

# COMMERCIAL DESIGN

The definitive guide to successful commercial spaces and facilities management

The multi-decade trends and transformative shifts in the flexible workspace industry; Design trends and developments that are set to shape 2024

Total pages 44

Volume 11 | Issue 6 | February 2024 | ₹100



NAVIGATING THE HORIZON OF

## DESIGN EXCELLENCE WITH STUDIO XP

**Koheli and Jitendra Puri**, unravel the fusion of design excellence and strategic project management that defines their firm's trailblazing approach to workspace dynamics

# UNDERSTANDING HUMAN PSYCHOLOGY TO CREATE AN EFFICIENT AND PRODUCTIVE WORK ENVIRONMENT

Exploring the secrets of human psychology to inform the thoughtful workplace design



**I**n the ever-evolving world of design, the focus transcends the mere arrangement of pixels and lines; it delves into the intricacies of human behaviour within workspaces.

The objective is to create environments that not only please the eye but also cater to the psychological nuances of individuals who navigate these professional realms. This exploration involves unravelling the secrets of human psychology to inform the thoughtful design of workspaces, where functionality meets the innate needs and behaviours of those who inhabit them.

A nuanced interplay emerges between visual aesthetics and the

ergonomic needs of individuals in the workspace. Every decision, whether it involves the positioning of desks or the arrangement of communal

areas, is shaped by a keen understanding of how the human mind functions within a professional setting.

Colours transcend a mere visual palette; they metamorphose into influential tools shaping mood and productivity. The deliberate selection of colours is a thoughtful process, considering the principles of colour psychology to craft an environment that not only visually captivates but also contributes to positive emotions, heightened focus,

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Kuntal Vyas Aggarwal, founder at Resaiki Interiors

and an overall sense of well-being. Each hue is chosen with a purpose, aiming to create a positive ambiance that resonates with individuals in the workspace, fostering a conducive atmosphere for optimal productivity and a thriving work environment.

Furniture, beyond its design, takes on the role of a facilitator for comfort and functionality. The workspace is curated



to minimise disruptions, encourage collaboration, and ensure a seamless workflow, acknowledging the psychology of how individuals interact with their surroundings.

Lighting holds an influential role in workspaces, steering the overall mood of the environment. The incorporation of natural light establishes a connection to the external surroundings, contributing

to a refreshing atmosphere. Recognizing the psychological impact of lighting, it enables the creation of adaptable spaces that cater to the diverse needs of occupants. Thoughtful planning in layout and furniture arrangement ensures functionality and comfort, minimising sensory overload through clear and uncluttered spaces. Strategic placement of furniture enhances flow and

accessibility. Designating specific areas as quiet retreats with comfortable seating and calming elements provides dedicated spaces for decompression and recharging, further enhanced by sensory-friendly items like weighted blankets.

Acoustics are a pivotal consideration in designing spaces, recognizing the substantial impact on creating an environment conducive to concentration and well-being. Creating an acoustically treated space involves utilising materials designed for sound absorption, establishing designated quiet zones, and incorporating background music. These measures contribute to shaping an auditory environment that meets the psychological needs of individuals in a work setting.

Workspace design, at its core, unfolds as a narrative that responds to the collective needs and habits of those spending their professional hours within its confines. The psychology of design becomes a story told through the arrangement of elements, ensuring that the workspace resonates with the individuals utilising it. In an era where the link between the physical workspace and employee well-being gains recognition, the understanding of human psychology takes a front seat in the design process. By grasping the fundamentals of human behaviour, designers can craft work environments that resonate profoundly, optimising efficiency and fostering a positive and harmonious professional experience.

Kuntal Vyas Aggarwal, Founder and Design Head, Resaiki interiors and architecture design studio Kuntal Vyas Aggarwal, a design and technology prodigy, founded Resaiki in 2011, an architecture and interior design firm that enriches lives with holistic spaces. She has expertise in diverse design domains and has led over 100 projects across 7+ cities in India and Nepal. Kuntal's designs prioritise well-being, blending spirituality and mindfulness. Recognised nationally, her work is featured in leading publications. She actively contributes to the design community, receiving the 'Best Performing Designer in One Decade' award from BNCA. Kuntal's leadership and partner Nikhil Aggarwal foster collaborations with prestigious clients like TATA Housing and Samsung, creating contemporary designs powered by new-age technologies. 🌱