

PORTFOLIO

# DESIGN PSYCHOLOGY OF COMMERCIAL SPACES

LARISSA del río  
ESPACIOS PARA EL CAMBIO

## PROFILE LARISSA DEL RIO

*“As a Psychologist, I have put together Clinical Psychology with Interior Design. I am a Pioneer of this new practice of Psychology called “Design Psychology” which consists of improving the relationship of the individual and the space he/she inhabits.*



### **STUDIES AND TRAJECTORY**

Psychologist graduated from the University of Los Andes (Colombia).

Spanish Psychologist (Autonomous University of Barcelona - Spain).

Master in Brief Strategic Psychotherapy. (Brief Strategic Therapy Center - Italy.  
Training with the well-known Psychologist Giorgio Nardone).

### **TRAINING IN DESIGN PSYCHOLOGY**

Master in Architecture and Interior Design (Dmad Madrid - Spain)

Design Psychology (Toby Israel - US) and House Coaching (Kirsten Steno  
Denmark)

Interior Design training at Salle College (LCI Colombia)

# WHAT IS DESIGN PSYCHOLOGY?

It is the integration between Psychology and the practice of Interior Design, Architecture and the Decoration.

## HOW DOES DESIGN PSYCHOLOGY WORKS?

- Identify the interaction of people and their work environment,
- Establish the psychological and emotional connection of people with the spaces where they work,
- Establish the influence of objects and elements of decoration; such as colors, shapes, textures, sounds, smells and lighting, in people and in their work environment and context.
- Positively modify behaviors or moods through physical changes in the workplace.
- Create authentic spaces that promote the well-being of employees,
- Increase customer loyalty through thoughtful spaces in their needs and motivations.

## WHAT IS THE REASON TO DO THE PROJECT BASED ON THE METHODOLOGY WITH DESIGN PSYCHOLOGY?

- 1 The Human Being has a deep experience of psychological connections with the spaces, and to make the projects thinking about the Human Being, will give an added value to the company.
- 2 We spend more time at work than at home. The office becomes a house that should be the "Ideal Workplace".
- 3 If the project was thought solely in aesthetic / functional terms, the company / organization would lose the opportunity to get to know and experience this innovative methodology that goes beyond the
- 4 The designs will be centered on the people of the company, which will represent a greater productivity for it.

## WHAT DOES IT SOLVE?

- We strongly support the creation of workplaces that reflect the objectives and work styles of the companies, thus allowing the brand image speak for itself.
- We identify the current status of the workplace to advise on the needs that the space should require, and that the company functioning properly at all levels.
- We advise in different areas to address the social and psychological considerations, as well as the aesthetic and functional considerations of the design in the space.
- We identify the “insights” to create a more satisfactory environment for the company and its customers.
- We guide the company / organization on issues of brand identity. Meanwhile the company’s personality is aligned with the physical space that it wants and should reflect.
- We advise on the most suitable zoning for the company according to the needs of it.



## TO WHOM IS IT OFFERED?

1

To those companies that bet on the design of spaces, because they believe that this will allow human relations to improve, to provide better services and to be at the forefront of a competitive market.

2

To companies that want to understand the relationship that the Human Being has with the environment that inhabits, and that values the importance of creating spaces for the well-being of people.

3

To those companies that wish to be open to change, innovation and renovation both inside (of the company) and outside (of their physical spaces).

4

To those companies that are interested in providing a better space for work to their employees, knowing that this will have an impact on their work performance, sense of belonging, delivery and personal growth.

## WHAT IS THE METHODOLOGY?

1

The methodology is based on the modality of group work (Focus Group) and will be adapted according to the needs of the company.

2

Practical visualization exercises, interviews and questionnaires, exercises that allow the exploration of the needs that must comply with the IDEAL, UPDATED and SATISFACTORY WORKPLACE.

3

These sessions are designed to find an INTEGRALVISION of the group of people who inhabit the working space, in order to take: Assertive design decisions, focused and based on a consensus.

4

We will work with an open approach to the discussion, to determine the problems that should be avoided in the next workspace. By working on the new steps that the organization wishes to make.

# WHAT ARE THE BENEFITS FOR THE COMPANY / ORGANIZATION?

Focus on the Human Being and at the same time, to be at the forefront of the current competitive market.

The company will have an extensive overview of it, in order to avoid the replication of errors (both internal, external, or aesthetic in the company).

Describe the APPEARANCE and FEELING of the whole environmental surroundings (the Look & Feel of the brand / company).

Demystify beliefs about subjects that it did not know that they existed inside of it, like, for example:

- Notice the old patterns, to renew them,
- Placing new roads and ideas for the company
- Restructure the corporate image to align it better with the initial values of the company.

Identify the different ideas between the group. This will open COMMUNICATION SPACES that will lead to REFLECTIONS and DECISION MAKING.

Opens COMMUNICATION BRIDGES between members of the company to get to know each other better. The owners will know the needs of their employees to improve the work environment and labor relations.

Saves time instead of wasting unnecessary topics.

Will allow to make a smother shift between people and Workplaces not only in terms of productivity, or internal functions. Also, in terms of the potential of the organization.

Improves the client's perception of the resources that the organization is investing.

That is why the creation of an "UPDATED WORKPLACE" will result as an "added value" for the company, which will be reflected in higher earnings.

For the clients, it will be an EXPERIENCE that will increase customer loyalty.

# WHAT ARE THE BENEFITS FOR THE BUILDERS, THE ARCHITECTS, INTERIOR DESIGNERS AND DECORATORS?



The methodology helps to focus the design and construction planning, since it provides more clarity of the client's or company needs.

The Consultancy allows to generate "unique insights" that will allow them to develop UNIQUE DESIGNS.

It will allow them to have a "mediator" who will be the qualified Psychologist in said methodology and with the knowledge about the Human Being, the interactions between these and the different behaviors associated with work environments.

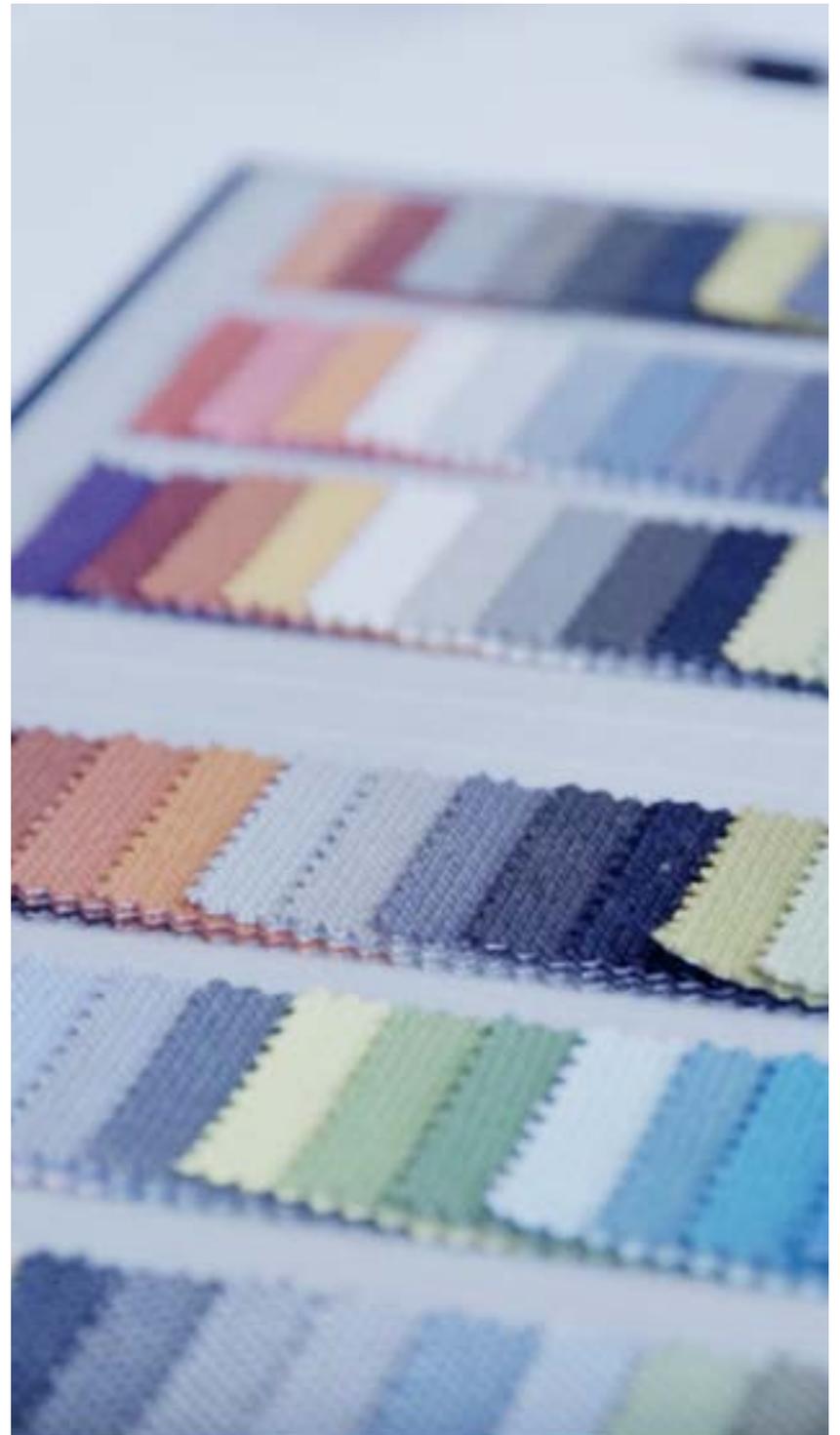
The Consultancy will allow them to design FUNCTIONAL, AESTHETIC and SUCCESSFUL places.





“Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating.”

**Donald Norman**



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# WHAT IS OBTAINED AT THE END OF THE ADVISORY IN DESIGN PSYCHOLOGY?

1 Understand your Clients and the motivations or preferences of the current market.

2 Construct a group consensus that will allow the creation of spaces in the which all participate and benefit (both entrepreneurs, employees and customers).

3 Focus the decision making of the most suitable design for your company / organization.

4 Align the spatial design more in line with the personality, the objectives and mission of the company.



# WHAT DOES THE COMPANY NEED TO KNOW?

That if it really wants a renewal, it will have to LET IT BE GUIDED by the team in order to avoid repeating old patterns.

During the process, will appear RESISTANCES TO CHANGE that must be avoided to fulfill the desired objective.

Is a process that involves LEARNING TO LET GO, to let go of unnecessary physical objects, or even to let go, old habits that have been part of the ways of inhabiting spaces.

The renovation of space does not guarantee a renovation of the company / organization and that there must be a COMMITMENT on the part of the company / organization to make the changes indicated by the team, either in:

Renewal of habits in the interaction with physical space, renewal in attitudes, new care of personal or social spaces, and in the social interactions with the other team members to create the greatest harmony and that working is a real

During the sessions, INTERNAL OBSTACLES of the organization will require further adjustments, such as:

- On human resources issues.
- Management of communications or services with the client.
- Some personal difficulties may emerge between the members of the organization.

That, if necessary, they must be carried out PRIVATE CONSULTIONS to solve some internal problems, so it can guide the company for the most suitable medium according to the particular needs.

The methodology implies ABSOLUTE RESPECT for the experiences of the different members of the company / organization, in order to generate a HEALTHY ENJOYMENT during the during group sessions, so the members can take advantage of different visions and experiences of life or work, to complete the construction of the ideal space consists of a JOINT GROWTH.

That the process implies FLEXIBILITY in the change of perceptions of the space or the interactions of people with spaces.

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