

Unlock the Power of Emotion: Dive into "Emotionally Durable Design: Objects, Experiences, and Empathy"

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In an era of rapid technological advancements and incessant stimulation, we crave emotional connections that transcend the superficial. "Emotionally Durable Design: Objects, Experiences, and Empathy" by Carla Borri is a groundbreaking work that explores the profound impact of design on our emotional well-being.



Emotionally Durable Design: Objects, Experiences and Empathy by Jonathan Chapman

★★★★☆ 4.1 out of 5

Language : English
File size : 1983 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Print length : 218 pages



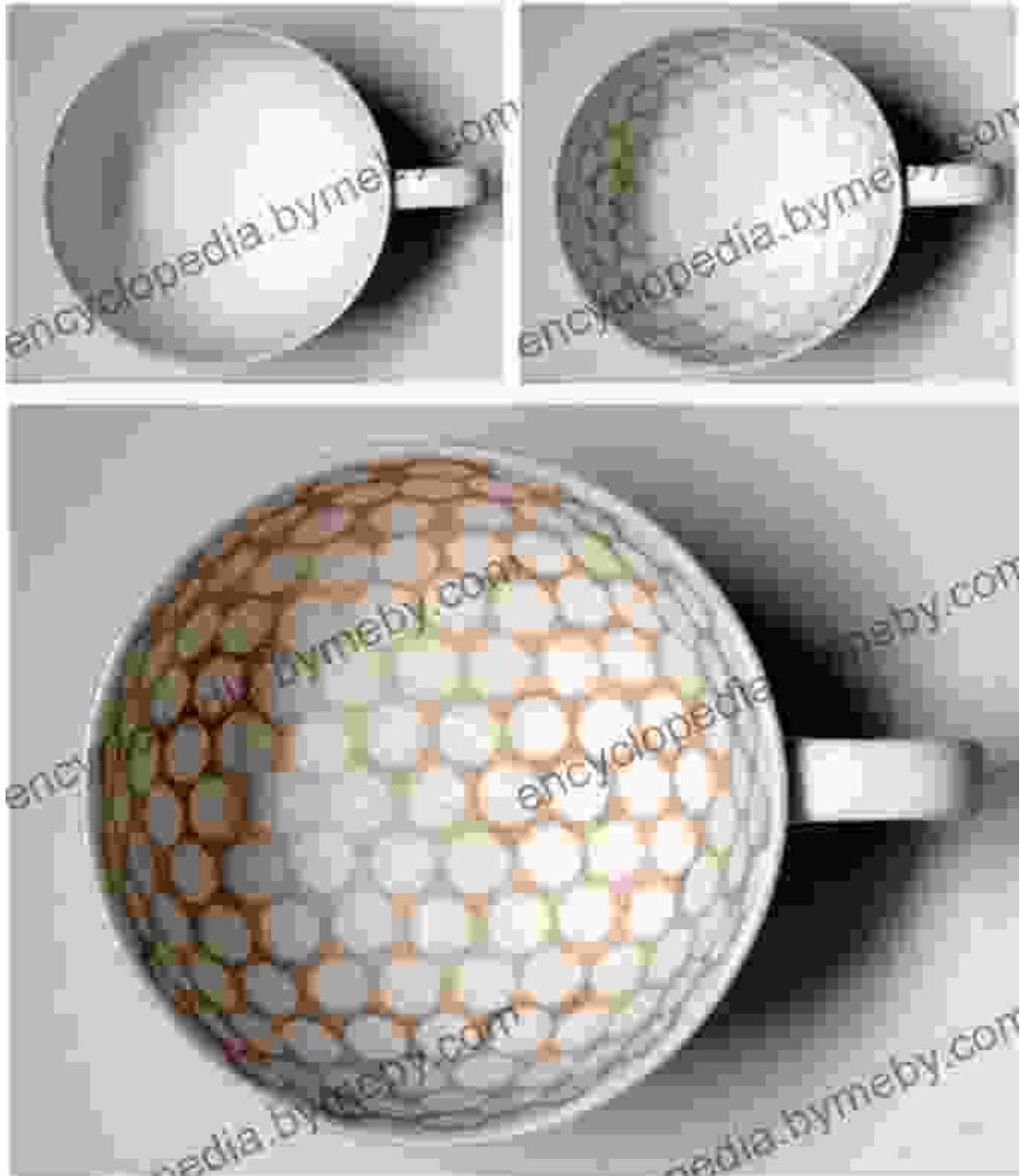
Understanding Emotional Durability:

Borri introduces the concept of "emotional durability," which refers to the ability of designed objects and experiences to evoke lasting emotional responses. These responses stem from our innate emotional needs for connection, belonging, and meaning. By understanding these needs,

designers can create objects and experiences that resonate deeply with users.

The Power of Objects:

For centuries, objects have served as vessels for emotional expression and attachment. Borri examines the role of objects in storytelling, memory, and self-expression. She explores how well-designed objects can become extensions of our identity and create lasting emotional bonds.



Designing Immersive Experiences:

Beyond objects, Borri also delves into the power of immersive experiences. She discusses the principles of experiential design, which focuses on creating holistic environments that evoke emotions and leave lasting memories. These experiences can be found in physical spaces, virtual environments, and even through digital interactions.



The Importance of Empathy:

Central to emotional durability is empathy, the ability to understand and share the feelings of others. Borri emphasizes the importance of designers developing empathy for their users. By understanding their emotional needs, designers can create products and experiences that truly resonate with them.

Case Studies and Inspirations:

Throughout the book, Borri presents real-world case studies that demonstrate the impact of emotional durability. From the design of hospitals to the development of interactive products, she showcases how designers have successfully created emotionally engaging experiences for users.



Benefits of Emotional Durability:

Embracing emotional durability in design offers numerous benefits, including:

- Increased user satisfaction and engagement
- Enhanced brand loyalty and reputation
- Differentiation from competitors

- Positive impact on emotional well-being

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"Emotionally Durable Design: Objects, Experiences, and Empathy" is an essential guide for designers, architects, marketers, and anyone interested in understanding the emotional impact of design. Borri's insightful analysis and practical examples provide a roadmap for creating products and experiences that connect with our hearts and minds. By embracing emotional durability, we can unlock the true potential of design to enhance our lives and create a more emotionally fulfilling world.

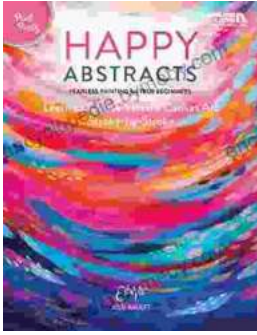


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