

Toward fostering creative and innovative researchers: an architectural approach

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Abstract

Built environment has an undeniable effect on human behavior and perception. Human creativity and innovation could be affected by physical spaces. This article investigated the role of built environmental characteristics on Perceived Creativity and Innovation (PCI). A three-step process was used to determine where participants would feel most creative and innovative. Analyses conducted in this article identified four environmental characteristics that independently predicted greater PCI: (a) beauty, (b) privacy, (c) fluidity/ visibility, and (d) flexibility/ spatial diversity. According to the fact that the chosen context was research centers, as a subgroup of workplaces, all inner spaces were divided into two classes of offices and public areas. The results showed that beauty and privacy in offices significantly influenced researchers' PCI, whereas public areas were significantly affected by flexibility/spatial diversity and fluidity/visibility more than two other characteristics. The article concludes by a suite of design guidelines assuring realization of mentioned environmental characteristics.

Keywords: perceived creativity and innovation (PCI); physical environmental characteristics; offices; public areas; research centers