Design Informed: Driving Innovation with Evidence-Based Design

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The Power of Evidence to Create Design Excellence

This practical, accessible book—for design professionals and students alike—is about design excellence and how to achieve it. The authors propose an evidence-based design approach that builds on design ingenuity with the use of research in ways that enhance opportunities to innovate. They show the power of research data to both reveal new design opportunities and convince stakeholders of the value of extraordinary work. A guide for all designers who want to earn their place as their clients' trusted advisor and who aspire to create places of beauty and purpose, the book demonstrates:

- An approach to applying evidence to design that neither turns designers into scientists nor requires large-firm resources
- The wide range of types of evidence that can be applicable to design and where to look for it
- Direct, practical application of the evidence-based design approaches in use today
- Provides tools to distinguish strong evidence that can improve design decisions from misleading assertions resulting from weak research
- Benefits of evidence-based design, including improved human and building performance

Two featured case studies illustrate the theory and practice of evidence-based design. The work of the authors' 2005–2007 AIA College of Fellows Benjamin Latrobe Research Fellowship provided an empirical foundation for this book, and addresses the use of rigorous research methods to understand relationships between design choices and health outcomes. The California Academy of Sciences, designed by Renzo Piano Building Workshop, Chong Partners Architecture, and Arup, provides transparent evidence that enhances building technology performance in the context of a powerful design expression.

In-depth interviews and case studies are clustered around three research categories: modeling, simulation, and data mining; social and behavioral science and the physical and natural sciences; and including cutting-edge use of neuroscience to understand human response to physical environments. The twenty-two featured thought leaders include: **William Mitchell**, MIT Media Lab; **Fred Gage**, Salk Institute; **Phil Bernstein**, Autodesk; **Sheila Kennedy**, Kennedy & Violich; **James Timberlake**, KieranTimberlake; **William and Chris Sharples**, SHoP Architects; **Vivian Loftness**, Carnegie Mellon University; **John Zeisel**, Hearthstone; **Paco Underhill**, Envirosell; **Susan Ubbelohde and George Loisos**, Loisos+Ubbelohde Architecture-Energy; **Chris Luebkeman**, Arup; **Martin Fischer**, Stanford University CIFE; and **Kevin Powell**, GSA.

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