

Emotional Design as a Tool to Realize the Principles of Phenomenology in the Design of Interior Spaces

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Abstract:

Architecture and interior design are an integral part of our daily lives, we interact with them, get affected by them, and they influence us. Architecture has been designed to meet human needs, and create a relationship between humans and their interior environment, but there is a general lack of emotional considerations in contemporary architecture, most of the buildings are designed as structures with modern covers to attract attention. As a result, these designs miss the true essence of architecture, which is the real human experience within the interior space. Human beings spend most of their lives inside buildings and interior spaces, whether in their homes, at work, or in other places, such as schools, hospitals, etc.... Humans go through different emotional experiences every day. Moreover, buildings, especially interior spaces, have a great impact on these experiences, whether it is a positive or negative impact. This study examines this aspect of human life and it aims to create a unique human experience in the interior spaces. By studying the principles of phenomenology and their impact on the psychological state of man. As well as studying the principles of emotional design and how to use them to design a positive human experience for the user. The study suggests a proposed methodology that combines the philosophy of phenomenology, emotional design considerations, and human-centered design to design a multisensory human experience within internal spaces, and the proposed methodology was applied to the design of an early childhood education center, “a nursery school”.

Keywords:

Architectural phenomena, Human experience, Stimuli, Multisensory experience, Human-Centered Design (HCD)

Introduction:

The first impression of the interior space is an automatic feeling, which occurs as soon as the person realizes the design and environmental stimuli within the built environment, but this impression creates a real and deeper feeling within the frames of the human subconscious and supports either a feeling of acceptance and belonging to the place, or a feeling of rejection and alienation from this place, and in some cases generate a sense of neutrality towards the design. Therefore, we need to understand and study the human psyche in a deeper and more realistic way, which provides us with a more accurate understanding of the relationships between subject and object, time and emptiness, the human body, time and place. Therefore, the importance of the "Philosophy of Architecture Phenomenology" appears, as it studies human architecture, which aims to clarify human situations, accidents, meanings and practices as they occur in their natural form in daily life. Phenomenology is of particular importance in the study of the relationships between human behavior and the environment, and it can provide special explanations about the relationships between man and place.

Problem Statement

The problem of the research appears in that the designer often focuses on achieving the functional and aesthetic aspect of design. While neglecting other aspects of the human experience within the interior space, as well as neglecting the impact of environmental phenomena on human perception and response to the internal environment and the design as an integral whole, which increases the feeling of Alienation and lack of belonging inside a person.

Objectives

The research aims to study the interrelationship among man, design and the surrounding environmental phenomena, which contributes to making design, man and the environment one compatible unit from the perspective of the philosophy of phenomenology.

Research hypotheses

- Studying the emotional human experience within the interior space is reflected in achieving a positive feeling in the human being towards the design of the interior environment.
- Applying (concepts/determinants/standards) of the phenomenology philosophy in the interior design of (interactive educational) spaces to achieve the connection and belonging among man, internal space, and the environment.

Research Importance

- Exploration and explanation of physical phenomena and human experience, and these phenomena include everything that is seen and touched, such as color, light, texture, etc...
- Studying the general framework of the determinants of feeling and awareness of architectural designs and interior design elements.

Theoretical Background

What is Phenomenology?

Phenomenology is the study of structures of consciousness as experienced from the first-person point of view. The central structure of an experience is its intentionality, as being directed toward something, as it is an experience of or about some object. An experience is directed

toward an object by virtue of its content or meaning (which represents the object) together with appropriate enabling conditions.

Phenomenology is commonly understood in either of two ways: as a disciplinary field in philosophy, or as a movement in the history of philosophy.

The discipline of phenomenology may be defined initially as the study of structures of experience, or consciousness. Literally, phenomenology is the study of “phenomena”: appearances of things, or things as they appear in our experience, or the ways we experience things, thus the meanings things have in our experience. Phenomenology studies conscious experience as experienced from the subjective or first person point of view.

Phenomenon According to Aristotle, it is the things that can be accessed through the senses, in contrast to the facts that can be reached through the mind.

Architectural phenomenon “It is described as a clear and explicit natural phenomenon that has strong links and relationships with the elements of mechanical experimental philosophy, and therefore many architectural theories focus on natural aspects such as light, sound, movement and time.”

Multi-Sensory Experience Every touching experience of architecture is multi-sensory; qualities of space, matter and scale are measured equally by the eye, ear, nose, skin, tongue, skeleton and muscle. Architecture strengthens the existential experience, one's sense of being in the world, and this is essentially a strengthened experience of self. Instead of mere vision, or the five classical senses, architecture involves several realms of sensory experience which interact and fuse into each other.

Phenomenology of architecture and interior design studies the internal language of the building by awakening the imagination and feelings. From the perspective of interior design, phenomenology is a higher and deeper degree in design, as it is concerned with the essence of the design elements before looking at aesthetical and functional aspects of the design. Every design element is a message and meaning directed by the interior designer to the recipient before it is just a wall color or a shape for a lighting unit or a piece of furniture, and it can be said that there is a relationship between the thought and principles of phenomenology and the principles of human-centered design. According to the wide technological development in the past two decades, design trends have emerged that are concerned with including the human in the design process, and the most important of these trends is the human-centered design, which is the major umbrella for some modern design trends, especially emotional design, and we will discuss it in some detail as follows:

Human-Centered Design (HCD) could be defined as a process for designing and developing everything for humans who will use them, such as buildings, communities, services and products, regardless of age or ability.

Human-centered design process HCD isn't a perfectly linear process, and each project invariably has its own contours and character. But no matter what kind of design challenge you've got, you'll move through three main phases: **Inspiration, Ideation, and Implementation.**

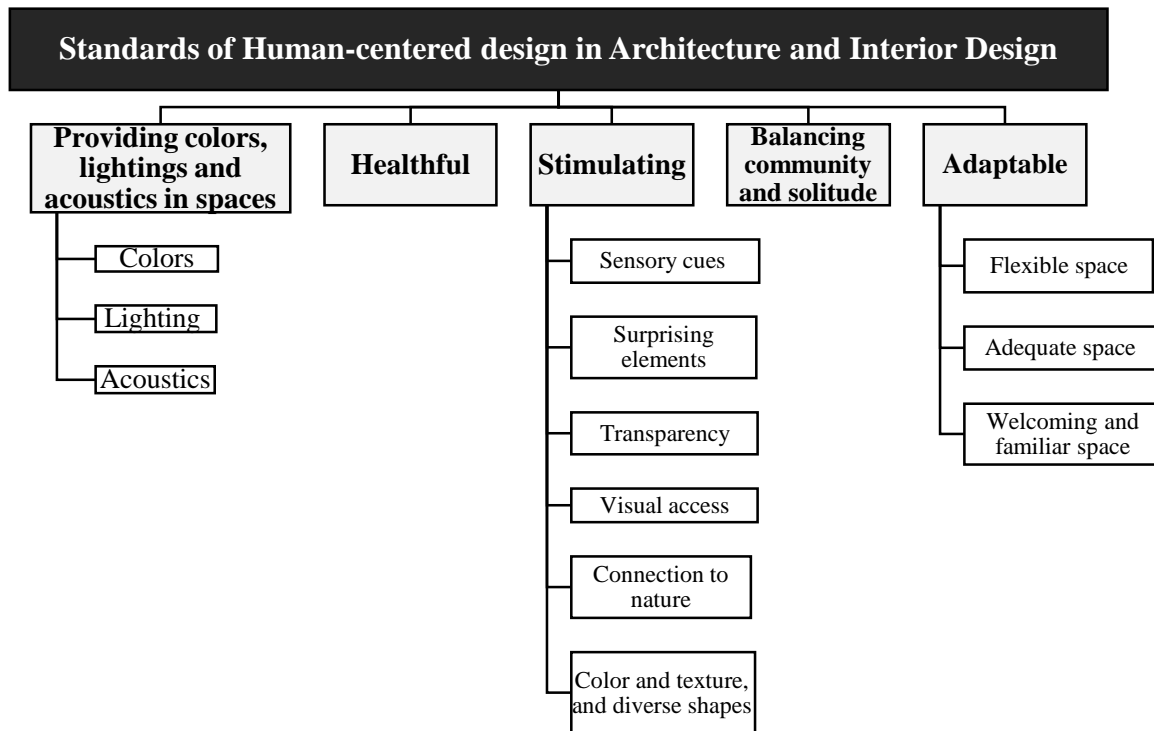


Figure no. 1 presents Standards of Human-centered design in Architecture and Interior Design

Emotional Design

Feelings and Emotions: Complex, Episodic, Dynamic and Structured.

Classification of feelings/emotions: Psychologists or philosophers differed a lot on defining a set of basic feelings, and after multiple studies, many researchers agreed on six basic universal feelings: Anger, Fear, Sadness, Happiness, Disgust, and Surprise.

Emotional design: The concept of how to create designs that evoke emotions that result in positive user experiences. Designers aim to reach users at three cognitive levels of emotional experience: Visceral, Behavioral, and Reflective - and each of the previous levels requires a different style of design.

Human Perception Process

Perception: “The word Perception means knowledge or awareness”

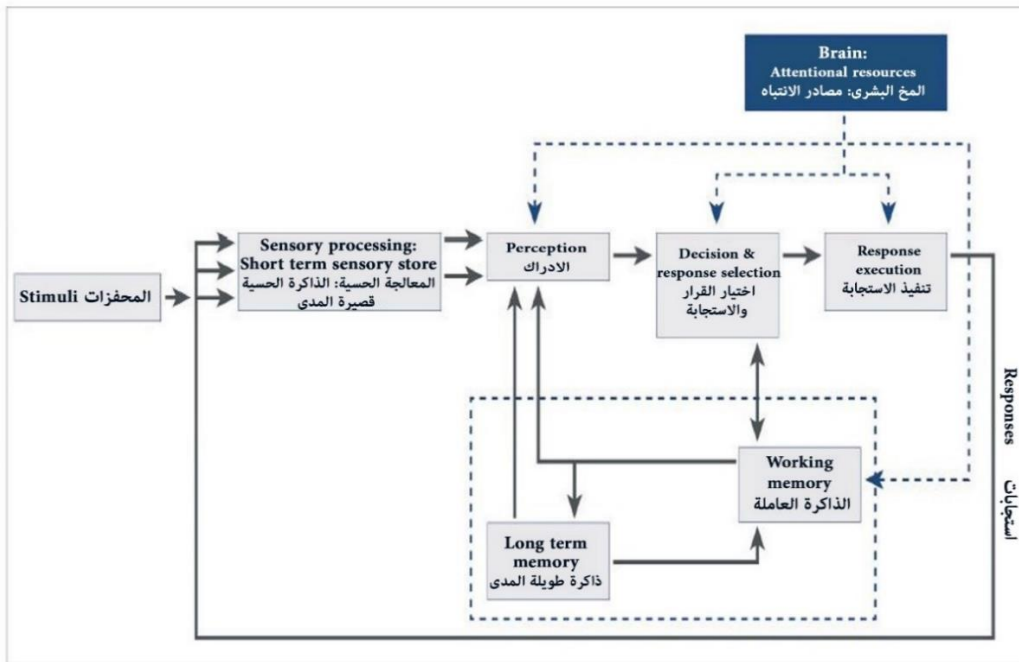


Figure no. 2 presents The Wickens model of the general structure of information processing

Behavior: “It is the result of the interaction of the personality with the environment surrounding the individual, and behavior means all the activities carried out by an individual that another individual can observe, and there are a number of concepts that are not subjected to direct observation.”

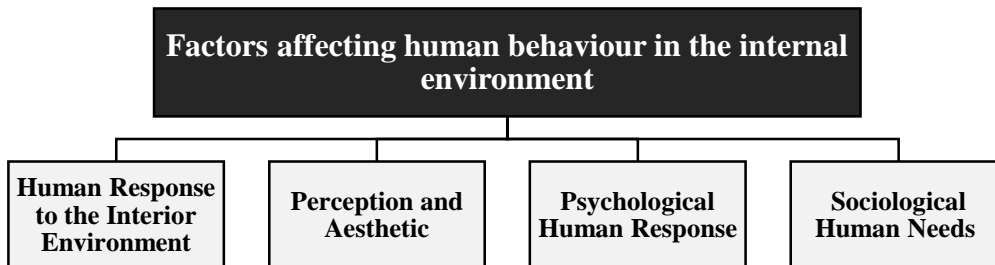


Figure no. 3 presents Factors affecting human behavior in the internal environment

The Practical and Analysis Project

The General Idea of the Practical Project

It is summarized in the design of a multi-sensory human experience within the spaces of an educational center (early childhood stage), by applying the standards and principles of the phenomenology philosophy through human-centered design and emotional design using various interior design elements according to the psychological and emotional dimension of each of them and its impact on humans.

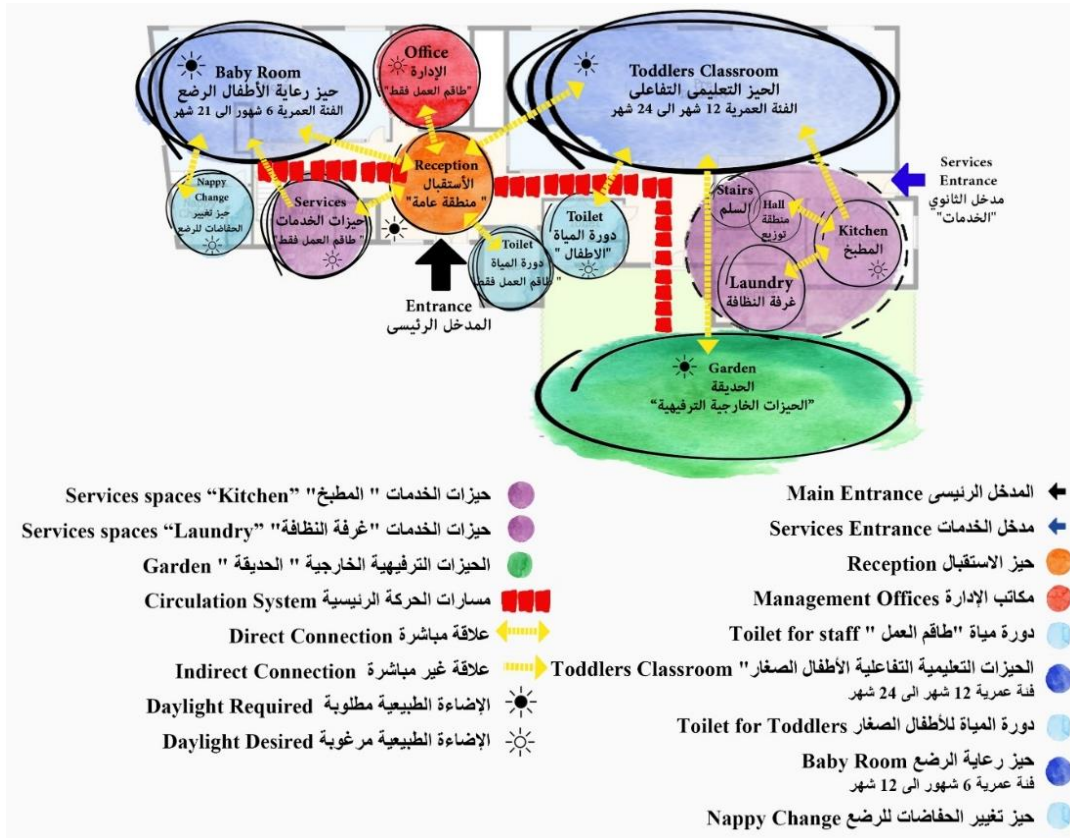


Figure no. 4: The scheme of the internal spaces and the functional relationships between them for the educational center - early childhood stage - the researcher's work

Results

- The study of phenomena through the philosophy of phenomenology enables the interior designer to make the design more humane and related to the external environment, which is reflected in the design and generates a positive feeling for the user within the interior spaces.
- The design is not limited to arousing the sense of sight only, and attention to designing a multi-sensory human experience contributes to making the user attracted to being in these spaces so that he can enjoy this unique experience that addresses the conscious and unconscious mind.
- Emotional design is a highly influential tool in human acceptance or rejection of design according to the emotional impact of the design elements and principles used by the designer.

Recommendations

- The researcher recommends studying the emotional experience of the human being and making it part of the stages of the design process, and applying the principles of human-centered design as one of the important directions that give design the essence before form and appearance.

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