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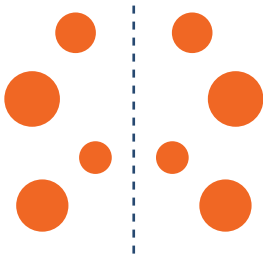
# PATTERN

WHY IS PATTERN IMPORTANT TO  
OUR WELL BEING?

## HOW DO PATTERNS IMPACT US?

The use of pattern helps us to **process** our **environment**. Pattern is used to break down **information** that is presented to us. When **symmetries** are used, there are less details for the brain to **understand**. You may not realize it, but you're searching for patterns at this very moment. **Recognizing** these patterns **entices** the brain and makes visuals more **inviting**. A surge of pleasure-inducing endorphins is released in the brain when the brain makes these connections and memories are strengthened.

**Variation** in size and shape with pattern is more **appealing** than constant repetition. Slight alterations relate to how patterns work in **nature**; **fractals** are an example of this form of **biophilia**. Scales that show different levels of detail while mimicking a similar pattern are the most appealing to the eye.

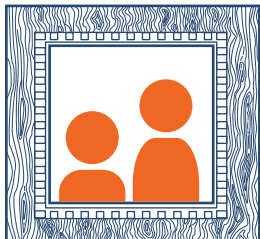


### SYMMETRY, RHYTHM, AND PATTERN

Incorporating pattern facilitates visual comfort. Through the neural process of heuristics, our brains can create shortcuts to finish patterns that bring ease to the mind. Symmetry is a form of pattern often used to reduce the amount of information that is presented.

"Humans are ever on the lookout for iterative patterns because the very machinery of our sensory cognitive systems ... first, quickly parse foreground from background, and second, assign meaning to the things we encounter. Recognizing and identifying patterns produces in us the sensation of pleasure."

- Sarah Goldhagen, Welcome to Your World<sup>1</sup>

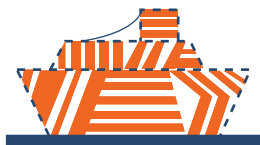


### VARIETY IN SCALE

The brain tries to make connections with surrounding elements. When sparse details are introduced, a person is unable to form that connection. Being able to break down a pattern that has a depth of scale, appeals visually and mentally to humans.

"Consider prized traditional artifacts ... upon closer inspection ... every unit has been made slightly different in order to prevent informational collapse."

- Nikos A. Salingros, T3XTURE<sup>2</sup>



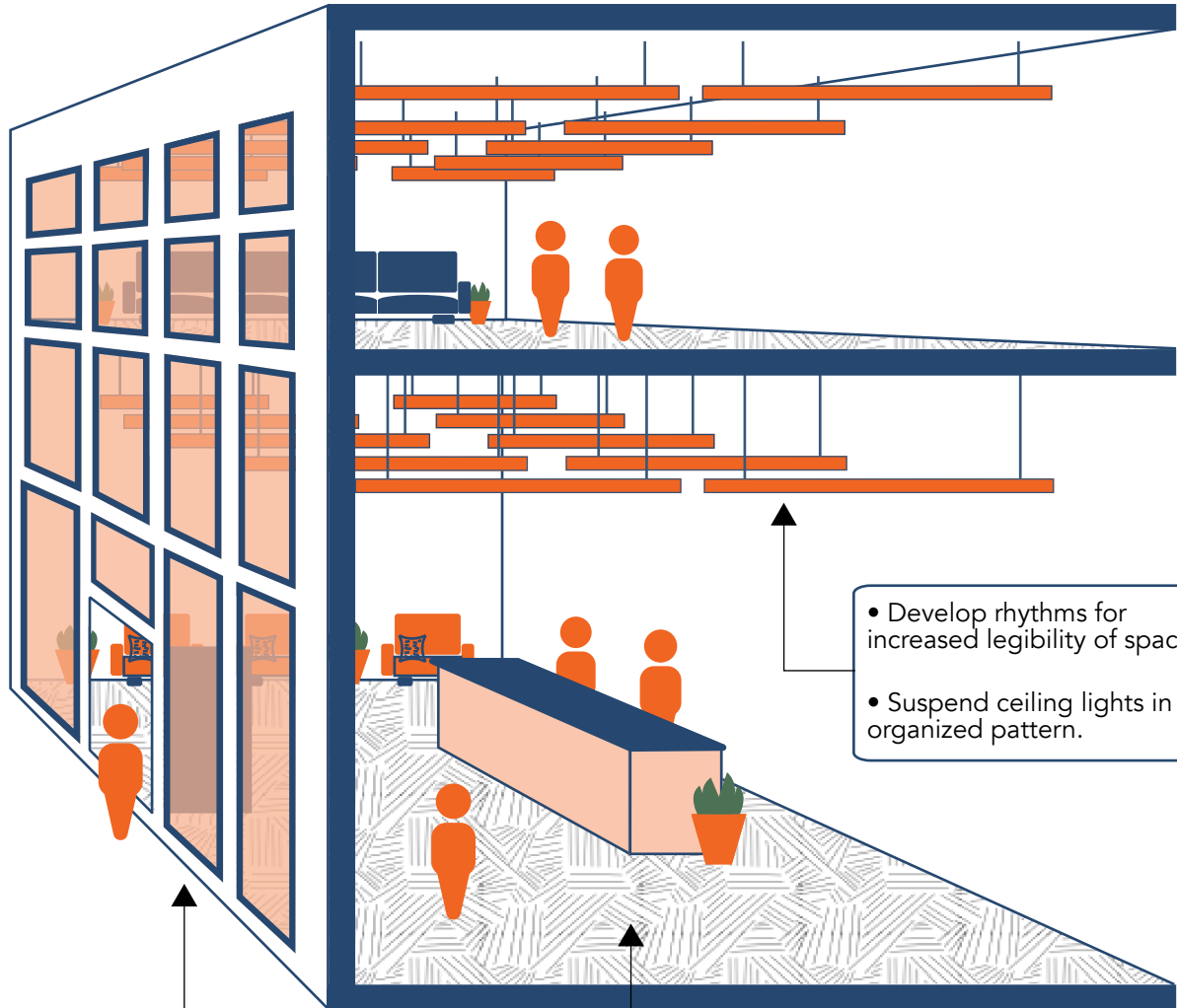
### PLACEMENT OF PATTERN

How and where patterns are implemented play a role in their effectiveness. Dazzle ships were ships patterned to confuse submarines on their directionality. Excessive patterns can create confusion and affect depth perception.

"Curves painted across the side of the ship could create a false bow wave, for example, making the ship seem smaller or imply that it was heading in a different direction: Patterns disrupting the line of the bow or stern made it hard to tell which was the front or back, where the ship actually ended."

- Rodrigues McRobbie, Smithsonian Magazine<sup>3</sup>

- Deploy symmetry, rhythm or patterns when presented with a multitude of information in order to increase legibility.
- Variation in scale makes a repetitive building facade more approachable.



- Be intentional about deploying patterns.

- Develop rhythms for increased legibility of space.
- Suspend ceiling lights in an organized pattern.

- Simple low contrast rug patterns create depth without confusion.

"People are overwhelmed by the disordered information such as is represented in deconstructivist buildings. The opposite case is visually empty environments: the sheer, flat surfaces common in minimalist structures lack the information a person needs to connect to the world".

- Nikos A. Salingros, *T3XTURE*<sup>2</sup>

1 Goldhagen, Sarah Williams. *Welcome to Your World: How the Built Environment Shapes Our Lives*. Reprint, Harper Paperbacks, 2020.  
 2 Salingros, Nikos A. *The Patterns of Architecture*, T3XTURE No. 3, 2016. <https://static1.squarespace.com/static/5b630c72b105985f9011d294/5b6ae69e8a413408424d11cd/5b6ae6b68a413408424d1715/1533732534536/salingros-the-patterns-of-architecture-t3xture.pdf?format=original>.  
 3 McRobbie, Linda Rodriguez. "When the British Wanted to Camouflage Their Warships, They Made Them Dazzle." *Smithsonian Magazine*, 7 Apr. 2016, [www.smithsonianmag.com/history/when-british-wanted-camouflage-their-warships-they-made-them-dazzle-180958657](http://www.smithsonianmag.com/history/when-british-wanted-camouflage-their-warships-they-made-them-dazzle-180958657).