10.30- 12.00 Architecture foster imagination ?

A pilot experiment with EEG ElectroEncephaloGram tried to face this question

Along with the development of their singular thesis, NAAD students participate in a pilot experiment, with the support of Giovanni Vecchiato Researcher of the Parma University - Dept. Neuroscience, Disma Lamon of Micromed - Venice area, and Fabrizio Terranova and Gabriele Leonardi of Symmetrical - Rome, under the supervision of Davide Ruzzon, NAAD Master Director and Scientific Responsible.

This experiment was focused on the evaluation of the cerebral cortex activation during the perception of different architectural settings. Six indoor spaces cut off from existing buildings or projects have been reshaped according to the theories studied during the Course, with the aim to permit more easily to the space to trigger users motor imagination through embodied simulations fostered by the multi-sensory perception.

12.00-12.30 Coffee Break

12.30- 15.30 NAAD Master: the first seven experimental thesis degree.

Federica Casetti, Elnaz Ghazi, Richard Jedon, Leonardo Poli, Natalia Olszewska, Antonio Sorrentino and Nour Tawil will introduce their thesis degree elaborated during the Master, accomplished also involving the users of each building. Last May in Biennale, they shortly submitted the first surveys from their studies with the users of the buildings or places aimed to capture the background feeling awaited by people during their experience inside the architecture, also correlating these findings with the sensorimotor expressions embedding these feelings. The second phase has been devoted to 'picture' the actual shapes of the buildings, places and projects with the suggestions derived by this first part with the target to enhance users imagination during perception and experience of the indoor spaces.