

Session 1

Rebecca Fairman

The Architecture of Connection

In today's world, the more digitally connected we all become, seemingly the more physically disconnected we are becoming. Global reports are showing that feelings of connection are at an all-time low, with the United States Surgeon General even declaring a Loneliness Epidemic. We'll discuss what connection is and why it holds significant importance for human well-being. Then, we'll explore how thoughtful design can combat loneliness and create environments that encourage a sense of belonging and unity. By examining the interplay between space and human interaction, we can discover innovative ways to design for increased connection. I will share some strategies that the Airbnb Architecture & Interiors Team has developed and review a few case studies where they were successfully implemented, providing insights and inspiration for architects and designers dedicated to building more connected communities.