

**57      Natalie Verdiguel. Understanding Viewer Responses to Biophilic Imagery in Hospital Rooms: Examining the Impact of Color and Geometry**

Submission 57

Title: Understanding Viewer Responses to Biophilic Imagery in Hospital Rooms: Examining the Impact of Color and Geometry

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**Abstract:** Research has demonstrated biophilic imagery as being high in restorative potential. Such imagery is especially beneficial in healthcare environments, where occupants may experience high levels of stress. However, nature is not homogeneous or static. While green or forest-like imagery is often studied, geographical location and the changing of seasons contribute to a variety of plant life and landscape scenes. The current study examines different impacts of color and geometry in biophilic imagery in a healthcare context. In a pilot study, 24-30 participants are presented with a series of two-dimensional images of a patient room containing different nature images. The study is divided into two analyses. Study 1 examines emotional affect using Flow Theory and the Pleasure-Arousal-Dominance Model for 24 selected nature images based on the Color Image Scale (Kobayashi, 1990), while Study 2 examines the restorative potential of the images using the Perceived Restorativeness Scale (Harting, 1997). Based on previous research, we predict that images with high scores on restorative potential will correlate with higher levels of positive affect from participants (Schutte, 2017). By measuring participants' responses to the images presented, we will be able to determine what biophilic imagery content is most beneficial. The primary aim of the study is to gain a good understanding of the role of color and geometric patterns in biophilic imagery on patient experience for positive affect and restoration in a healthcare environment. Results from this study could contribute to a better understanding of subjective experiences of nature imagery, and better inform interior design choices for patient rooms in hospitals.