

The imaginary of Brazilian Nature: An analysis of Biophilia in built and digital environments

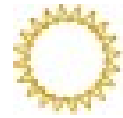
Eleonora Zioni

Fanny Feigenson Grinfeld

October, 31, 2025



Who is Eleonora Zioni?



FAUUSP

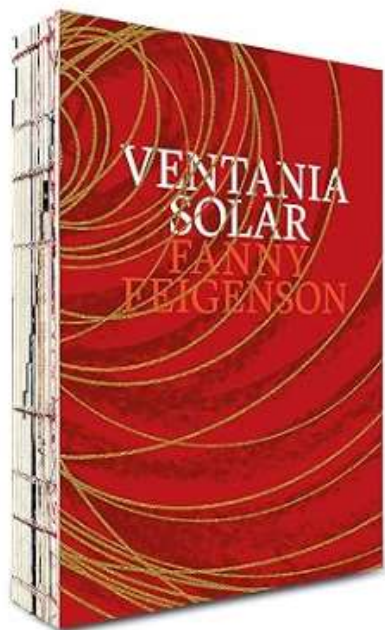


7º LEED AP e 2º WELL faculty in Brazil



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Who is Fanny Feigenson Grinfeld?



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Einstein



Milão

Rio de Janeiro, Brasil



United Nations
Climate Change

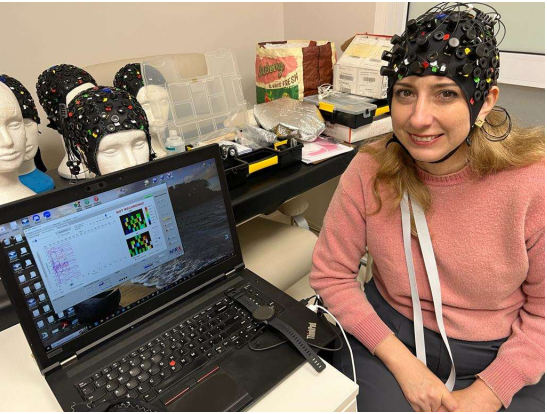
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Foto: Renato
Lombarde

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Biophilia is innate human tendency to focus on life and lifelike processes, to seek connections with nature and other forms of life



Fonte: WILSON, E. O. **Biophilia**: The human bond with other species. Harvard University Press, 1984

Benefits of Biophilic Design

Direct Biophilia

More **6% concentration**

After **40 seconds** 'micro-break' observing nature on rooftop through the window.



Einstein Hospital Israelita, A1 building

Fonte: LEE, WILLIANS, SARGENT, WELLIANS, JOHNSON. 40 seconds greenroof views sustain attention: the role of micro-breaks in attention restoration. Journal of Environmental Psychology, 2015.

Healing garden

- Promote mental health**
- Reduce stress**
- Improve mood**
- Stimulate physical exercise**

(Olszewska-Guizzo; Sia; Escoffier, 2023).
(Vahabi; Lak; Panahi, 2023)
(Sia et al ., 2020)

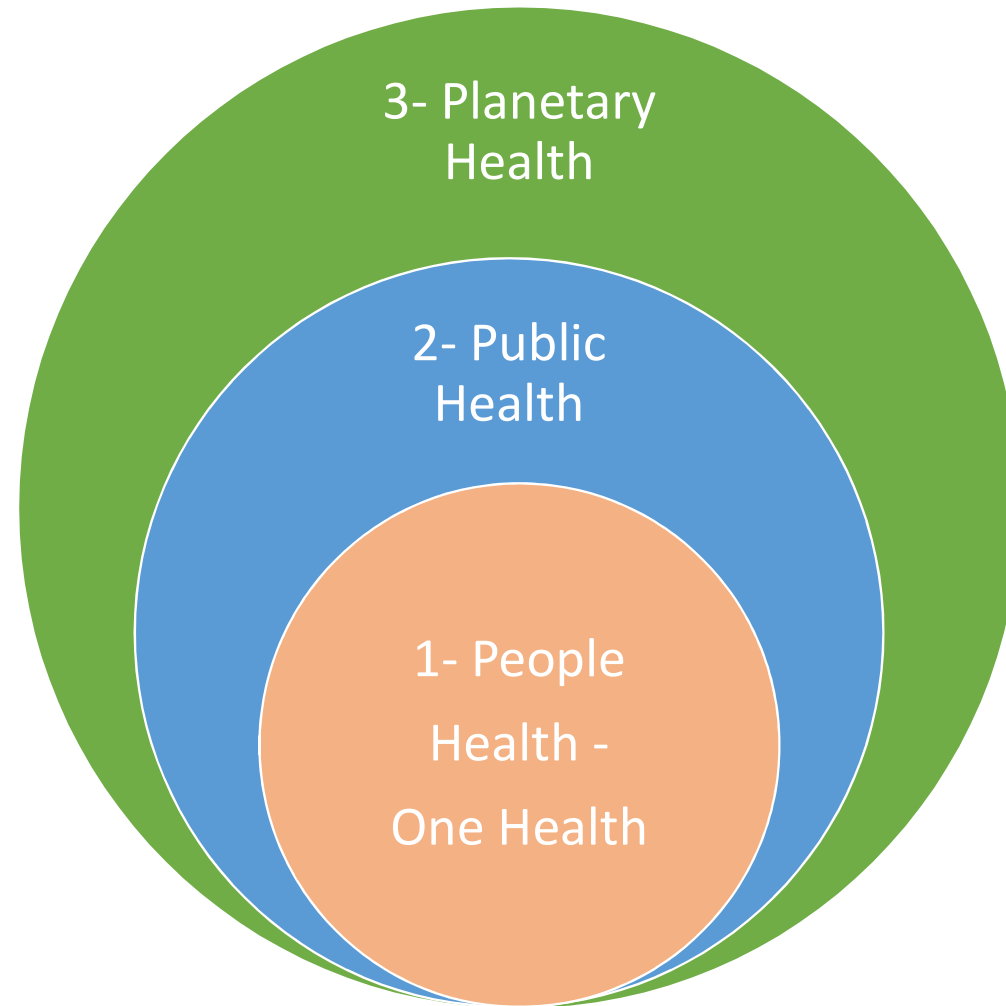


Einstein Hospital Israelita, Staff rooftop E building



We are part of the nature!

We should work on 3 Health scales



Art exhibition during Planetary Health Symposium at University of São Paulo



Our analysis:
1-Inhotim museum, a museum-botanical garden hybrid
biophilic and neuroaesthetic design



Photo of façade pavilion taken by Fanny Feigenson in Inhotim, 2024.



2-“Uýra: The Rising Forest” movie with performative art to explore indigenous, queer, and environmental identities in the Amazon



3-“Women in Conservation”, documentary profiles Brazilian women leading biodiversity conservation efforts through science and advocacy



Zélia de Brito, Atol das Rocas guardian. Photo: João Marcos Rosa.

Let's watch a brief video!



Lessons learned

Design prioritizing relationality

- **Inhotim:** architectural elements invite contemplative movement, sensory engagement, and co-presence with nonhuman life.
- **Uýra:** the body becomes the medium of design. It is a living, breathing structure for memory, protest, and transformation.
- **Women in Conservation:** , scientific spaces (laboratories, field stations, biomes) are imbued with care, continuity, and maternal presence.

Space is designed not for efficiency alone, but for **empathy, ceremony, and solidarity**



Embrace Cultural memory

- **Collaborate with local**, indigenous, and marginalized communities in the design process;
- Integrate ancestral narratives, rituals, and aesthetic traditions;
- **Use design to restore erased histories**, as exemplified in the Claudia Andujar Pavilion and Uýra's performances.



Yanomamis Indigenous tribe native brazilians

Neuro Bio Salutogenic Design

- **Art and nature connected**
- Prioritize **access to natural light**, ventilation, vegetation, and water elements in built environments;
- Create **visual and auditory pathways to nature**, especially in healthcare, educational, and social facilities;
- Incorporate **natural materials** and **organic forms** that mimic ecological patterns to support cognitive and emotional balance.



Photo of Claudia Andujar pavilion taken by Fanny Feigenson in Inhotim, 2024.

Multisensory and Neuro Engagement

- Employ texture, color, scent, and sound to accommodate a wide range of sensory preferences and needs;
- Provide **quiet, contemplative areas** alongside socially active zones;
- Design for **emotional accessibility**, not just physical access.



Einstein Hospital Israelita, Building B

Digital environment

- Create **immersive virtual tours**, interactive learning experiences, or documentary platforms that **simulate sensory engagement with natural and cultural environments**;
- Design apps, games, or exhibitions that connect young audiences to conservation stories, local species, or traditional knowledge;
- Ensure **digital accessibility** and multilingual storytelling to reach diverse communities.

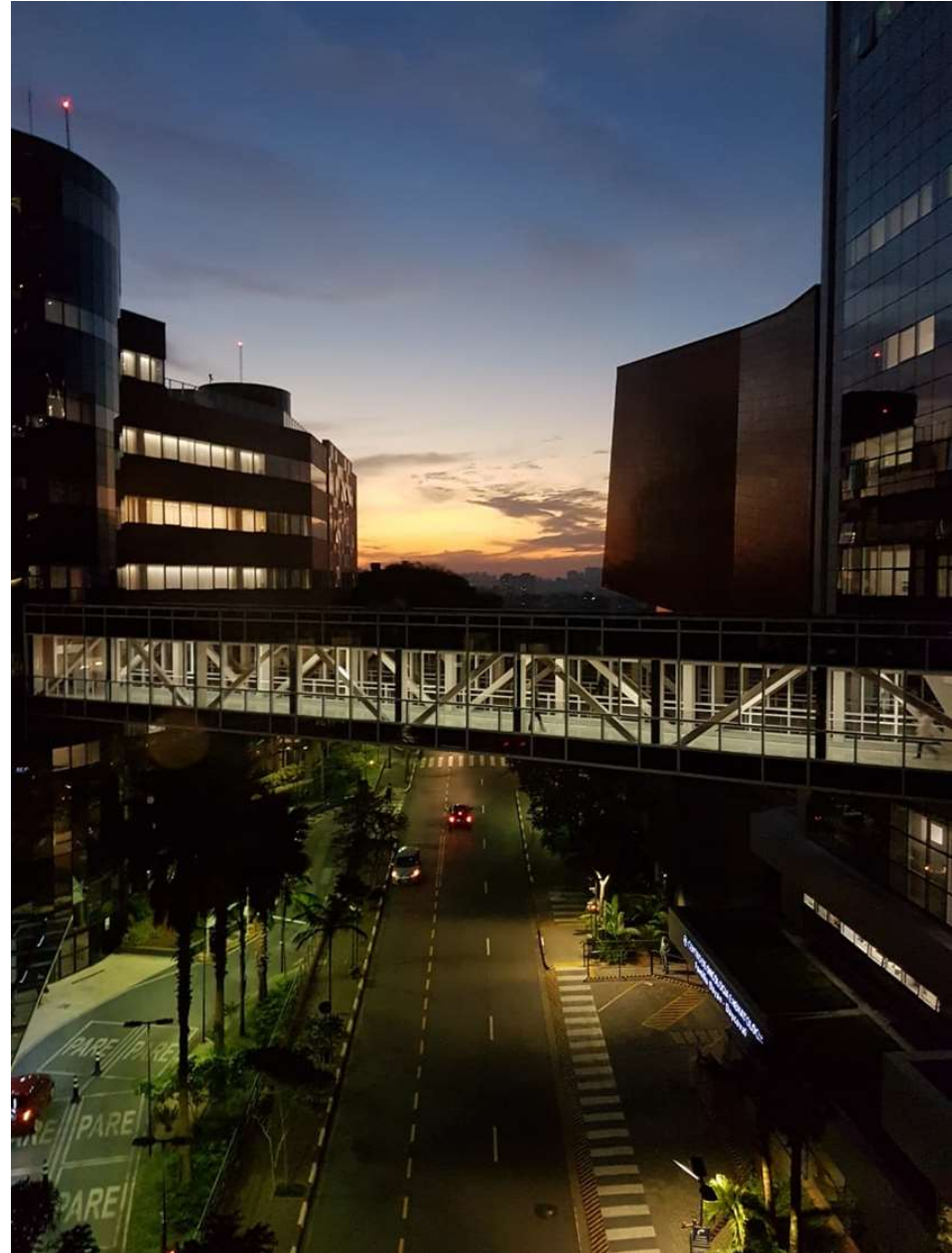


Einstein Hospital Israelita, Inpatient Building A

Conclusion

1. **Neuroscientific insight:**
emotional regulation through beauty,
2. **Ecological responsibility:**
planetary and interspecies health,
3. **Cultural inclusion:**
representation of marginalized voices,
4. **Gender and social justice:**
feminist and indigenous leadership.

Einstein bridge connecting Building A1 to Building A



Negro river,
Amazon

Photo by
Teodoro Castro



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**Taking care of the
environment,
we are taking care of our
health!**