

Neuroarchitecture and the Real Estate Sector

It was on 28 November that APPII had the privilege of raising awareness of the importance of applying neuroscience concepts to architecture and, consequently, to property development in Portugal.

This event owes a lot to one of the first people to realise that spaces influence emotions. The American doctor, often linked to the polio vaccine, Jonas Salk.

It was in the 1950s, during a trip to Italy, that he visited the Basilica of St Francis of Assisi several times, after realising how much more creative and inspired he was in an environment like that. Very different from the usual laboratory he was used to.

Since then, with the advance of knowledge about this science, coupled with the dissemination of ESG metrics, there is an urgent need to clarify how neuro-architecture can be used to improve our well-being, our productivity and our quality of life, through conscious decisions when designing and developing a property project. And this was precisely the motto launched last Thursday.

If, on the one hand, the ESG standards were already transforming the way property projects were designed and executed, on the other, the development of neuro-architecture is able to relate to the three pillars of the acronym in question, as a key tool for achieving its environmental, social and governance objectives, which are also the result of the European taxonomy.

In this context, the role of architecture and property development in the post-pandemic period, which is still being felt, cannot be underestimated. The obligation to do everything from home has encouraged a search for environments that favour mental health, reduce levels of anxiety and stress, and can also promote social interaction, which has been so damaged in times when confinement has been a reality.

In this sense, given that the property development sector is the one dedicated to building cities, it was necessary for it to adapt to the new trends that have shaped the demand for new housing, but also for offices, in the times following the pandemic.

Another factor is also due to the current panorama of the Portuguese property market, where the incessant international interest in residing or investing in Portugal is growing and the trends brought from abroad are beginning to influence and become demands in the domestic market as well.

Finally, I would like to highlight the huge turnout for the 1st Neuroarchitecture Meeting in Portugal, from a wide range of players in the property sector. This is a clear reflection of the growing interest in and appreciation of this approach to the sector.

On the 28th, it was possible to confirm that not only professionals involved in the construction and development of spaces, but also the users of these environments have been increasingly demanding compliance with ESG metrics. In particular, those aimed at creating environments that promote health, comfort and quality of life for all. This evolution is a consequence of the awareness that a well-designed space that respects human and environmental needs is essential, not only for the future of the property sector, but for everyone involved.