

Academy of Neuroscience for Architecture

in partnership with UC San Diego, Salk Institute & NewSchool of
Architecture & Design

present

ANFA INTERFACES

A series of discussions about emerging research at the intersection
of Neuroscience and Architecture



designinformed...
**transforming evidence
into innovation**

Presented by
Gordon H. Chong, FAIA



This presentation will discuss the challenges and opportunities of developing evidence to **inform creativity** and to **enhance innovation** in design. The opportunities to do higher performing design abound in areas demanding more sustainable design, new building technologies and spatial configurations influencing human behavior and response to environmental stimuli.

The research looked at the work processes of a select group who are using evidence to inform their work. The study focused on three approaches to generating evidence:

- Simulation, Modeling and Data Mining
- Socio-Psychological Scientific Methodologies
- Natural and Physical Scientific Methodologies

The presentation will focus on a specific case study of the California Academy of Science, San Francisco designed by Renzo Piano of Renzo Piano Building Workshop in collaboration with Chong Partners Architecture (now Stantec) and ARUP.

Gordon H. Chong, FAIA, was the founder of Chong Partners Architecture, the 2002 National President of the American Institute of Architects and the 2006 President of the Academy of Neuroscience for Architecture. Gordon led a team composed of Chong Partners Architecture, The University of California, Berkeley and Kaiser Permanente who were the 2005 recipients of the prestigious Benjamin Latrobe Fellowship for Research from the College of Fellows of The American Institute of Architects.

Commentary by
Fred "Rusty" Gage, PhD

Fred H. Gage, PhD, is a Professor in the Laboratory of Genetics at the Salk Institute of Biological Studies. Dr. Gage's work concentrates on the adult central nervous system and unexpected plasticity and adaptability to environmental stimulation that remains throughout the life of all mammals. He is a Fellow of the American Association for the Advancement of Science, a Member of the National Academy of Sciences and Institute of Medicine, and a Member of the American Academy of Arts and Sciences. Dr. Gage served as President of the Society of Neuroscience in 2002.



The mission of the Academy of Neuroscience for Architecture is to promote and advance knowledge that links neuroscience research to a growing understanding of human responses to the built environment.



ANFA

ACADEMY OF NEUROSCIENCE
FOR ARCHITECTURE

November 4, 2009
6:00 pm

NewSchool of Architecture
& Design
1249 F Street
San Diego, CA 92101

Free Admission

*Reservations Recommended
to office@anfarch.org*

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