

Google presents

A SPACE FOR BEING



EXPLORING
DESIGN'S IMPACT
ON OUR BIOLOGY

A Google Design Studio installation in collaboration with Muuto, Reddymade Architecture, and the International Arts + Mind Lab at Johns Hopkins University, Brain Science Institute.

SPAZIO MAIOCCHI
VIA ACHILLE MAIOCCHI, 7
20129 MILANO MI, ITALY

PRESS PREVIEW (INVITE ONLY):
APRIL 8, 2019:
10:00 TO 17:30

PUBLIC HOURS:
APRIL 9 TO 14, 2019:
10:00 TO 17:30

Google presents *A Space for Being* at **Salone del Mobile Milano** following its debut exhibition *Softwear* in 2018. In a multiroom installation at Spazio Maiocchi, *A Space for Being* will explore the field of neuroaesthetics and how different aesthetic experiences have the potential to impact our biology and well-being. Each room will be unique in design, build, and furnishings, as co-created by Google's Vice President for Hardware Design, UX, and Research, Ivy Ross, in collaboration with Muuto's Design Director, Christian Grosen; Reddymade Architecture and Design Studio Founder and Principal, Suchi Reddy; and Executive Director of the International Arts + Mind Lab at Johns Hopkins University, Susan Magsamen. *A Space for Being* will be on view at Spazio Maiocchi April 9 through 14, 2019.

A Space for Being is the continuation of Google's 2018 *Softwear* exhibition, which brought to life the sensorial experience of hardware. This year at **Salone del Mobile Milano**, Google continues to explore how thoughtful design can impact all of us in a myriad of ways. Informed by neuroaesthetics, an interdisciplinary field of study that strives to understand how the brain responds to aesthetic experiences, Google's Ivy Ross, Muuto's Christian Grosen, and Reddymade's Suchi Reddy developed *A Space for Being* as an interactive installation that incorporates diverse stimuli.

As guests enter the exhibit, they will be outfitted with a specially made wristband that measures specific physical and physiological responses. They will then visit three rooms incorporating unique design experiences including furnishings, artwork, colors, textures, lighting, sounds, and scents, created in consultation with Susan Magsamen from the International Arts + Mind Lab at Johns Hopkins University, Brain Science Institute. At the end of the exhibit, guests will receive a customized report suggesting which space they felt "most comfortable" or "at ease" in based on their real-time physiological responses.

Incorporating neuroaesthetic principles, the exhibit also includes Google's thoughtfully designed hardware products and specially curated Muuto furnishings, as well as interior and architectural designs by Reddymade.

Google's exhibit showcases our unique responses to the world around us and the sensory experiences we all encounter on a daily basis. *A Space for Being* continues the conversation into how human-focused design can impact our well-being.

A private panel discussion entitled *Feeling Design: Neuroaesthetics and the Impact of Design on Our Biology* will also be held at the venue with Phaidon's Editor-at-Large and *Town & Country* Contributing Editor, **Spencer Bailey**, moderating the discussion. Participants include:

Ivy Ross

*Vice President for Hardware Design,
Google*

Susan Magsamen

*Executive Director,
The International Arts + Mind Lab
at Johns Hopkins University*

Christian Grosen

*Design Director,
Muuto*

Suchi Reddy,

*Architect and Founder,
Reddymade Architecture and Design*

Dr. Richard Haganir

*Professor and Director of Neuroscience,
Johns Hopkins University School of Medicine*

Beatrice Galilee,

*Daniel Brodsky Associate Curator of
Architecture and Design,
Metropolitan Museum of Art*

ABOUT IVY ROSS

Ivy Ross is the Vice President of Design, UX, and Research for the Hardware Products group at Google, which was officially formed in 2016. Since 2017, she and her team have launched a family of consumer hardware products ranging from smartphones to smart speakers, earning 56 different design awards. This collection of products established a design aesthetic for technology products that is tactile, bold, emotional, and undeniably Google.

Ross has held executive positions with several companies including Calvin Klein, Swatch, Coach, Mattel, Bausch & Lomb, and Gap.

A renowned designer, her innovative metalwork in jewelry is in the permanent collections of 12 international museums. Ross has received the prestigious National Endowment for the Arts grant, the Women in Design Award, and the Diamond International Award for her creative designs. She is also a Luminary Scholar at the International Arts + Mind Lab at Johns Hopkins University.

Ross has been a contributing author to numerous books including *The Change Champion's Field Guide* and *Best Practices in Leadership Development and Organizational Change*. She was the keynote speaker at *Fortune* magazine's *Most Powerful Women Summit*, and has been cited by *Fast Company* and *Businessweek* as one of the new faces of leadership.

Ross's passion is human potential and relationships. She believes in the combination of art and science to make magic happen and bring great ideas and brands to life.

[Google Hardware](#)

ABOUT CHRISTIAN GROSEN

Christian Groesen is the Design Director of Scandinavian design brand Muuto. Born in Copenhagen, Denmark, Groesen studied at the Gerrit Rietveld Academie in Amsterdam, Netherlands and the Aarhus School of Architecture in Aarhus, Denmark.

Leading the Muuto design team since 2015, Groesen strives to create characterful objects that interact with and influence our senses through an exploration of colors, materiality, shapes, and tactility. His designs are as aesthetically pleasing as they are functional while being rooted in longevity through their expression and quality.

Embedded in the Scandinavian design tradition that is characterized by enduring aesthetics, functionality, craftsmanship, and an honest expression, Groesen and Muuto collaborate with leading contemporary designers from around the world to envision designs that are intuitively attractive in their appearance, touch, and function.

Driven by a continuous curiosity toward forward-looking materials, bold creative thinking, and innovative techniques, Groesen and Muuto strive to bring feelings of home and familiarity to any private sphere, workplace, or public area through Scandinavian design that is timelessly modern and inherently functional.

Permeating the work of Groesen is an ongoing effort to emphasize how timelessly modern furniture, lighting, and accessories should exist not only to serve a function, but also to stimulate our senses, make us feel more at home, inspire us, and evolve our perception of the spaces that we inhabit. This is achieved through the ethos of new perspectives on Scandinavian design.

[muuto.com](#)

ABOUT SUCHI REDDY

Architect Suchi Reddy founded Reddymade, her architecture and design practice, in 2002 with a human-centric approach to design—one that assesses the economic, social, environmental, and cultural impacts of her work on both people and the planet. She brought over a decade of experience in large-scale cultural, educational, healthcare, retail, commercial, and residential projects to her award-winning practice based in New York City, and expanding to Los Angeles. Specializing in diversity, Reddymade’s projects include large public installations, exhibit design, adaptive reuse of historic buildings, large-scale commercial projects, and residential projects that include houses, micro-apartments, and prefab architecture.

“Form follows feeling” is the guiding principle of her practice. Reddy’s strong belief is that the quality of the space evokes emotion and that good design, calibrated carefully to the human, influences well-being, creativity, and productivity. This belief informs every project from the overall concept down to the construction details. Current projects focusing on neuroaesthetics include a sensory healing room for the International Arts + Mind Lab at Johns Hopkins University designed to measure the effects of space and sensory input on patients recovering from comas. Reddymade’s large-scale installation titled “X,” which describes the intersection of diversity, equality, and love, was on view in New York City’s Times Square in February.

The firm has won numerous awards including NYCxDesign, AIA Brooklyn + Queens Award, AIA New York State Excelsior Award, and *Interior Design*’s best of the year awards. Reddymade’s work has also been featured in a wide range of publications that include *The New York Times*, *Wall Street Journal*, *Dwell*, *Architectural Digest*, and *Forbes*.

rmdny.com

ABOUT SUSAN MAGSAMEN

Susan Magsamen is the founder and Executive Director of the International Arts + Mind Lab, a pioneering neuroaesthetics initiative from the Brain Science Institute at Johns Hopkins University School of Medicine. Her body of work lies at the intersection of brain sciences and the arts — and how our unique response to aesthetic experiences can amplify human potential.

Magsamen is the author of the Impact *Thinking Model*, an evidence-based research approach to accelerate how we use the arts to solve problems in health, well-being, and learning. She is the co-editor of the American Psychological Association’s 2018 journal, *Psychology of Aesthetics, Creativity and the Arts*. In addition to her role at IAM Lab, she also serves as Senior Advisor to the Science of Learning Institute at Johns Hopkins University.

Prior to founding IAM Lab, Magsamen worked in both the private and public sectors, developing social impact programs and products addressing all stages of life, from early childhood to aging adulthood. Magsamen created Curiosityville, an online personalized learning world acquired by Houghton Mifflin Harcourt in 2014, and Curiosity Kits, a hands-on multi-sensory company acquired by Torstar in 1995.

An award-winning author for children and families, Magsamen has published seven books including *The Classic Treasury of Childhood Wonder*, *The 10 Best of Everything Families*, and *Family Stories*, a five-part interactive series that included *Nighty Night*, *Tooth Fairy Times*, *My Two Homes*, *Family Night*, and *Making Spirits Bright*.

Magsamen is a Fellow at the Royal Society of the Arts and a strategic advisor to several innovative organizations and initiatives, including the Academy of Neuroscience for Architecture, the American Psychological Association, the National Association for the Education of Young Children, Brain Futures, Learning Landscapes, and Creating Healthy Communities: Arts + Public Health in America.

artsandmindlab.org