengthen attention, memory, learning and the quality of social relations.

03 | The course developed its program with particular reference to Airports, Factories, Hospitals, Hotels, Parks, Prisons, Retails Malls, Schools, Senior Residences, Social Housings, Student Housings, Urban Spaces, Workplaces, to provide the tools to create architecture suitable to its use, and also able to improve the economics figures (ROI, SROI, Asset Value) of private and public companies.

Programs

FIRST MODULE

ANATOMY AND PHILOSOPHY OF THE ARCHITECTURAL PERCEPTION

During the first three months, students will be given the fundamentals to understand how our body is provided with a uniquely evolved range of systems able to receive signals from the outside world, focusing on body movements. Next, we will analyze each element involved in the architectural process and the human sensory system. Light, topology, organization, and use of space, geometry, rhythm, texture, matters, sounds, and smells: all these elements, prior individually and then through their integration, will be analyzed concerning the physiology of the human sensory system along with the interaction into architecture. Also, students will deal with the evolution and nature of emotions and feelings, up to the arising of conscience. All this, inside a philosophical framework grounded in neuro-phenomenology and pragmatism.

SECOND MODULE

ARCHITECTURE AND THE BODY-BRAIN SYSTEM

Students will work on the nature of the human pre-cognitive emotional expectations surging from daily activities. From February to April, students will focus on the link between the body and its movements and, consequently, deriving from these underpinnings, developing the different patterns of interaction with space. Finally, students will learn how to translate awaited emotions in a dynamical perception of shapes able to attune humans' needs with architecture. Related consequences in cognitive performances, health, well-being, and improved social relationships are all the classes' outcomes will focus on in the course's module. Some lessons will also be directed to gain knowledge of physiological and brain activity measurements.

Faculty

The Faculty is made up of more than 90 teachers from different parts of the world.

SCIENTIFIC RESPONSIBLE

Davide Ruzzon

BOARD

Roberta Albiero, Alain Berthoz, Renato Bocchi, Agostino De Rosa, Harry Mallgrave, Juhani Pallasmaa, Alberto Perez-Gomez, Sarah Robinson, Giovanni Vecchiato.

FACULTY

www.naad-master.com

Job description and final assessment

Thanks to neuroscience and environmental psychology studies, the mechanisms of interaction between spaces and men have been deepened. In recent years, real estate operators have shown themselves to be increasingly attentive to people's psychological and physical well-being. In the future, more positions will be opened, within public and private companies, for professionals who have gained skills and knowledge that allow them to operate in a multidisciplinary perspective.

This **Master's mission** is to develop knowledge inherent in the relationship between neuroscientific research and human responses within the built environment.

The first graduates have been embarked on research paths within university institutions, have been hired within design companies, or have started their consultancy activities related to the specific educational path.



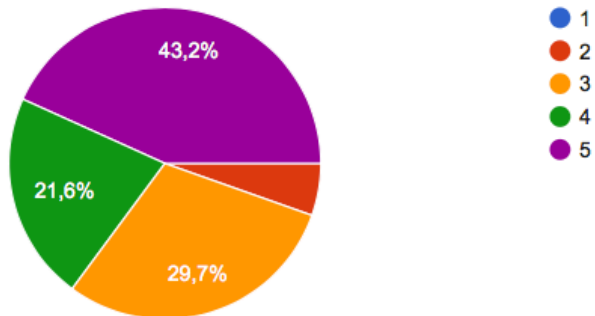
NAAD SURVEY

At the end of NAAD Fifth Edition, we surveyed all former NAAD students enrolled from 2018 to 2022. These are the results:

1.

How much have you been satisfied by NAAD, about the quality of the teaching?

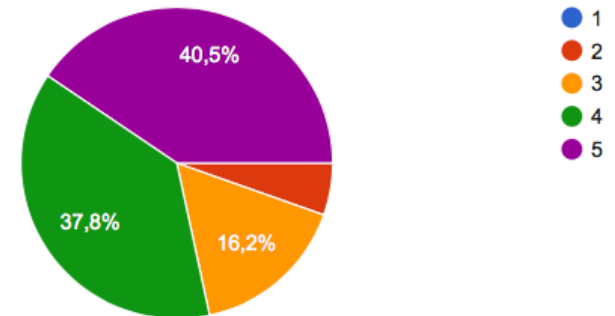
(Select a value from 1 to 5, consider: 1= no satisfied at all / 5 = fully satisfied)



2.

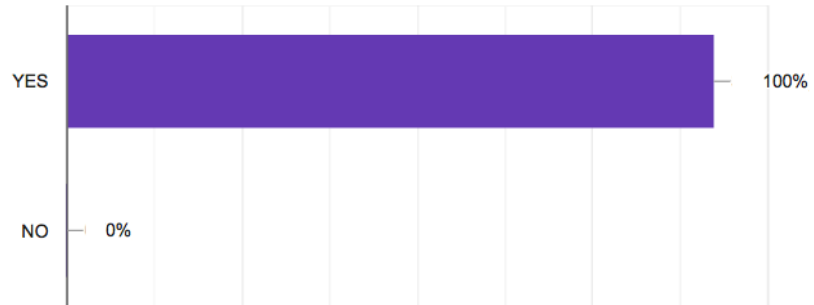
How do you judge NAAD on the scientific level?

(Select a value from 1 to 5, consider: 1= no satisfied at all / 5 = fully satisfied)



3.

Do you think this Master has been important to enhance your personal culture?



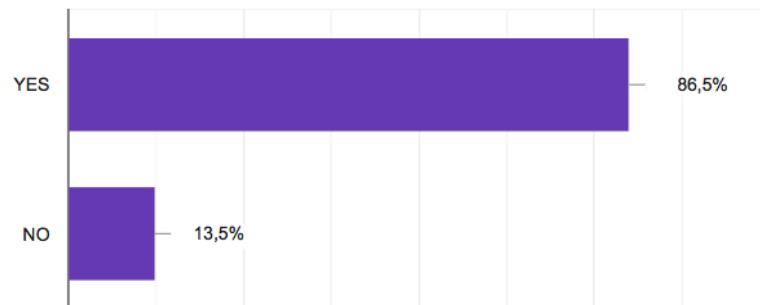
4.

Do you think NAAD has been important to improve your professional career?



5.

Did this experience help you to understanding how to apply neuroscience to the architectural design?



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