Sustainability, Design and Architecture
at the service of people
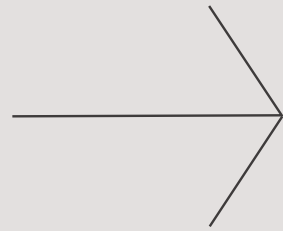
ACTIU

ACTIU
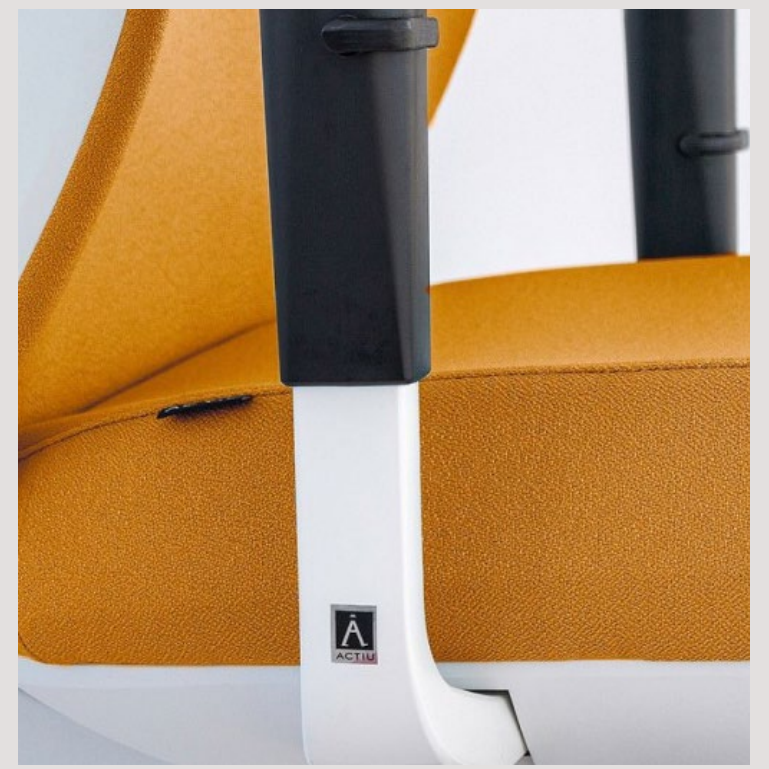
ACTIU & Neuroarchitecture

Our
Values

Well-being

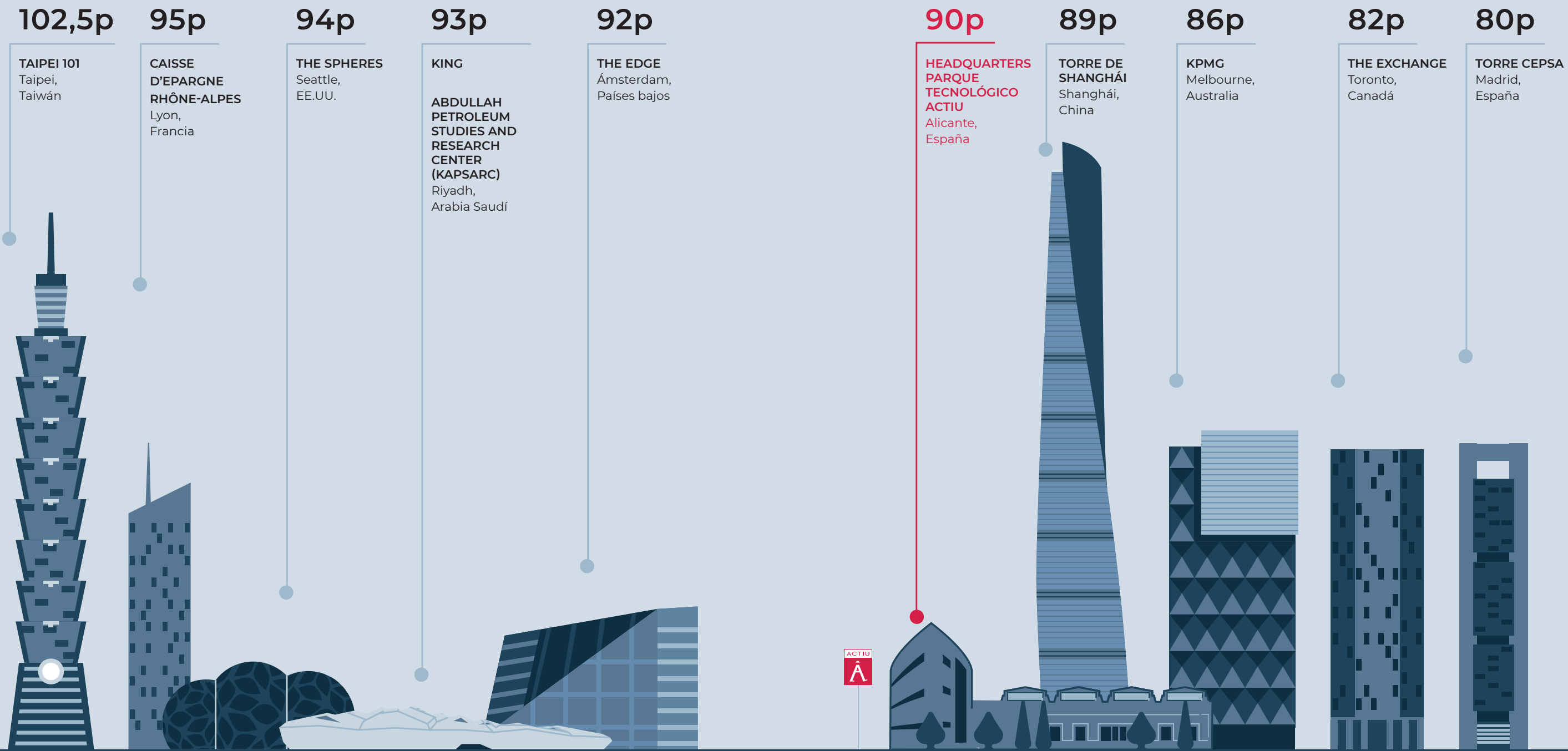Design

Innovation

Manufacturing

Sustainability

The welfare of facilities
around the world

p= Points obtained in the WELL certification.

102,5p

95p

94p

93p

92p

90p

89p

86p

82p

80p

TAIPEI 101
Taipei,
Taiwán

**CAISSE
D'EPARGNE
RHÔNE-ALPES**
Lyon,
Francia

THE SPHERES
Seattle,
EE.UU.

KING

**ABDULLAH
PETROLEUM
STUDIES AND
RESEARCH
CENTER
(KAPSARC)**
Riyadh,
Arabia Saudí

THE EDGE
Ámsterdam,
Países bajos

**HEADQUARTERS
PARQUE
TECNOLÓGICO
ACTIU**
Alicante,
España

**TORRE DE
SHANGHÁI**
Shanghái,
China

KPMG
Melbourne,
Australia

THE EXCHANGE
Toronto,
Canadá

TORRE CEPSA
Madrid,
España

ACTIU
Â

*** The buildings shown are all WELL Platinum certified, in different categories: WELL v2 Certification, WELL v2 Core and WELL v2 Pilot.*

WELL
PLATINUM 2022

**Well Certificate
Platinum 2022**

U.S. GREEN BUILDING COUNCIL
LEED PLATINUM
USGBC

**Leed Certificate
Platinum 2024**

level
2

**European
Level Certification
Level 2**

HOW DO WE WORK AT ACTIU?

Did you know that...?

Almost all (86%) productivity problems in organisations are related to the working environment. [1]

An environment that facilitates a high level of interaction between workers stimulates the creativity and knowledge transfer that are crucial to generate innovation. [2]

Did you know that the work environment can influence worker satisfaction by up to 24%? [3]

Did you know that informal meeting spaces are where most (80%) of valuable interactions between colleagues take place? [4]

[1] Sehgal, S., (2012), Relationship between Work Environment And Productivity, International Journal of Engineering Research and Applications 2(4): 1992-1995
[2] Haynes, B., (2008), An evaluation of the impact of the office environment on productivity, Facilities, 26 (5/6), 178-195
[3] Brill, M., Weidemann, S., (2001), Disproving Widespread Myths About Workplace Design, Kimball International, Jasper, Indiana
[4] Ward, V & Holtham, C., (2000), The role of private and public spaces in knowledge management, presented at Knowledge Management: Concepts and Controversies Conference, 10-11 February 2000, University of Warwick, p 7

IBV

INSTITUTO DE
BIOMECÁNICA
DE VALENCIA

Welcome to the era of high
performance offices.

COOL
WOR-
KING

A High Performance Work Office is one that
provides its workers with spaces for the
exchange of knowledge and ideas to flow,
that favours casual encounters between
colleagues from different work teams, that
encourages inter-generational socialisation
between workers or that allows its teams
to enjoy moments of disconnection for
inspiration or relaxation.

**To achieve this, our
equipment proposals
connect the five basic work
styles promoted on the Cool
Working methodology.**
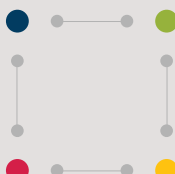
CONFIDENCIALIDAD
/ PRIVACY
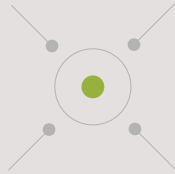
COLABORACIÓN
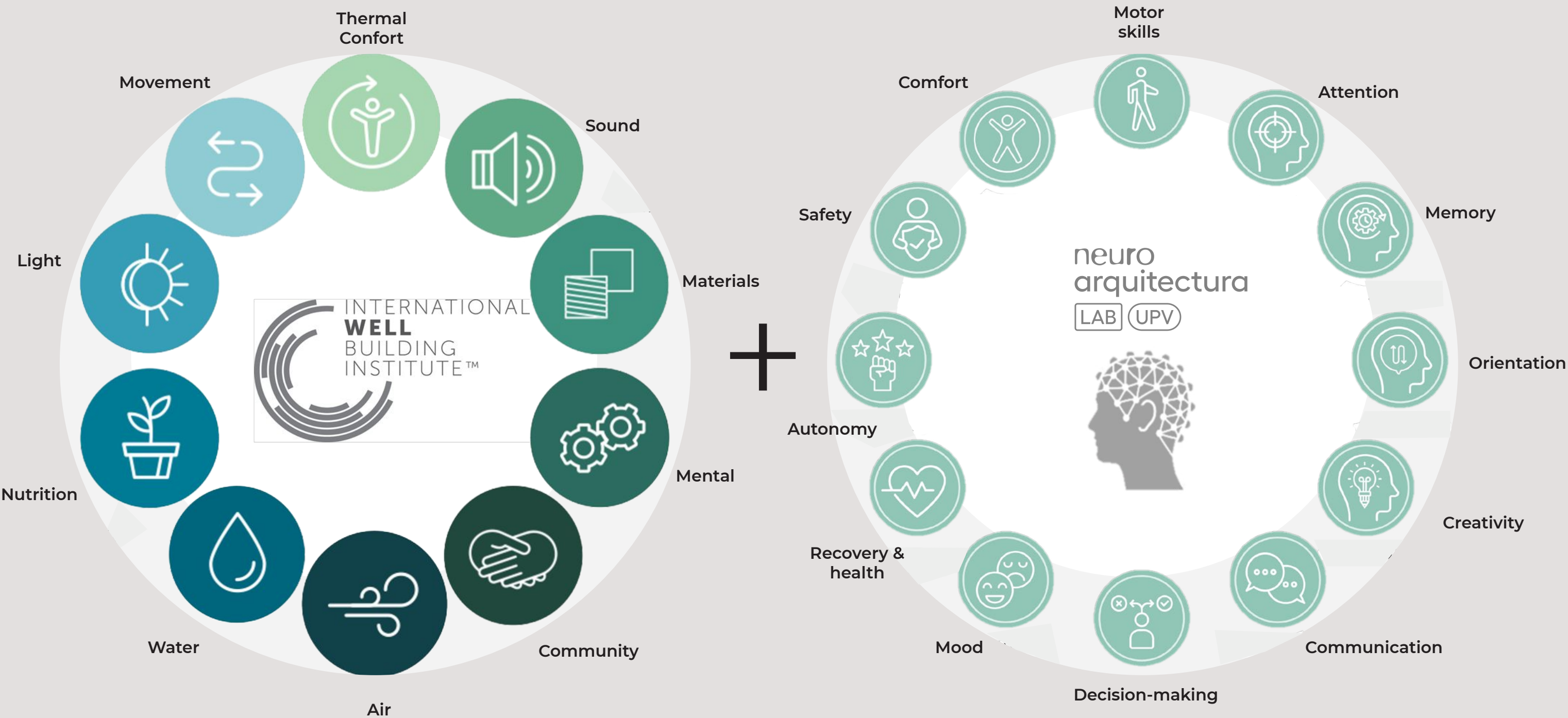**/ TEAM WORK**

CONCENTRACIÓN
/ FOCUS

APRENDIZAJE
/ LEARNING

SOCIALIZACIÓN
/ SOCIAL TIME

HOW HAS IT EVOLVED?
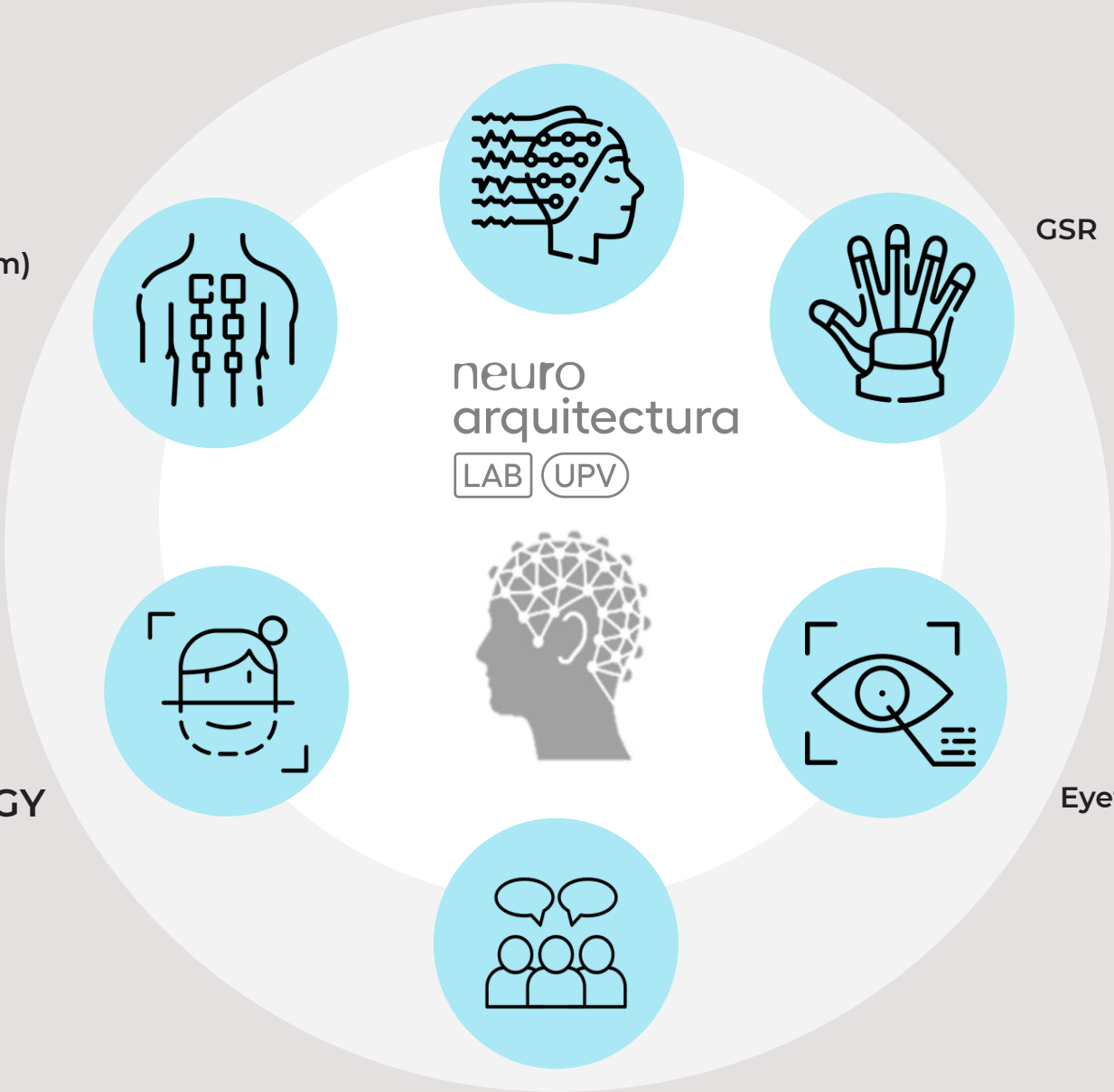
WELL & NEUROARCHITECTURE

WELL & NEUROARCHITECTURE

NEUROPHYSIOLOGICAL

EEG
(Electroencephalogram)

GSR

ECG
(Electrocardiogram)

Thermal
control

Sound

INTERNATIONAL
WELL
BUILDING
INSTITUTE™

neuro
arquitectura
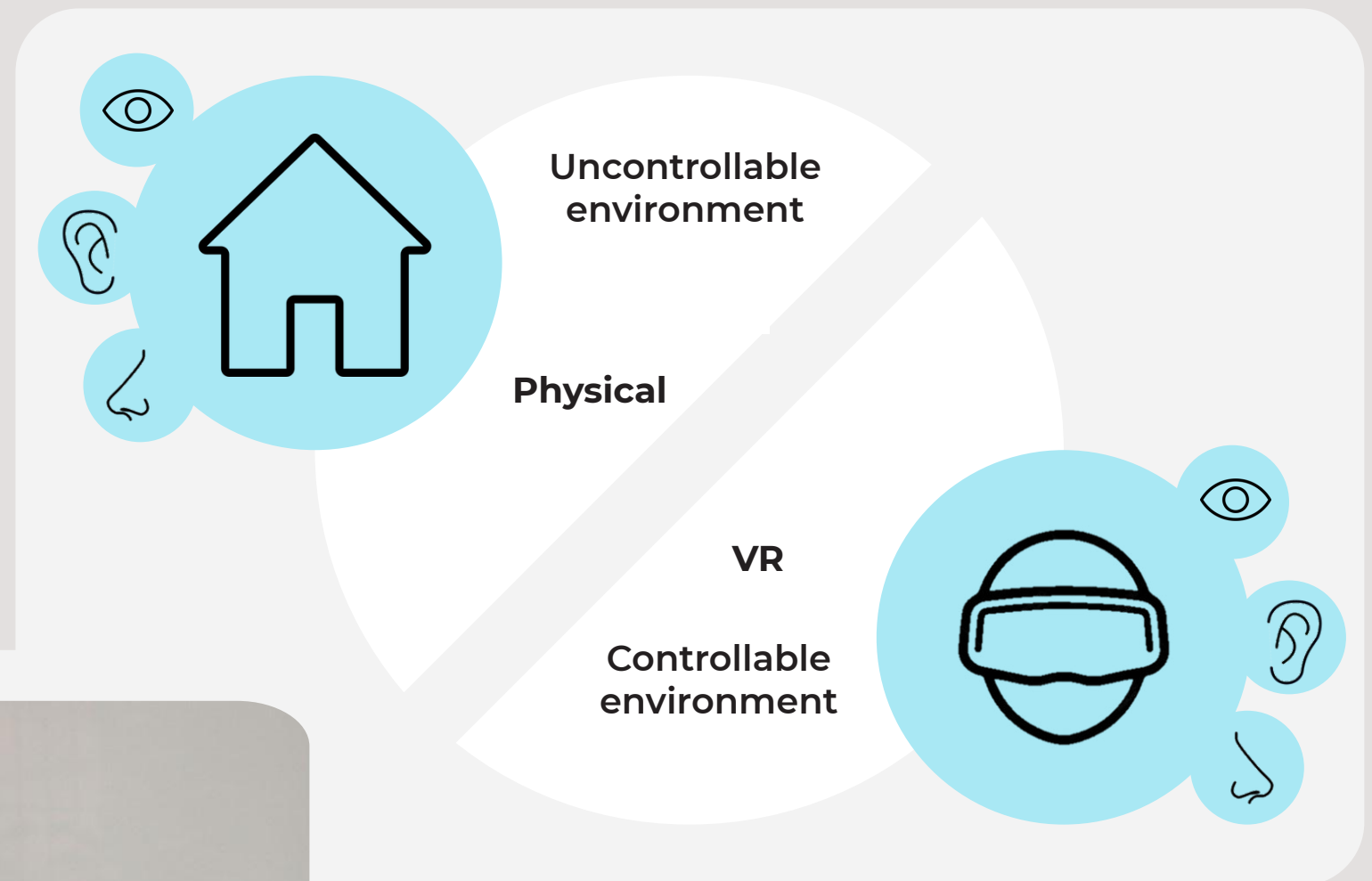LAB UPV

Air

+

Light

Eyetracking

Water

PSYCHOLOGY

HUMAN BEHAVIOR

HOW CAN WE APPLY NEUROARCHITECTURE IN OUR PROJECTS?

EXPERIMENTAL NEUROARCHITECTURE

How is the analysis carried out?

Uncontrollable environment

Physical

VR

Controllable environment

RESEARCH NEUROARCHITECTURE

Key take aways from Neuroarchitecture

Lesson 1: *Spaces influence **emotions**, and science confirms it.*

Anxiety - Depression - Joy - Euphoria

Lesson 2: *On health. **Nature** is health.*

The 3 - 30 - 300 rule

Lesson 3: *Equity*

Resource adaptability

Lesson 4: *Spaces come to life through the **senses.***

Sight - Smell - Touch - Hearing

Lesson 5: *Green* *and **blue** spaces improve mood and health.*

Nature & Water

↓ Stress   ↓ Anxiety

Lesson 6: *Light* *cares for our mental and physical health.*

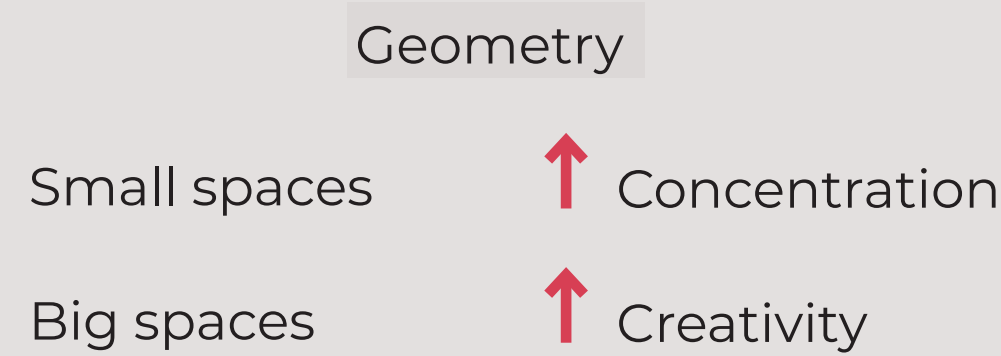↓ Intensity   ↑ Memory

↑ Intensity   ↑ Attention

RESEARCH NEUROARCHITECTURE

Key take aways from Neuroarchitecture

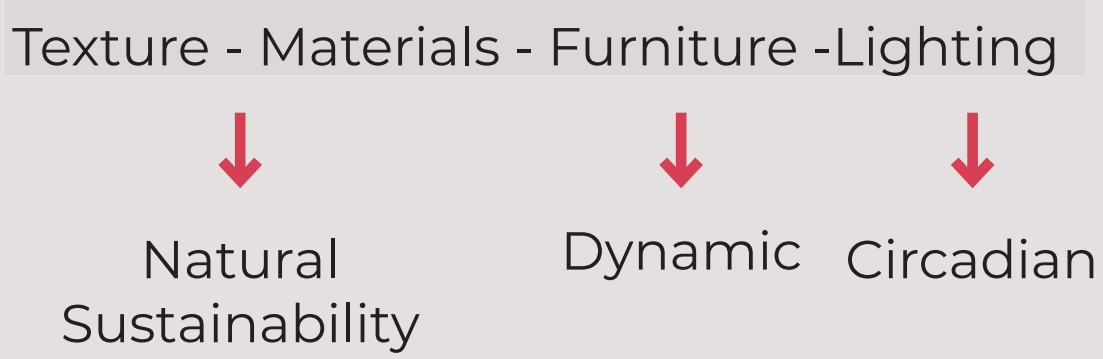**Lesson 7:** *Space affects learning and concentration.*

Geometry

Small spaces ↑ Concentration

Big spaces ↑ Creativity

Lesson 8: *Colors that awaken the mind.*

Cool colors ↑ Activation

Warm colors ↑ Memory Attention

Lesson 9: *The user changes, and the space must change with them.*

Sex - Age - Position

Lesson 10: *Rehumanizing buildings and cities.*

Texture - Materials - Furniture - Lighting

↓ ↓ ↓

Natural Sustainability   Dynamic   Circadian

RESEARCH NEUROARCHITECTURE

Key take aways from Neuroarchitecture

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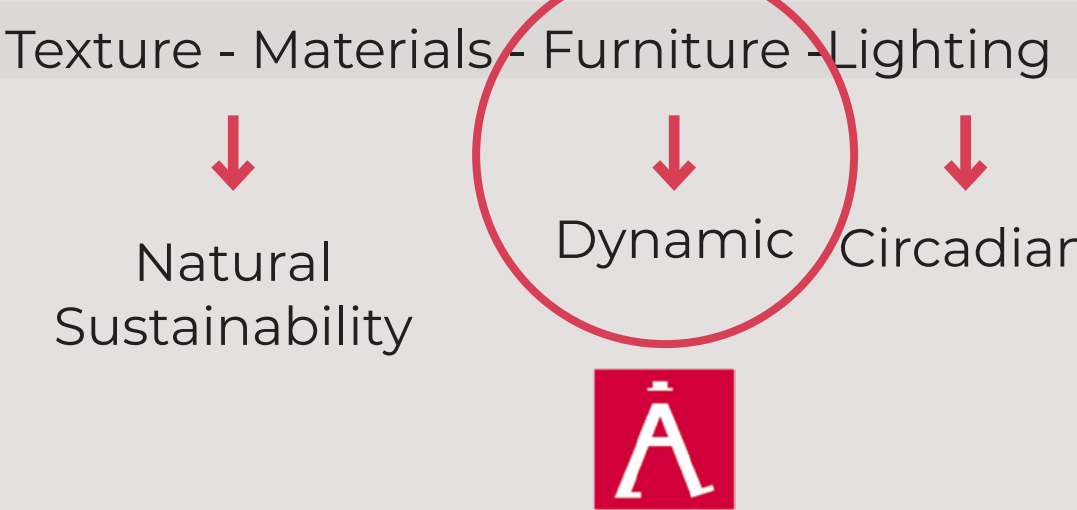Geometry

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Natural Sustainability · Dynamic · Circadian

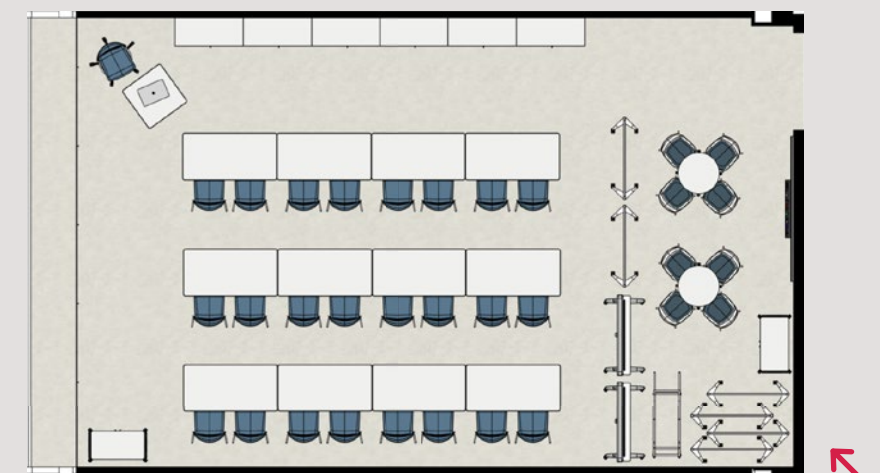# HOW HAVE WE PARTICIPATED FROM ACTIU?

1° FOCUS GROUP

Objective:

We gather the users in the initial space and ask them a series of questions about the space, lighting, and the product.
In this way, their preferences are observed psychologically.

2° PRODUCT PROPOSAL

Infographics are created to explain and properly place the space.

3° TESTING

Testing of the physical products.

With samples of different materials

Virtual Reality sample

VR

4° FASE FINAL

Neuroarchitecture analysis

According to the product testing, a survey is conducted with both students and teachers.
In this way, we gather valuable information regarding their opinions about the product.

Thank you

see video ▶

ACTIU

www.actiu.com

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