



Inquiry by Design: Environment/Behavior/Neuroscience in Architecture, Interiors, Landscape, and Planning

By John Zeisel

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This update of a classic text folds the new field of neuroscience for design into well-established environment-behavior (E-B) methods and approaches.

Illustrated evidence-based building and open space case studies demonstrate E-B's continuing design impact. Fundamental theory and practical research methods are presented for planning, programming, designing, and evaluating the effects of physical environments in use. Part I describes how designers and researchers employ a similar creative process that promotes collaboration and yields greater design creativity and research effectiveness. Part II focuses on research methods to understand how buildings and spaces work: observing behavior and the physical environment, asking questions in interviews and surveys, and employing archival records that include data and physical plans. 50 illustrations

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Editorial Review

Review

“I have rarely read a more fascinating book. Zeisel manages to provide easy-to-understand explanations of novel applications and familiar concepts.” (The Fulcrum)

“What John Zeisel does better than anyone else is to link social science research to design practice.” (Dr Francis Duffy, RIBA, founder, DEGW Architects and Planners)

“This book’s emphasis on the emerging connection between neuroscience, physical environment, and health improvement provides environmental designers with new and important keys to creating better supportive environments for everyone, including people living with Alzheimer’s.” (Elizabeth Brawley, author of Design Innovations in Aging)

“The design community is ripe for a revival of research, especially for ideas and practices that inform design’s contribution to human experience. Zeisel invites us into the tent to inspire us with the biggest idea of all: that neuroscience can help us create places that enhance the performance of our brains.” (Valerie Fletcher, Executive Director, Adaptive Environments)

“This extremely readable yet profound book provides every architect, building client, and policy maker with the practical steps needed to create buildings that ‘work’ and then to learn from both their successes and their mistakes to create even better buildings in the future. Illustrated case studies clearly demonstrate the constructive impact that Zeisel’s approach can have in design practice.” (Victor Regnier FAIA, professor of architecture and gerontology, University of Southern California)

From the Back Cover

What information can social scientists offer designers about the ways in which people and groups with different needs and purposes behave in different settings? And how can designers use this information to best advantage? Illustrating his points with many references to actual projects in North America and Europe, John Zeisel explains, in nontechnical language, the integration of research and design. Sociological, psychological, and anthropological methods can be tailored to address such practical questions as how to keep tourists from getting lost in a city and how to build low-income housing projects that will not be vandalized. A wide audience will find his presentation stimulating and useful. Social scientists will be interested in the potential he describes for the application of their work; designers, architects, landscape architects, and planners will welcome his practical account of how and when, in programming, design review, and evaluation, to undertake environment-behavior research. *Inquiry by Design* is a lively and provocative text for students in all the fields related to environmental change.

About the Author

John Zeisel is president of Hearthstone Alzheimer Care in Lexington, Massachusetts, and lives in New York City.

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