

Sustainability | Individual communication

IC - (21162) - CURVY OR EDGY? EXPLORING EXPLICIT AND IMPLICIT RESPONSES TO SIMULATED INDOOR ENVIRONMENTS

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Background and objectives

The interest in the response to contours has recently re-emerged in aesthetics and psychology research, with various studies proposing that humans of different ages and cultures prefer curved over edgy stimuli. While the evidence for this preference in the context of abstract shapes and lines seems robust, it doesn't seem as strong in architectural settings. The scarce available research in fact primarily depends on schematic or unmatched stimuli, and faces limitations in replicating results.

Process and methods (for empirical research)

In a within-subject study, we aimed to systematically examine the curvature preference hypothesis in photorealistic indoor environments. 200 participants reacted to well-matched simulated living room images representing contrast in contour (angular vs. curved) and style (modern vs. classic). The set of measures included four reaction time paradigms intended to capture implicit responses in terms of preferences, attentional and motoric biases, in addition to explicit evaluations on different affective and spatial dimensions.

Main results (or main arguments in the case of critical reviews)

We will perform an analysis on the behavioural and cognitive data, in which we mainly compare angular-vs-curved and modern-vs-classic conditions.

Implications for research and practice/policy | Importance and originality of the contribution

Given the considerable time we spend indoor, such findings would contribute to identifying design elements that affect emotions and cognition, and therefore can inform design strategies to achieve optimized spaces that enhance well-being.

Palavras-chave : Contours, preferences, attentional and motoric biases, well-being, indoor environments