



Flooring Psych: How to Avoid (Literally) Slipping and Tripping through Life

Barbara Lyons Stewart

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Flooring Psych: How to Avoid (Literally) Slipping and Tripping through Life describes 9 Hidden Messages – unconscious ways that floor patterns affect us psychologically and physically. These stem from Human Instinct and Nature, are supported by Evidence-Based Design Studies and research from a variety of fields and can be used with any design style and project type to create healthier places.

The author is an Architect, Interior Designer and “Building Psychologist” who has consulted with clients including Kaiser Permanente, The Republic of Tea and design firms like Gensler and AECOM. She explains each Hidden Message through easy-to-read and entertaining stories with practical Do’s and Don’ts that design and flooring professionals will be able to immediately apply to their next projects.

WHY ARE FLOOR PATTERNS MORE IMPORTANT THAN OTHER BUILDING FEATURES?

Because scientists tell us that through evolution we have become more sensitive to objects on the ground - where our ancestors were more likely to find tracks of prey and lurking predators than dropping out of trees. And in a world without antibiotics and orthopedic surgeons, someone oblivious to the patterns on the ground could easily find themselves propped up against a tree watching their clan disappear in the distance in search of buffalo...

We inherited our ancestors’ instinctive survival strategies along with their DNA and today we respond to our built environments the same way they responded to their natural environments.

WHY IS IT CRITICAL FOR 21ST CENTURY DESIGNERS AND FLOORING SPECIALISTS TO UNDERSTAND HOW FLOOR PATTERNS AFFECT OUR BEHAVIOR?

Because advances in seaming and cutting technology and the availability of thousands of flooring materials (from carpet and sheet vinyl to laminate and porcelain tile) allow us to design wonderfully complex floor patterns: while 80% of Workers’ Compensation claims are due to slipping and falling and the elderly are the fastest growing age group.

Are we designing because we CAN and not because we SHOULD?

Flooring Psych will appeal to everyone who designs, markets, buys or sells flooring.

Architects and Interior Designers will find it an easy reference that reinforces the idea that their designs will affect others – while learning how to create floor patterns that are ‘Good for People’ – as well as ‘Good Design.’

Flooring Manufacturers, Dealers, Distributors and Installers will use this book to add value to their clients by being able to recommend the best, most effective and appropriate installations in commercial flooring.

And after reading Flooring Psych – NO ONE will ever look at floors quite the same way again!

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