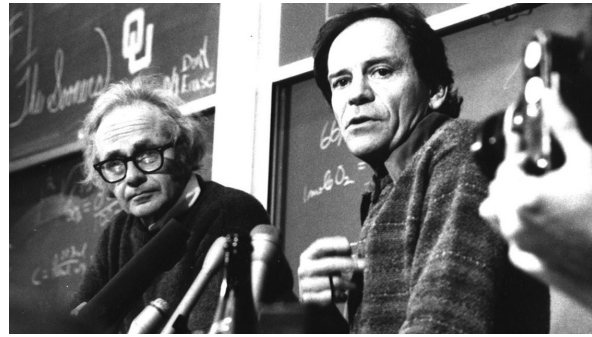


**Attract Workers to Your City
Using Proven Scientific
Design Insights:
Good Vibes, Guaranteed!**



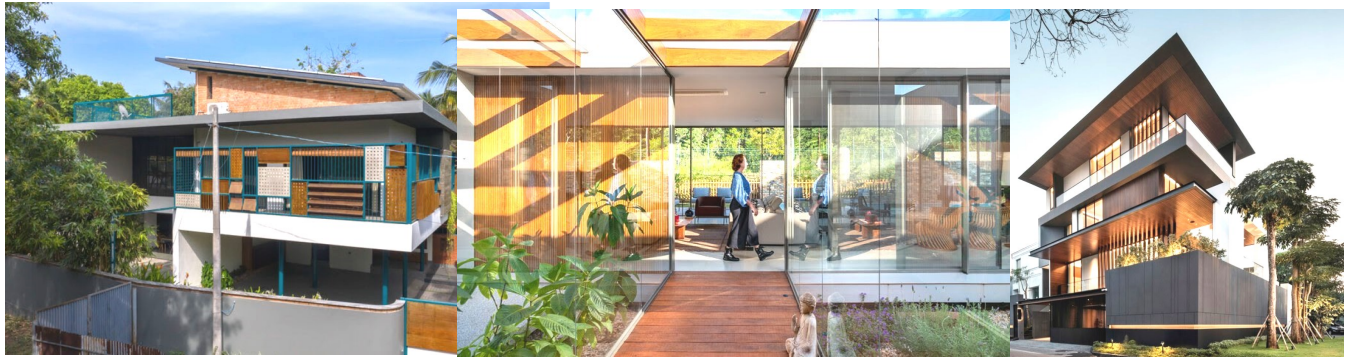
- Q** In 1981, scientists Torsten Wiesel and David Hubel received a Nobel Prize based on their research that visual contrast or visual novelty stimulated the human brain's visual cortex, which, in turn, stimulated the release of dopamine, a feel good hormone. Does this have commercial application in the architectural industry as well as the interior design industry and even the landscaping industry since all those industries create designs that can have visual contrast?
- A** Absolutely! The mostly-unknown scientific principles of visual contrast and novelty can be applied in various ways across the architectural, interior design, and landscaping industries to create engaging and stimulating environments.

Architecture

In architecture, color contrast can be used to highlight structural elements, create focal points, and influence the perception of space. For example, using contrasting colors on walls and ceilings can make a room feel larger or smaller. Additionally, texture contrast—such as pairing rough stone or wood with smooth glass or metal—adds depth and visual interest to buildings.

Interior Design

Interior designers often use color contrast to create dynamic and visually appealing spaces. This can involve pairing complementary colors, like blue and orange, or contrasting warm and cool tones. Texture contrast is also important,



such as combining sleek, modern furniture with rustic, natural materials. These contrasts can evoke different emotions and enhance the overall experience of a space.

Landscaping

In landscaping, color contrast can be achieved by planting flowers with complementary colors or using different colored foliage. Texture contrast is equally important, pairing plants with varying leaf textures and sizes to create a dynamic and visually interesting garden. Additionally, contrasting materials like stone and wood can add visual depth and interest to outdoor spaces.

By thoughtfully incorporating these scientific principles, professionals in these fields can create environments that are not only aesthetically pleasing but also psychologically stimulating, enhancing the well-being of those who experience them.

For instance, economic development professionals could use these insights to tout a building, neighborhood or entire community when attempting to attract workers, families or companies to their city. An astute marketing professional has labeled these scientifically evocative designs as “UrbaNatural,” a combination word that blends two contrasting environments and related mindsets.



Skeptical? Confused?

Look closer at the relationship between high contrast visual design and the release of dopamine in the viewer's brain that leads to positive emotions ("good vibes"). You'll soon understand how that can be a marketing catalyst for civic activists, real estate developers, architects, interior designers, recruiters, landlords and business owners.

David Hubel and Torsten Wiesel's groundbreaking research in the 1960s and 1970s revealed how the brain processes visual information. They used micro-electrodes to monitor the activity of neurons in the visual cortex of cats and monkeys, discovering that certain neurons responded specifically to visual contrast and patterns. This work earned them the Nobel Prize in Physiology or Medicine in 1981.

How Visual Stimulation Works

When we see something with high visual contrast or novelty, it activates specific neurons in the visual cortex. These neurons are specialized to detect edges, patterns, and movements, which are essential for recognizing objects and navigating our environment¹. The activation of these neurons sends signals to other parts of the brain, including areas involved in reward and pleasure.

Dopamine Release

The brain's reward system, particularly the release of dopamine, is closely linked to novel and stimulating experiences. When we encounter something visually novel or with high contrast, it triggers the release of dopamine, a neurotransmitter associated with pleasure and motivation.

This dopamine release creates a sense of reward and satisfaction, contributing to the "feel-good" sensation.

Application in Design Industries

In fields like architecture, interior design, and landscaping, incorporating elements of visual contrast and novelty enhances the aesthetic appeal and emotional of spaces. For example, using contrasting colors, textures, and patterns can make a room more engaging and enjoyable to be in, potentially leading to a more positive experience for occupants.

AMERICA IS BECOMING URBANATURAL URBANATURALS ARE REDEFINING THE AMERICAN EXPERIENCE



How Industries Can Use Scientifically Proven Visual Contrast to “Emotionalize” Me-Too Business Environments and Ho-Hum Communities.



Many organizations, associations and companies can benefit directly from these scientifically-proven insights. New possibilities and growth potential (described within Microsoft AI CoPilot) can be actualized through partnerships with marketers, architects, designers, civic leaders, economic developers, Chambers of Commerce, community activists, real estate developers, neighborhood associations, construction companies, office furnishings dealers and even floor covering retailers across the US that wish to attract citizens, employers as well as customers. In every case, these organizations can stimulate well being and positive emotions within those who live and work within UrbaNatural environments, thus providing a competitive edge in their industry.

Seminars and workshops are available for industry/association events. Call Mr. Lynn Hinderaker for dates and pricing: 402-208-5519

Note: The “UrbaNatural” phrase is a licensable marketing adjective that is owned by NEWbraska Partners, an LLC and consulting firm in Omaha, Nebraska. Learn more at urbanaturalamerica.com as well as at <https://bit.ly/3BiXyzO>.