

- **Proposed title:**  
The Importance of Homeostasis as Design Criteria in the Time of Covid-19
- **Length of presentation and discussion:**  
1 hour 30 minutes
- **Brief description of presentation:**  
Architect Donald H. Ruggles suggests a new, urgent effort is needed to refocus the direction of design to include the quality of beauty as a fundamental, overarching theme in two of man's most important fields — the built and artistic environments. "Beauty, Neuroscience & Architecture: Timeless Patterns & Their Impact on Our Well-Being," Don's first book on the subject and winner of a Bronze Medal IPPY Award, details the neuroscientific connection between spending time in beautiful spaces and the impact on our well-being.

In this presentation and discussion, Donald will demonstrate that the architectural use of primal geometric patterns is an avenue to achieve a healthy neurological balance in our nervous system known as homeostasis. Fundamentally it is about creating an architecture that is focused on the well-being and health of those who experience these designs which leads to a stronger and more robust immune system: a particularly important goal in the time of Covid-19.

He puts architects, builders and designers on notice to pay attention and use neuroscience, biology, psychology and architecture to create the new discipline of neuro-architectology. This method balances what is beautiful with what is exciting, allowing designers to begin to conceptualize our built environment to make us healthier and to improve our sense of well-being.

Don has been speaking on this topic for more than 10 years, recently at Oxford University, the Tufts UX+Design conference, the Design Leadership Network, and across the U.S., including several ICAA chapters. He is also preparing to debut a full-length documentary on the topic later this year.

- **Brief bio:**  
Donald H. Ruggles, AIA, NCARB, ICAA, ANFA, is a practicing architect and CEO of Ruggles Mabe Studio, an award-winning boutique residential architecture and interior design firm based in Colorado. Since 2018, Don has been traveling the U.S. and Europe to discuss his first book, "Beauty, Neuroscience & Architecture: Timeless Patterns & Their Impact on Our Well-Being," which suggests beauty can and does make a difference in our lives, including improving many aspects of our health.