

Biophilic Design Paradigms used in the Context of Hotel Designing

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Abstract: Biophilic design is a term coined for depicting methods which inherently connect built environments to nature. Buildings planned with the biophilic architecture primarily take into account features such as natural illumination, air circulation and aeration, natural landscape features etc. for developing more conducive, livable and healthy livable built spaces for people.

Biophilic designing of homes, offices and commercial buildings has become a necessity in today's hectic life styles as it not only improves air quality of built environments but also aids in reducing stress, increasing creativity clarity and spontaneity of thought as well as improve health and hygiene conditions thereby expediting healing. Researchers, scientists, academicians, architects and designers have been working in collaboration; since ages to understand and define different elements of nature that profusely impacts our contentment with buildings. "14 Patterns of Biophilic Design" enunciates the chemistry between nature, human biology and the design of the built environment so that one can understand, feel and experience the human benefits of biophilia in our design strategies.

Design Considerations investigate numerous factors such as climate, scale, demography etc. that may play a vital role in making biophilic design decisions such as bringing greater clarity in determining why some interventions are replicable while others may not be. This paper outlines research history on biophilic responses; as well as describes design application as a medium to effectively enhance and improve well-being of people and society at large.

This article further investigates the biophilic design paradigms used in the context of hotel designing used by the hospitality industry across the globe so as to understand the level of everlasting impact on their guest experiences. This paper also provides an investigation and analysis of pricing difference for rooms having a natural view, in comparison to the ones which are deprived of such views and further discussion of the biophilic assets of different hotels using various space typologies. This research also throws light on the comparative study of hotel lobbies which work more than transitory space with and without biophilic design features that may draw more guests leading to the success of a hotel.