

**Sapienza Università di Roma**

Facoltà di Ingegneria Civile e Industriale

Via Eudossiana, 18 – 00184 Roma - Auletta affrescata

05 03 2025 h 11:30-13:00

Dottorato in Ingegneria dell'Architettura e dell'Urbanistica

Edoardo Currà and Antonio Fioravanti are pleased to announce the research talk

**Your Brain on Design**

**John S. Gero**

<https://sites.google.com/view/johngero/>

Research Professor in Computer Science and Architecture

University of North Carolina at Charlotte

Recent advances in non-invasive brain measurements coupled with a dramatic reduction in their cost has made it possible to begin to answer the question: What happens in your brain when you design? This talk will present what your brain tells us about designing. It draws from brain studies of architects, engineers, and industrial designers while they design. It presents answers we have learned to questions such as:

- are there differences in the brain activities of architects and engineers?
- does using design tools change the brain activities of the designer using them?
- does teaching design methods change students' brain activities?
- can we use your brain response to improve your ideation?
- do brain activities correlate with design theory?

**Bio**

John Gero is currently a Research Professor in Computer Science and Architecture at the University of North Carolina. He is the former Professor of Design Science and Director of the Key Centre of Design Computing and Cognition at the University of Sydney. He has been a Visiting Professor of Design and Computation, Architecture, Mechanical Engineering, Civil Engineering, Artificial Intelligence, Cognitive Psychology, Computer Science, and Computational Social Science at MIT, Columbia University, UC-Berkeley, UCLA, CMU, INSA-Lyon, University of Strathclyde, EPFL, University of Provence and GMU. He is the author/editor of 57 books and has published some 800 research papers with over 30,000 citations.

