

DesignEx Seminar —**Neuroaesthetics: The Science of Beauty in Interior Design****Content:**

Have you ever pondered why paintings and music deeply move us, or why some interiors bring calm and balance? Neuroaesthetics explores these curiosities by studying how the brain perceives and processes design elements. This interdisciplinary field merges neuroscience, psychology, and the arts, shedding light on the physical factors that create impactful aesthetic experiences.

In this talk, led by Linda Kafka, a WELL Accredited Professional and design science educator, she explores how neuroaesthetics and interior design intersect to significantly affect our well-being. Advances in neuroscience have enriched our understanding of how design features like details, fractals, and biophilic elements affect our emotions and cognitive functions. Linda will use research and biometrics to show the real-world impacts of these design choices on how people interact with their surroundings. Join us to discover how thoughtful design can lead to healthier, more joyful living environments.

This seminar accounts for 1 IDCEC hour.

Presenter:

Linda Kafka, WELL AP, SIDA, CAPS

Principal, Livable Environment Inc. | Science in Design Academy



Since 2009, Linda has been a pivotal figure in the residential interior design/build industry, championing inclusive, age-free design, health, and well-being in the built environment. Recognized as one of Canada's specialists in aging in place, Linda is also experienced in accessible and wellness design. She is a WELL Accredited Professional and a Certified Aging in Place Specialist (CAPS). Linda was instrumental in writing, and now teaching the "Adaptiv Home" modification course offered by the Canadian Home Builders Association. In addition, Linda was the managing

director of a design centre in Toronto and a supporter of IDC, holding a Board position from 2016-2018.

More recently, Linda founded the Science in Design Academy, where she explores the intersection of design with human biology, specifically the emotional and physiological impacts people have in the built environment. She pioneered the first neuroaesthetics course for residential designers, a comprehensive online program that covers the science behind how environments influence health and well-being. Written by 18 faculty who are experts in neuroaesthetics, this new industry course consists of 24 chapters of video lessons, self-paced, and upon completion offers 18 CEUs.