



Why Biophilic Design Matters?

The Journal of Biophilic Design – Giving you a targeted audience

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What is Biophilic Design?

Biophilia- Mankind's innate biological connection with nature; the urge to affiliate with other forms of life. It was first coined by Eric Fromm (social psychologist) and made popular after by biologist E.O.Wilson in 1984 in his book *Biophilia*.

From time immemorial we have been connected to the earth, to the land, to the wind, the rain, the sun, nourishing ourselves from the abundance of fruits and seeds around us, listening to the leaves rustle, watching the birds fly in formation above our heads as they head for different climes, feel the ice-cold water in the rivers, or enjoy the grass beneath our feet as we sit and talk around a fire.

As a species, the human race NEEDS a connection to nature.



Connection

The most obvious way is by getting outside and communing directly with nature, a regular dose of nature does wonders for mental and physical health, general wellbeing and so many other aspects of our lives.

- But we spend most of our lives inside, surrounded by white walls, plastics, TV noise, fluorescent lighting... Many of us operate in cities or towns, there's concrete, asphalt, cars, cacophonies, hardly any parks or trees, birds are minimal and life is, well, running on empty.
- The distance from where our inherent biological connection to the world and ourselves is currently, is a thousand miles away from where it needs to be in many instances.



Designing Better

So this is where Biophilic Design comes in.

It is the design practice that incorporates nature to create restorative and connected spaces.

In interior design this “Biophilia” can be represented directly, for instance by bringing plants in, encouraging natural light and fresh air or by its virtual representation or mimicking of nature, so printed views, using colours from nature, soundscaping or improving acoustics.

In urban planning, this is about incorporating trees, parks, wildlife corridors, biodiversity, encouraging engagement with nature and communities through pathways and so on.



It is based on Science

There is an increasing number of research studies proving that introducing Biophilic Design into healthcare, workplace, schools, homes, reduces staff absenteeism, staff turnover, stress, blood pressure and more.

It increases focus, productivity, creativity, mental awareness and helps people get quicker better in hospitals.

For example:

9.3% shorter stays in hospital

14% better test results in schools

26% faster learning rates

11% increase in productivity

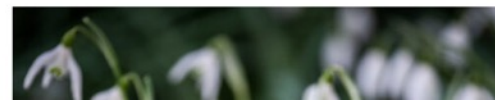
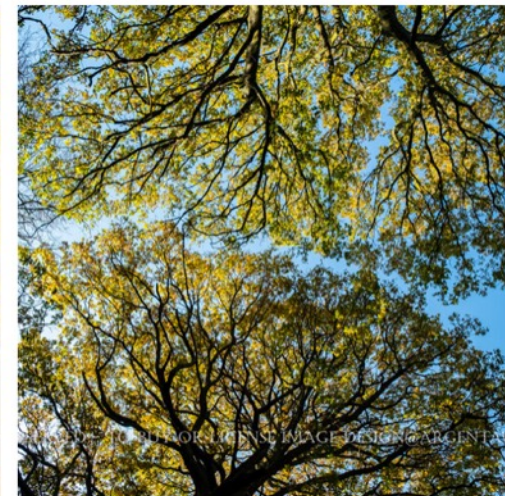
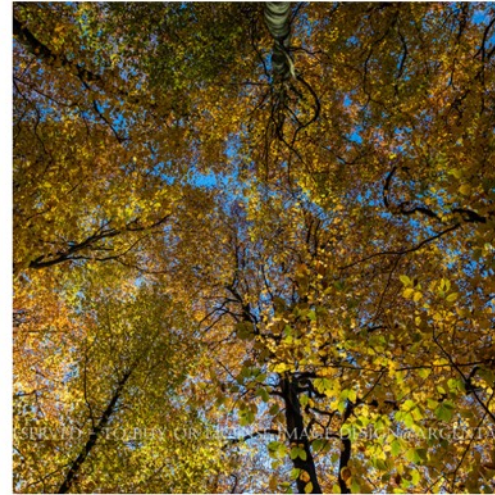
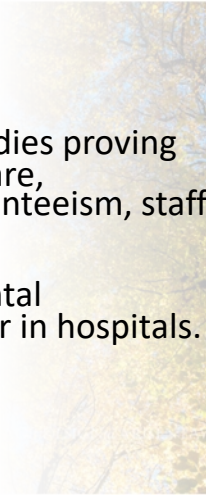
15% increase in creativity

20% increase in spend in hospitality

40% increase in shops

85% reduction in crime

12% reduction in mortality



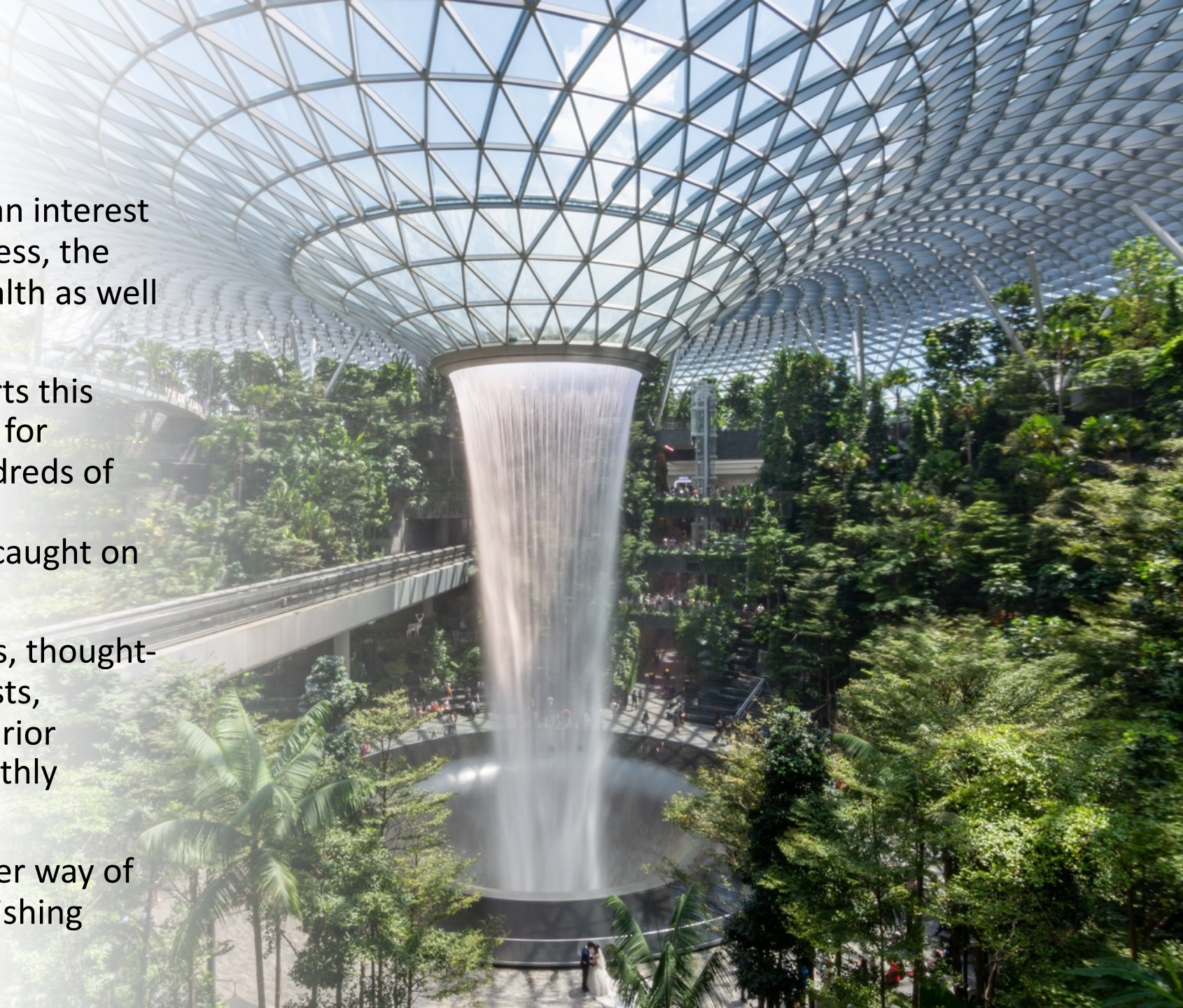
Why now?

Never before has there been such an interest in wellbeing, our climate, mindfulness, the workplace, physical and mental health as well as how we live our best lives.

Our magazine builds on and supports this global interest. If you search online for “Biophilic Design” you will see hundreds of articles, not just academic but also mainstream media. The world has caught on to this vital design trend.

Our podcast series with researchers, thought-leaders, architects, environmentalists, psychologists, acousticians and interior designers now reaches 30,000 monthly listeners.

The time is now to celebrate a better way of building, designing, living and flourishing



Sectors which use Biophilic Design

- Healthcare
- Education
- Workplaces
- Residential
- Hospitality
- Commercial
- Urban Design
- Built Environment



Examples of Biophilic Design

- Singapore Airport – everything about it!
- The Sky Garden (views, natural light, plants, curving lines)
- The British Museum (skylight, marble flooring, curving lines)
- The Barbican (water, zoned spaces, planting)
- Burntwood School (natural light, greenery)



Connect with your target market

- It is more affluent
- They spend more on product
- There is an exponential growth in demand Biophilic Design solutions
- There are over 1.6 million results for Biophilic Design, advertise with us to rise above the competition and be seen by your target market



Sponsorship / Advertising opportunities

- Full page, half page, quarter page
- Topic sponsorship
- Podcast / Videocast sponsorship and features
- Competition sponsorship
- White Paper sponsorship
- Dynamic “Search” Report sponsorship
- 12 Nov 2024 Conference at the Barbican sponsorship





Publishing
Schedule

Issue	Published	Theme	Copy Deadline
2023			
1	Oct/Nov 22	Workplace	n/a
2	Dec/Jan 23	Home	n/a
3	Feb/March 23	Healthcare	n/a
4	Apr/May 23	Cities	n/a
5	Jun/July 23	Creativity	n/a
6	Aug/Sept 23	Blue Mind	n/a
2024			
7	Jan/Feb 24	Education	n/a
8	March/Apr 24	Wellbeing	1 Feb
9	May/June 24	Our Neurodiverse Wo	1 March
10	Jly/Aug 24	Environment	1 May
11	Sep/Oct 24	Leisure/Hotels	1 July
12	Nov/Dec 24	Retail	1 Sept
2025			
13	Jan/Feb 25	Childhood	1 Nov
14	March/Apr 25	Third Age	1 Jan
15	May/June 25	Light	1 March
16	July/Aug 25	Sound	1 May
17	Sept/Oct 25	Architecture	1 July
18	Nov/Dec 25	Interior Design	1 Sept

Editorial Director *Vanessa Champion*

- Originally an academic at UCL, Ness has a PhD in Greek and Latin, and also worked in the British Museum, honing her interest in research in how societies flourish and how the visual environment informs our behaviours. Way before her academic career she had started selling her landscape and seascape photography, relishing the quiet, healing moments that nature gave to her during her teenage years. It was during her 20s that she started living very “naturally”, eating whole foods, reducing her grid energy consumption, choosing natural materials to wear, etc.
- When she left academia Ness worked in various industries, including finance and broadcast working across creative, editorial and management roles, culminating in editing a London newspaper and setting up her own media company. In 2019 she founded The Journal of Biophilic Design to share interviews with thought leaders on how biophilia supports wellbeing for people, planet and place.
- A professional photographer, Ness creates “Virtual Nature Walls” (seen here) for healthcare, schools, offices and homes. Ness is also co-founder of The Space Doctors and founder of the philanthropic media agency PhotoAid Global Foundation.



Contact us

- We look forward to support you in your sustainability and biophilic design journey.
- *Thank you for supporting the Biophilic Design movement and making the planet a better place for us all.*
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