Barriers to Implementing Brain Health Behavior Change and Building Equity: Call to Action

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Davide Ruzzone Università IUAV di Venezia
• Barriers to Implementation
• Capabilities
• Cities
• Nesting
Ecological approach to behavioral change

Person  Environment
Ecological Model of Human Behavior
(Lawton & Nahemow, 1973)

**Individual competence:** is the enduring ability that enables an individual to function --intelligence, motor and perceptual abilities, social...

**Environmental pressure:** aspects of the environment that act in concert with a personal need to evoke behavior (e.g., housing standard, neighborhood conditions, and public transport)

**Adaptation Level:** unique combinations of personal competence and environmental characteristics determine an individual’s optimal level of functioning.
Are our cities perpetuating isolation, inequality, apathy and passivity?
• Cities are a reflection of our values, and they perpetuate those that we code deepest into our environment.

• With the privatization of public space, the monetization of the architectural experience, and the manifestations of sectoral politics on the ground, what values do our modern cities represent?

Itai Palti,
Conscious Cities 2020
What is the mind set that the city produces?
• In every space we inhabit, our five senses are continuously taking in real time environmental data. It's as if our surroundings are live-streaming directly to our brains and bodies.

• Whether we are aware of it or not, our surrounding environment is continuously impacting our biology.

Itai Palti,
Conscious Cities 2020
Soft Cities

• How can possibly a city be soft?

• Soft like a human being is soft...

Daniel Sim, Gehl Architects
Neighborhood is about relationship

David Sim, 2021
Soft Cities
Neighborhood is about relationships.
Neighborhood is about relationship

David Sim, 2021
Soft Cities
Neighborhood is about relationship

David Sim, 2021
Soft Cities
City is a platform for life
Intensity of life!!
Density x Diversity = Proximity

Madison Square
Nov. 2008
Neighborhood is about relationship

David Sim, 2021
Soft Cities
VOLVEREMOS A ABRAZARNOS

are Conscious Cities.
Our buildings are shaping us. They reflect our growing monoculture: unidimensional and largely inhospitable to authentic life.

Sarah Robinson, Nesting: Body, dwelling, mind
• Human technological cultures have distanced, or “emancipated”, their building processes from their connection to the body and the guiding processes of the biological world.

• In our obsessive separation of the material and mental worlds, body and mind, emotion and reason, we have cut out our dependency on the internal principles of nature that work for balance.

Juhani Pallasmaa
Neuroscience tells us:

• Language and cognition arise from our bodies.
• Our thoughts are shaped by our bodily interactions in the world and are mostly unconscious.
• Abstract concepts are largely metaphorical.

George Lakoff and Mark Johnson, 1999
• The arts were exiled to an isolated realm of their own, completely isolated from everyday realities.

• As a result, life lost unity and balance; science and industry made steady advances, but in the now detached realm of feeling there was nothing but a vacillation from one extreme to the other.

Sigfried Giedion,
Mare culturale urbano: a cultural center
Grace: a system of services

- Daycare center for people affected by dementia
- We-Mi point
- Coworking

SQUARE

- Alzheimers' garden
- Coliving for young people

GROUND FLOOR

- Sheltered housing for autonomous elderly

FIRST FLOOR

- Living
- Piazza Grace Villaggio alzheimer: residential service for people affected by dementia

Living
PIAZZA GRACE vede l'Alzheimer non come una malattia ma come una visione del mondo, unica e originale: una visione "extra-ordinaria".
Therapeutic habitat for dementia care

Daycare center interior set-up project by: Lab_{i}r_{int} (Laboratorio di innovazione e ricerca sugli interni); dipartimento design
Moon and sun garden for dementia care

Garden project by: I Giardini del Benessere association
Please, see me, my relationship with the world, and my processes of experience, thought, and feeling!