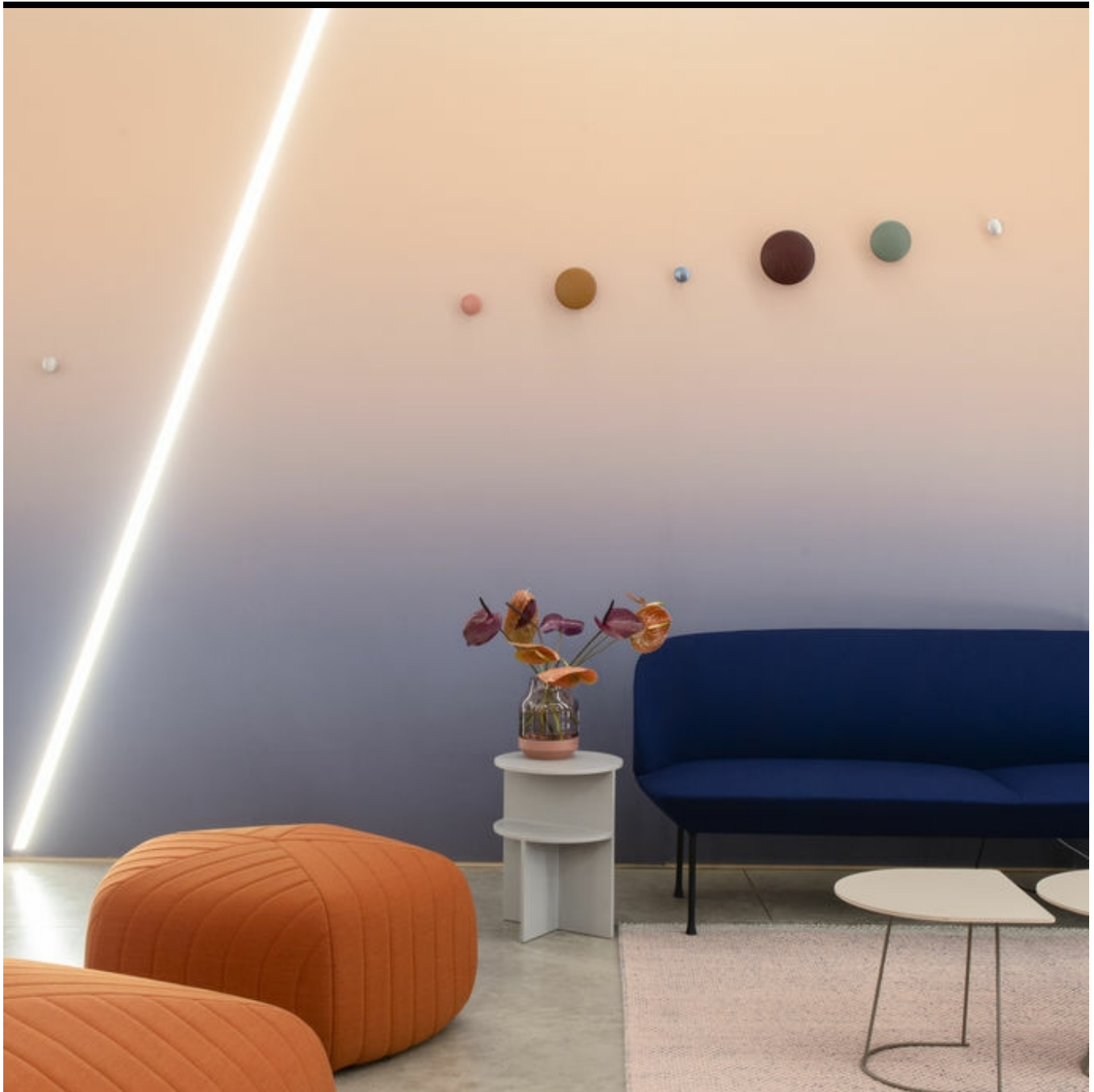


THOUGHT-STARTER: CAN GOOD DESIGN MAKE US MORE PRODUCTIVE?

By Livvy Houghton and Alex Hawkins

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When it comes to the future workplace, architects shouldn't be thinking about stationary design but dynamic surrounds that drive divergent thinking, says Itai Palti, director at The Centre for Conscious Design.

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As automation and artificial intelligence (AI) shift the future of productivity in favour of human creativity, how will workplaces support something so seemingly elusive? The new field of science-informed design is gathering insights from psychology and neuroscience in order to enhance the performance of the built environment.

Therefore, when we think about places that inspire creativity, we shouldn't be thinking about stationary design, but rather dynamic. It's about the temporal experience of moving from different kinds of spaces, being drawn to external stimuli, but also having the time to let our minds wander.

The cognitive journey that we require is built of a number of different types of spatial experiences. It's possible to think of it as a curated experience in the same way that film weaves a narrative to elicit an emotional state.

Read the full Opinion [here](#).