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What neuroscience tells us about the impact of wood on people



OUR brain LOVES wood

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BACKGROUND

OUR brain LOVES wood

Overarching wood - promotion campaign :

An initiative by Fedustria

Industries in motion

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WE ARE AFFECTED BY WOOD

THE POWER OF

Scientific research

Can we scientifically prove the impact that wood has on us ?

- Well-being
- Stress levels
- Concentration
- Behaviour



THE RESEARCH TEAM



Prof. Dr. Steven Laureys
Université de Liège
& Laval University Canada



Dr. Steven Scholte
University of Amsterdam



Martin de Munnik
Neurensics

THE STUDY

Unique fMRI research

- **Objective** : observe how our brains respond to different interiors furnished with different materials.
- **Brain scans**: fMRI (functional MRI)
- **Participants** : 24 people
- **Tests** : viewing images while completing tasks
- **3 materials** : wood, concrete, plastic
- **4 environments** : Living room, office, classroom, hospital











RESULTS



GENERAL

- Wood makes us happy, reduces stress and increases well-being.
- Plastic makes us unhappy.
- Too much concrete creates irritation.

WOOD

in the home

- Is appreciated
- Strengthens emotional intelligence
- Encourages open communication and solution-oriented behaviour
- Increases engagement
- Contributes to a more pleasant and safer feeling of 'home'



WOOD

in the office

- Less common, often unexpected
- Positively received
- Builds trust
- Stimulates creativity
- Improves problem-solving abilities
- Supports cognitive functions such as planning, organizing, flexible thinking, and self-regulation



WOOD

in the classroom

- Contributes to feeling at home
- Can strengthen self-confidence

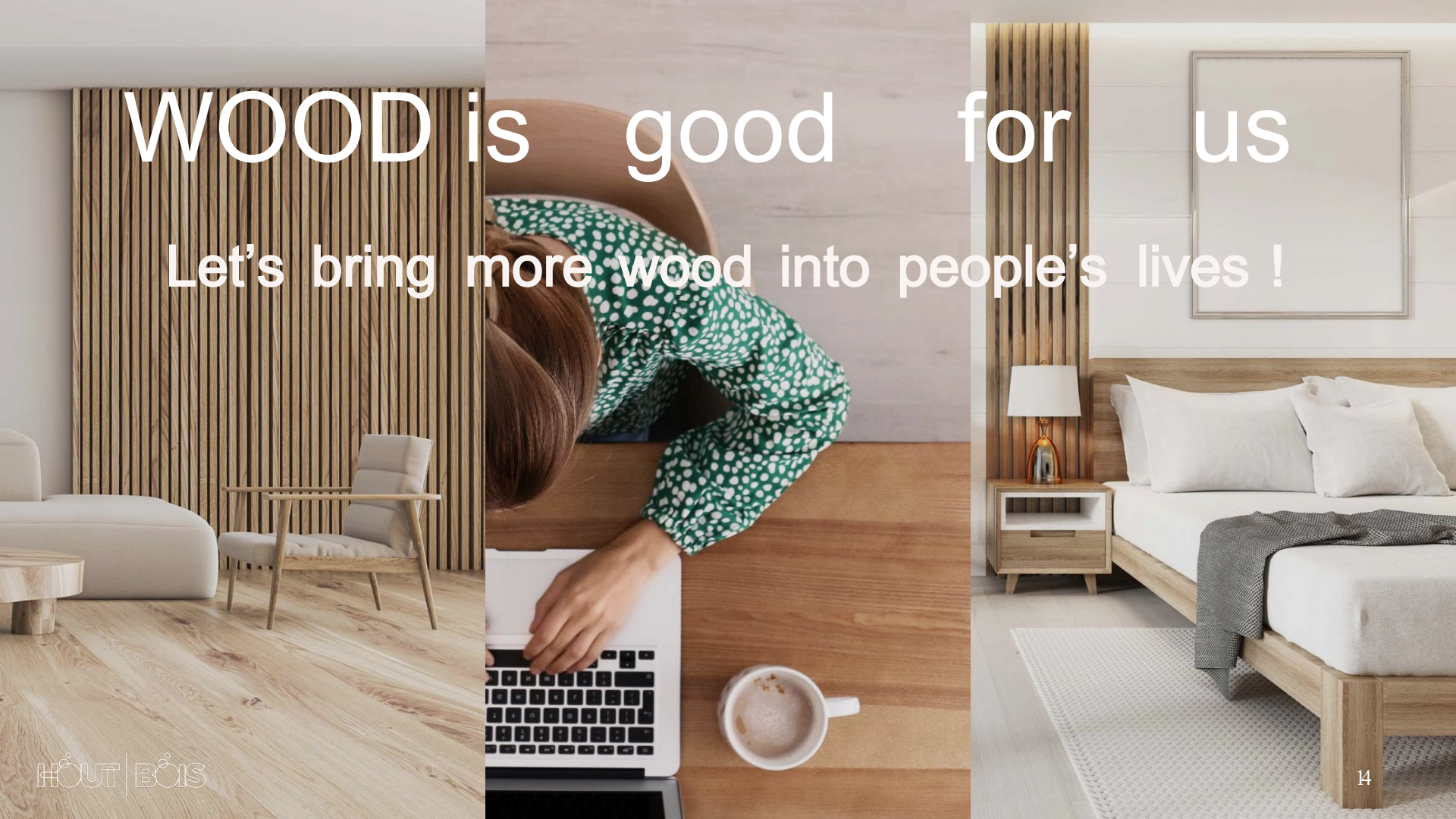


WOOD

in the hospital

- Reduces stress and irritation
- Strengthens the socialbond and sense of togetherness
- Offers many future opportunities




WOOD is good for us
Let’s bring more wood into people’s lives !



“From a neuroscientific perspective, wood offers great potential in biophilic living, where integrating natural elements in buildings and interiors improves well-being. I personally see enormous potential in neuro-architecture, where psychologists, neuroscientists, and (interior) architects collaborate to create environments that positively impact people.”

Prof. Dr. Steven Laureys

WANT TO KNOW MORE ?

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THANK YOU !



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QUESTIONS?
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