



WHAT IS THE ARCHITECTURE OF [**influence** *desire* and BEAUTY?]

We recently examined these questions for one of the oldest retailers in the world in a project on Brook Street, nr Bond Street.

What other art form regularly affects our physiology? Our perceptions? The alpha waves of our brain?

Architecture accommodates all the senses – visual, kinetic, touch, taste, smell. The heart beat slows, blood pressure changes, a different part of our brain starts to operate in response to certain buildings. It shelters us, protects us, inspires us, but also provides a framework for beauty and beautiful objects. It allows us to live inside whatever art form we choose to create and - most importantly - provides many of the parameters for our thought. How many times have you revisited a beautiful shop, hotel bar or church?

Our built environment surrounds us almost all the time. It influences us whether we like it or not. Our buildings, inside and out, have both an obvious and subliminal impact on all our senses.

Architecture deserves our full attention in all walks of life: retail, work place, education and culture. It is full of opportunities and value that we can harness.

Paul Vick Architects has been shortlisted for RICS Award 2014.

Paul Vick Architects will be at RIBA Stand in the London Pavilion at MIPIM, Cannes, France 11-14 March 2014.



Contact us to discuss any ideas or potential projects you may have.

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