



## **Designing an Idealistic Convention Centre Considering Users Behavioural Techniques**

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### **Abstract**

The psychological effects of designing spaces cannot be overemphasized especially in spaces for large gatherings like convention and exhibition centers. Convention center designs are multi-users facilities that encourage large gatherings and interactions. The purpose of this article is to understand the compatibility of and rapport between the physical space and the behavioural aspect of the architectural spaces in a convention center. This paper looks at the ideal convention center as in interaction between its users in the spaces designed for thereby promoting, social interaction, satisfaction and user-friendliness. These design considerations will be fully discussed in this article.

### **Keywords**

Architecture, Convention Center, Behavioural Psychology, Public Spaces, Interior Design.

### **1.0 Introduction**

Architecture is a social art that considers human behavioural patterns in an attempt to create spaces for comfort. The following concepts are considered with the concept of architecture.

- Architecture is a creative act.
- Its idea is to form human habitat in all of its dimensions.
- Its scope encompasses a wide range of the response to the humanitarian needs, in connection with the environment and nature and even express emotions and his belief. Architecture manners is the science and dimensions of the building.

The following definition is the definition of "Common Architecture" before finding spatial life in the system which covers all arts except architecture which means each creation is dynamic and has a structure based on the ideas and values that due to cultural conditioning location and relying on present technology-innovative instruments and linguistic creativity of the artist is expressed; like poetry, music, sculpture, to be included. While in spatial framework which is the humans' habitat to realize the incidence of looks, covers itself by "architecture" garment. Perhaps the definition of "architecture is the mother of arts" is derived from this explanation.

Human needs vary from one person to the other that it becomes important to understand the relationship between humans and their immediate environment while designing the built environment(Lang, 1987). To create a comfortable environment for multi uses, human behaviours, attitudes and values are of utmost concern ((Lang, 1987);(Churchman, 2002)).

Architecture is a social art that relates to the human environment (Pakdell & Kazemian, 2016). The idea of architecture is to create a human habitat and it is a quick response to man's need in relation to the natural environment. This is the reason why throughout entire design industry there is a primary focus on a more user-focussed design response including in the design of convention centers and meeting venues.

## **1.1 Research Methodology**

Since topic is very useful in contemporary architecture thus, it is required to achieve the desired concepts and answers to original research questions. This research is applied and descriptive.

## **1.2 Objectives**

The primary aim of this research is to explore the interaction of design and the physical space and the behavioural aspect of its users. This can be reached by creating spaces that promote social interactions and evaluate the effects of physical and human factors in creating a social environment.

To encourage human interaction in public places like convention centers. This interaction connects people to one another or people to their furniture in the spaces or even create a relationship between furniture (Pakdell & Kazemian, 2016).

The main objectives of this research paper are;

- Designing or creating a model convention center that considers the behavioural instincts of its users
- Create spaces that promote social interaction
- Create public spaces with human factors in mind.

### **1.3 Behaviourism and Psychology in Architecture**

Behaviourism as a psychological approach is based on empirical observation of human behaviour and attempts to apply stimuli to provoke desired results (Lockton, 2011). Whether we like a place or not depends on how we perceive its design elements, the illumination, materials and furnishing or if the place is like any previous ambiance we are well acquainted with. It's simple, if we are not comfortable with the environment at some place, we are not at ease—be it a public space, or our own home. So, it is of utmost importance to keep psychological needs of a person regarding a vicinity in mind while designing a space (Akbari & Sattarisarbangholi, 2016).

To this effect, understanding of everyday lives play an important role in designing the physical environment. Gifford (2002) stated this importance with the use of the words cognition and perception. Perception of the environment is connected to reinterpretation of collected data by users such that they store, organise and recall knowledge. Environmental attitude is the individual concerns of the built environment (Gifford, 2002). This is a significant term in environmental psychology.

The psychology of architecture evaluates how the needs and behaviour of different people are reflected in architectural designs and how these designs define and shape human behaviour as well. Before an appropriate design is made, considerations should be given to the cultural, social and personal needs of potential users of the facility. The possible use and misuse of a space should also be considered. This helps to minimise or totally avoid deficient, surplus or even unnecessary spaces in any design especially in public facilities like a convention center where some spaces might be considered unnecessary.

Applying the psychology of architecture means having a detailed knowledge of the various activities and behavioural patterns of human interactions that can take place in the facility. This also makes the design modern and contemporary as the behavioural pattern of humans change with every passing era.

## **Centers of Public Gatherings (Convention Centers)**

Convention centers are public spaces that promote formal and informal interaction between people. These facilities need to meet the socio-cultural needs of the community where they are located. These facilities provide the ideal venue for meetings, conferences and seminars.

A convention center encourages group forming and civil society in any location. It also is a place to meet each other in a formal or informal setting. The number of meetings and conventions is projected to go way higher in the next five years(Whitfield, 2007). To accommodate this growing need for meeting places, convention centers are designed to be more even more attractive and accessible. An ideal convention center can blend virtual and real events and provide very flexible spaces.

### **The Ideal Convention Center**

The ideal convention center provides a multi experience venue for its users. When designing this space of unique interest, the designer should be fully informed of the following:

1. Architecture Information
2. Identify and review existing convention centers
3. User's behaviourism information

Having the above information allows the designer the opportunity to put a lot of factors into consideration. This affects the features of the facility. Some of the characteristics of the ideal convention center include:

Open spaces where event experience meets festival typologies.

Plenary spaces that are so designed for entertainment events.

Galleries that can also be used as pre-function spaces.

Hybrid conference spaces.

Incubator and interactive spaces that encourage people to share ideas in a learning and idea-exchanging experience.

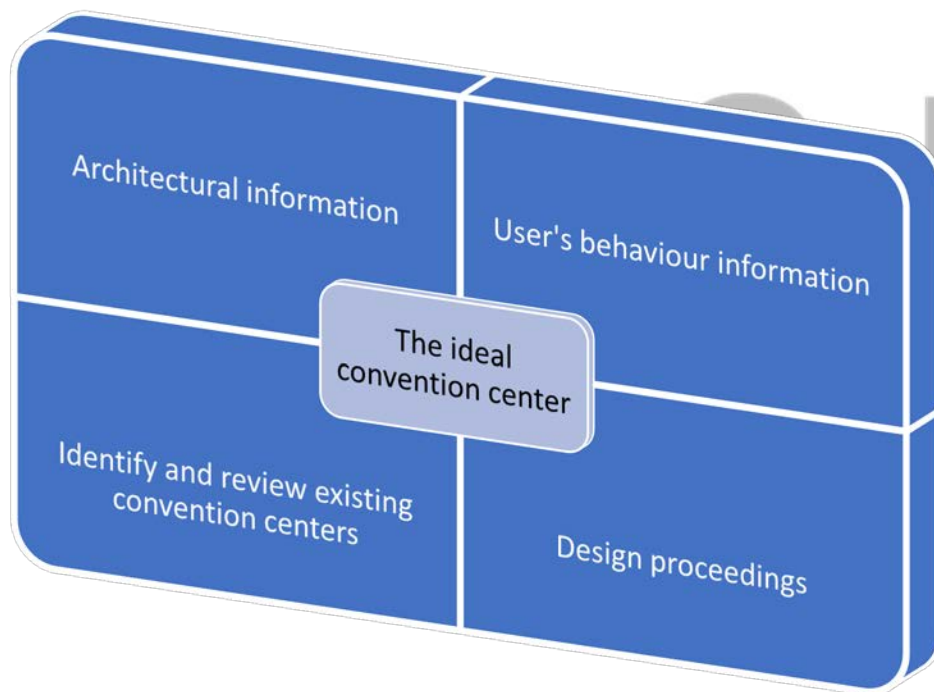
The ideal convention center has evolved from the lecture-style presentation into an interactive and collaborative exchange between delegates(Kain, 2017). Advancements in technology is one of the key drivers of this evolution as it promotes exploration, creativity and innovative collaboration.

Convention centers are designed knowing that no two events are the same. This explains the ever-evolving designs we see today in the convention center typology. These designs are made to adapt to the different sizes and types of meetings. Outdoor spaces, gardens and small theatres are included in convention center designs as people need to feel less confined and formal even in a very formal occasion(Tingle, 2015).

The ideal convention center will, in the end, result in the following:

- A deeper sense of belonging for its users.
- Delegates' satisfaction.
- Better relationship with the immediate environment.
- More defined spaces and less undefined or surplus spaces.

Then a definite model conclusion for ideal convention centers designing will be offered.



## Conclusion

This article reviews how the psychology of architecture can influence the design of an ideal convention center. The author acknowledges that the design of a convention center, like any other public space, relies on knowledge and awareness of the personal feelings and attitudes of its potential users. When the designer directly or indirectly gets informed about user behaviour, his designs become more consistent with the needs and culture of the potential users and thereby being environment friendly. Knowledge of the different approaches of environmental psychology and behaviourism can play an important role in designing the ideal convention center.

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