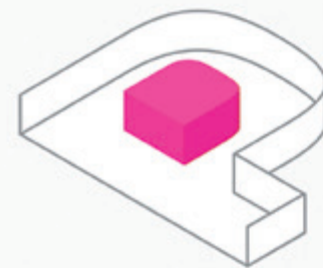




Proici's guide to
**BIOPHILIC
DESIGN**

Bringing the outdoors, indoors



proici
commercial interiors



What is

BIOPHILIC DESIGN

Bio (life) **Philia** (Attraction)

Biophilia, a term first used by Erich Fromm meaning “love of life and living systems”, focusing on human’s natural attraction to nature, other species and natural processes, which when exposed to create biological positive feelings and inner happiness.

It is theorised that this attraction and inner desire to be exposed to nature is rooted within our biology and can also be observed in other species. The growth of urbanisation has led to the disconnection of humans and nature, denying the biological desire to connect with outside world.

Biophilic Design and Biophilic Architecture seeks to satisfy our innate need to affiliate with nature by utilising an innovative approach to interior design, combining where we live, work and play on the inside with the natural world of the outside, ultimately restoring our connection with nature.



Why is

BIOPHILIC DESIGN

Relevant today?

The World Health Organisation expects stress related illness, such as mental health disorders and cardio-vascular disease, to be the two largest contributors to disease by 2020.

Introducing elements of nature within an urban environment has demonstrated through research to reduce blood pressure levels, stress and heart rates whilst increasing productivity, creative and self-reported rates of well-being and happiness.

Studies have begun to reveal how improving connections to nature in the workplace can produce positive changes in staff productivity and well-being.

Biophilic design has shown to improve morale, concentration and engagement within working environments, contributing heavily to staff retention which has become an increasing importance for businesses in the war for talent.



Implementing **BIOPHILIC DESIGN**

Into our works

Proici Commercial Interiors tries to implement as much nature into our projects as possible, whether using living natural resources such as moss and plant life, natural materials such as timber or even emulating nature through none natural materials such as flooring and graphics.

Creating a natural environment takes more than just the addition of natural materials, the entire spatial environment should also emulate a natural space. Proici work tirelessly to create natural lighting levels throughout the environment using sunlight and glass, create comforting heat levels through air conditioning works, acoustic comfort throughout and colour aesthetics.

Did you know?

BIOPHILIC DESIGN

The importance of nature



In the UK the percentage of population living in urban areas rose from 79% in 1950s to 90% in 2010.

19% report that there are no natural elements in their offices.



A staggering 47% report having no natural light in their office.

The highest reports of offices not having natural light were in the UK with 66%.



Did you know?

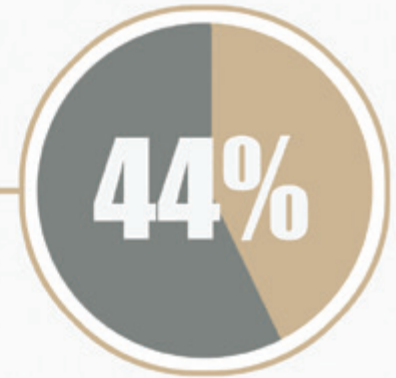
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War for talent



33% of office workers say that the design of an office would affect their decision to work at a company.

44% of respondents desire a natural light in their work space.



20% of respondents desire indoor plant life in their work place.

Those who work in environments with natural elements such as greenery and sunlight report a 15% higher level of creativity.



Inspiring

BIOPHILIC DESIGN



**Flooring: Defining Space,
Creating a Journey**



Focal Point, Natural Materials.

Inspiring

BIOPHILIC DESIGN



**Biophilic Design via Textures
and Colours**



Living Plant Life, Green Walls

