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CORPORATE NEUROARCHITECTURE: THE EXPERIENCE OF THE PHYSICAL ENVIRONMENT AS A TOOL FOR HUMANIZED OFFICES

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(i) Introduction: In recent years, it has been possible to observe a significant change in how the corporate world has been dealing with human ills. Stress-related problems are responsible for 75% of health problems today. Overcharging within institutions and the great financial concern are the greatest causes of stress in the contemporary world. As a result, many organizations were forced to change the way they were working. Muhamad Yunus (2014) says that the indifferent view towards human beings is deeply rooted in the economic world and that we need to create a version where the true human being reinforces his altruistic and caring nature. Initially, the architecture of the workplaces did not aim at the human being as the central focus of the project. The environments had the standard of large industries, with desks in series and in a row, without partitions and a high number of employees in a short space, this model is perpetuated until today. The identification of these factors leads us to an urgent need to humanize our workspaces and gestational dynamics, where the center of the project is the human being. For this, it is necessary that the physical environments promote sensorial, cognitive and emotional experiences in a positive way. **(ii) Objective:** To analyze studies and research that point out the influence that built spaces have on our perception, our behavior and our interaction and consequently study their long and short term effects and how to make the environment a positive experience. **(iii) Methodology:** The present study has as an approach a set of analysis and research. All information was collected from articles found on the platforms of Scielo, PubMed, ANFA database (Academy of Neuroscience for Architecture) and books, bringing together subjects about the influence of the external environment. **(iv) Results and discussion:** Human evolution shows us that we constantly react to internal and external stimuli, because our nervous system is always capturing information and generating adequate responses so that we can survive. "When the nervous system processes sensations efficiently, adaptive responses are generated so that the person can better deal with the environment" (TIEPPO, 2019:111). The interaction with the environment in which we are inserted ends up determining some of our behaviors even if it is not consciously.A 2007 study of 100 students at Rice University suggests that the height of the ceiling in a room can influence our thoughts. The experiment consisted of applying a test whose answers required abstract thinking. The research pointed out that those students exposed to rooms with higher ceilings obtained better responses and in less time. Larger spaces tend to generate freer and more creative behavior among human beings. Neuroscience also explains that evolutionarily our brain has not yet been developed enough to live only in the midst of concrete. We are naturally programmed to live in nature. This results in a greater feeling of security and consequently a more pleasurable experience. "Recently, architects have integrated biophilic designs into some modern offices, resulting in an increase in productivity and creativity and a decrease in absenteeism for their employees" (STOUHI, 2020). Another study that brings the importance of the environment in which we are inserted is the so-called epigenetics. "The environment (physical and social) in which we operate - as well as our individual habits - interacts with our genotype and influences epigenetic changes" (PAIVA, 2020). This whole set of factors, including physical space,It is known that we experience the world through our senses. Among the best known are: smell, touch, sight, hearing and taste. But we actually have even more sensory receptors than we realize. Somesthesia refers precisely to the sensitivity of our body, which consists

of several nuances to feel and regulate our organism, such as: body balance, temperature, pressure, vibration, pain and proprioception. Neuroscientist Carla Tieppo (2019) states that for information from the environment to be consciously or unconsciously felt, our sensory receptors must be activated. When we talk about experiencing an environment, we talk about awakening as many senses as possible within that space. According to Tye Farrow (2020) "elements of enriched environments are design choices that improve human performance", the author also states that "non-stimulating environments, or non-enriching environments, can impair cognitive development". This leads us to understand that the choices of elements or the lack of them can lead us to opposite results.All this neural trajectory can be stimulated in an environment from our basic senses and from then on create favorable experiences that contribute as a tool for more humanized environments. When it comes to humanizing spaces, this goes far beyond providing environmental comfort. It is necessary to develop experiences that actively involve your employees, in order to create a comfort that goes far beyond the physical: the social and mental. Research by psychologists Leon Festinger, Stanley Schachter and sociologist Kurt Bac suggests that environments are major drivers in human relationships, such as the emergence of friendships.The environment then becomes a powerful tool for carrying out positive interactions that contribute to maintaining the quality of life of its workers.

(v) Final Considerations: The study of human behavior has allowed architecture and design professionals to understand a new way of designing. Human experiences gain strength from the measurement of their positive results. The analysis of surveys, studies and experiments reinforced these points. The strong individual-environment interaction can contribute to the cognitive, emotional and behavioral development of society. From the awakening of the senses, the stimuli become even more intense and there is a greater memorization of spaces. Exposing all this, we were able to conclude that the workplaces, the result of the greatest causes of stress among the population, need to insert more human designs and focused on the setting experience. Allied to propitious social spaces, architecture becomes a powerful tool for transformation and healing in society.

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