



Brief CV. Dr. PIA LOPEZ-IZQUIERDO BOTIN. PhD

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PhD in Architecture from the Polytechnic University of Madrid. Cum Laude. University Lecturer, and in charge of the Interior Design Course at the Escuela Superior de Edificación. Polytechnic University of Madrid.

2012-2023. Master in *Philosophy of Perception*. Écoles de Hautes Études en Sciences Sociales. Institut Jean Nicod, Paris.

2016-2017. Researcher at the Philosophy of Perception Seminar. University of California Berkeley.

Principal Investigator of the International Research Group TECA". Enactive Theory of Colour in Architecture".

A. Academic Education

Licenciatura/Grado/Doctorado	Universidad	Año
Arquitecto	Universidad Politécnica de Madrid	1985
PhD "Cum Laude" Philosophy of Perception Seminar.	Universidad Politécnica de Madrid	2012 2016/2017
Master "Philosophie de la Perception"	University of California Berkeley. Ecoles en Hautes Études en Sciences Sociales. Paris. EHESS	2012/2113
Master en Comunicación y Experto en Inteligencia Emocional	Universidad de Alcalá	2002/2003

B. Free Curriculum Summary

As an architect and researcher my interest is focused on understanding the behaviour of colour in space and its influence on man on a physical, emotional and mental level.

In order to understand the bases of the emotional nature of colour, I studied the Master in Integral Communication (2002) and two courses of Expert in Emotional Intelligence at the University of Alcalá.

In the Thesis "Chromatic Stories of Modernity", UPM/2012, the bases of the emotional nature of the perception of colour and its parallelism with the cognitive process of emotion are established. Likewise, from the philosophy of art and architecture, we propose some tools "the Colour Tables", which structure the entrance to colour in architecture from ART.



To understand how we perceive and why perception is enriched with cognitive contents, I studied Philosophy of Perception, doing a year of the Master of Philosophy at the EHESS -Écoles de Hautes Études en Sciences Sociales- in Paris, with the philosopher J.Dokic. I was able to establish the perceptual mechanisms of perceptual experience and how it is enriched by the beliefs associated with certain colours.

After a one-year research stay at the Philosophy Seminar at UC Berkeley, with Professor Alva Noe, the main scientific-technical achievement obtained is the theoretical body of the Enactive Colour Theory for architecture and its practical methodology. I developed devices, the Enactive Colour Concepts, conceptual tools that whenever applied will trigger the same effects on a physical/environmental, emotional and behavioural level.

Since my return from America, I have devoted myself to the dissemination and training of students and professionals of architecture, through national and international congresses; classes and courses at undergraduate and postgraduate level in Spanish and European universities; training seminars in Spanish and European professional associations due to its importance and the lack of knowledge that exists at a social and academic level. However, in order to proceed with the social dissemination of this knowledge, we need data that reflect the effectiveness of colour.

To this end, in June 2022, we have submitted the project "ColorHEAS" (Humanizing Spaces in Health Care: Colour for Wellbeing) to the "Call for R&D Programmes in Biomedicine 2022 of the Community of Madrid. We are the Escuela Superior de Edificación de la Universidad Politécnica de Madrid with the TECA group of which I am Principal Investigator; the research group of the Hospital Puerta de Hierro, with the PI Dr. Gema Vega González; and the Universidad Camilo José Cela with the psychologist Dr. Miguel Angel Pérez Nieto. The objective is to carry out a clinical trial on the influence of colour in the reduction of stress in Hospital Spaces.

In parallel, we are implementing a colour intervention in the Radiology waiting areas, in the new wing of the Gregorio Marañón Oncology Hospital in Madrid, entitled "Ergo in Arcadia Est", based on the painter Sorolla. The aim is to measure the reduction of fear and anxiety in these areas. The medium/long-term scientific-technical interests and objectives of my line of research are to test the effectiveness of colour interventions by obtaining empirical data; to lay the foundations for the widespread application of colour protocols; to improve the well-being of the users of the space; and to measure the social impact of our theory of colour in architectural spaces, with a view to drawing up "Universal Colour" protocols in healthcare spaces.

Finally, we are developing the research project "The atmospheres of the 4th Space (in Active Learning). From Space to the Classroom", which together with the Government of Madrid is a proposal for the educational spaces of Fine Arts at IES Príncipe Felipe. The classroom of the future is understood as a plastic scenario in which the environmental characteristics will determine, through colour, the physical, emotional and mental environments that stimulate the Active Learning process. We talk about HUMANISING spaces.



C. MOST RELEVANT MERITS

C.1. Publications in books of conference proceedings:

- Junio 2022. Paper published: "En Color en Arquitectura; un Medio para la Reducción del Estrés". XIII Congreso Internacional del Color (CNC. Sedóptica). Tarrasa-2022.
- Junio 2022. Paper published: "Inhabiting Art". International Colour Association AIC-TORONTO-2022. Canada.
- Junio 2022. Paper published: "Freud's Preconscious and Conscious and the Process of Communicative and Emotional Colour Skills". International Colour Association AIC-TORONTO-2022. Canada.
- Agosto 2021 Paper published: "The Emotional Language of Colour". International Colour Association AIC-MILÁN. Italia. 2021
- Septiembre 2019. Paper published: "La experiencia Perceptiva del Color en los Espacios Arquitectónicos". XII Congreso Internacional del Color (CNC. Sedóptica). Linares.

Papers published:

2020. INTERDISCIPLINARY AND INTERNATIONAL WORKSHOP AS TECHNOLOGICAL DESIGN METHOD FOCUSED ON THE EUROPEAN ODS STRATEGY

M. Fumo¹, C. Cennamo², G. D'Angelo¹, P. C. Izquierdo³, P. Lopez-Izquierdo³, P. Palmero³, A. Violano². Congreso INTED.

2019. "Famous architectures in urban contexts: the impact of colours and materials". Gigliola D'ANGELO,¹ Claudia LOMBARDI,² Marina FUMO,¹ Pia LOPEZ IZQUIERDO BOTÍN. World Heritage and Contamination. XVIII Congress.

2014 "The stance of Bruno Taut against Color: The Expressionist Table" EGA magazine. March 2014.

C.2. Projects : www.pialopez-izquierdo.com

Instagram: @pialopez_izquierdo

Research Projects:

2022. Presentation as Principal Investigator (IP) of the TECA Colour Group of the UPM, to the Biomedicine call of the Community of Madrid, with the ColorHEAS project, in collaboration with: Directorate General for the Humanisation of Hospitals of the Ministry of Health of the Government of Madrid; Research Group of the Puerta de Hierro Hospital; Department of Psychology of the Camilo Jose Cela University. June 2022.

2022. Colour Project "Ego in Arcadia est", in the Waiting Rooms of the New Wing of the Gregorio Marañón Oncology Centre. In collaboration with the General Direction of Humanisation of



Hospitals of the Department of Health of the Government of Madrid and the "Friends of Sorolla" Foundation.

2022. Start of the colour research project at the Príncipe Felipe Secondary School, for the Humanisation of Education spaces in Madrid. In collaboration with the General Direction of *Bilingüismo y Calidad de la Enseñanza de la Conserjería de Educación* of the Government of Madrid. In collaboration with the Camilo José Cela University 2021.

2021. Sensory Rehabilitation Project "Inhabiting Art: Heckel's Expressionist Ceilings" in the Foyers of the ETSEM.

C3. Specialised Studies

2016-2017. Research Fellowship at UC Berkeley. Research Seminar, Director: Alva Noe. Department of Philosophy. Thesis: "An Enactive Colour Account" in Architecture. United States of America.

2012-2013. Master on Philosophy of Perception.. Director: Jérôme Dokic. Thesis : "The Perception of the Chromatic spaces". EHESS of Paris -l'École de Hautes Etudes in Social Sciences- . France.

2012. Thesis: "Colour Tales of Modernity". Universidad Politécnica de Madrid, UPM. -"Cum Laude". Madrid, Spain.

2008-2009. "Master of Creative Intelligence, Design and Communication". Post Graduate Research Studies. Universidad Politécnica de Madrid.

2009. "Expert Course in Public Speaking"2009. University of Alcalá, Madrid.

2005-2006. Expert on "Emotional Intelligence"2009. Thesis:"Colour and Emotion; a possible investigation. " University of Alcalá, Madrid.

2004-2005. Seminars on "Emotional Intelligence", "Non Verbal Communication", "Research Methodology" and "Communication Techniques". University of Alcalá, Madrid.

2003. Master in Communication. 2009. University of Alcalá, Madrid.

C.4. Lecturer profile and National and International training:

2022. "El Color en el Proyecto de Diseño de Interiores". Escuela de Arte de Granada, José Val del Omar. 1 and 2 february. Granada., Spain.

2022. "Colorea tu Vida". Colegio de secundaria Orvalle. March.Las Matas, Madrid. Spain.

2021. "El Color en el Proyecto de Arquitectura II". Colegio Oficial de Arquitectos Vasco-Navarro. Delegación de Bizkaia. 4, 5 and 6 october. Navarra, Spain.



2021. "El Color en el Proyecto de Arquitectura". Colegio Oficial de Arquitectos Vasco-Navarro. Delegación de Álava. 28, 29 and 30 de June. Álava, Spain.

2020/2021. Conferencia "El Papel del Color en la Arquitectura de Interiores". Universidad de Sevilla en el Master Propio en "Diseño de Interiores y Gestión del Proyecto". Sevilla, Spain

2020. Curso Teórico-Práctico online sobre "El Color en el Proyecto de Arquitectura". Colegio Oficial de Arquitectos de Málaga. 14, 15 and 16 December. Málaga, Spain.

<http://coamalaga.es/agenda/actividad-educativa/el-color-en-el-proyecto-de-arquitectura/>

2020. Seminario: "Rehabilitación Sensorial de los Espacios de Salud". Máster Universitario en Arquitectura de la Universidad de Alcalá. 10 November. Alcalá de Henares, Spain

2020. Online workshop "The colour in the architecture project". Official College of Architects Vasco-Navarro. Bizcaia Headquarters. Surveys 6/of 14 attendees: course score 100/100. Teacher's Assessment 100/100. 27 and 28 May. Bizcaia, Spain.

<http://coavnbiz.org/evento/curso-color-proyecto-arquitectura/>

2020. Online workshop "The color in the architecture project". Architects Association of Madrid, Official College of Architects.. 5, 6 and 7 October. Madrid, Spain.

<https://www.coam.org/es/curso/3262/3488>

2020. Online workshop "The color in the architecture project". Official College of Architects Vasco-Navarro. Bizcaia Headquarters. Surveys 6/of 14 attendees: course score 100/100. Teacher's Assessment 100/100. May 27 and 28. Spain

<http://coavnbiz.org/evento/curso-color-proyecto-arquitectura/>

2019. Workshop "The Paper of Color in the Architecture Project". Official College of Architects Vasco-Navarro. Pamplona. Spain

<http://www.coavna.com/event/0912-curso-el-color-en-el-proyecto-de-arquitectura/>

2019. Conference "The Role of Color in Interior Design". Master in "Interior Design and Project Management". 6th Edition. University of Seville, Seville, Spain.

2019. Lecture: "The Perceptive Experience of Color in Architectural Spaces". XII International Color Congress. Linares, Jaen. Spain

2019. Workshop: "The Paper of Color in the Architecture Project". Official College of Architects of Madrid. Madrid, Spain.

<https://www.imjoying.com/events/3b53d03a-b082-48aa-a805-eb1fd445d01c>

2019. Workshop UPM and Federico II University of Naples. "Colour in Learning Spaces". College Studio. Madrid. Spain.

2017. Conference: "The Color in Our everyday Lives". Espacio COMO. Madrid, Spain.



2017. Presentation at the College of Environmental Design. UC Berkeley. "Pictorial Vocabularies in Architecture". Berkeley, California, United States of America.

2017. Presentation at the Salk Institute. La Jolla. San Diego. California. "The colour Enactive Concepts Trials" . San Diego, California, United States of America.

2017. Presentation at the "Philosophy Research Seminar": A Colour Enactive Theory in Architecture". Alva Noe Seminar. UC Berkeley. California. United States of America

2017. Conference at the Berkeley Botanical Gardens: "The role of Natural Beliefs in Chromatic Spaces". Berkeley. California. United States of America

2016/2017. "La Perception des Espaces Chromatiques". Prof. Jérôme Dokic. Master "La Représentation Située". EHESS, Paris, France.

2015 Masters' Conference at the University of Seville, on Interior Architecture and Project Management, entitled, "The Experience of Colour in Interior Design". Seville, Spain.

2015 Conference at the Universidade da Beira Interior. School of Architecture. "The Colour, a tool of Architectural Design". Covilha, Portugal.

2014 Seminar at the University Juan Carlos I, School of Architecture: "Science and Experience of Colour". Madrid, Spain.

2016 University Clinic Foundation of the King Juan Carlos University, during the course Experts in Child Occupational Therapy, "The Color in the Health Spaces". Madrid, Spain.

2014 Masters' Conferences at the University of Seville, on "Interior Architecture and Project Management", entitled, "The Colour, a tool or a Concept". Seville, Spain.

2013 Conference at ESIC Business & Marketing School in Madrid: "The Languages of Colour". Madrid, Spain.

2013 Intervention at RNE –National Radio of Spain, in the program Alejandra Vallejo-Nájera on "The Unconscious of Colour". Madrid, Spain.

2009. Interview on Spanish Private Television, "Antena tres", about "Colours for a Crisis". Madrid, Spain.

2009. Interview on Spanish Newspaper "ABC". "The importance of Colour". Madrid, Spain.

C.6. OTHERS.

1986-2016 Associate Professor of Interior design and Drawing techniques. "Technical School of Architecture of Madrid

2014-2019. Visiting professor at the Master's Degree in Interior Design and Project Management. University of Seville. With the seminar "The Role of Color in Interior Architecture



2018. Visiting professor at the University SAPIENZA in Rome, Italy. Master of postgraduate degree of "Architettura e Construzione". Workshop: "Colour Performance in Architecture"

2015 Visiting Professor at IE University, Madrid. Seminars on "The Experience of Colour in our everyday life". European University. Segovia Campus. Degrees in Architecture, Psychology, Journalism and Communication.

2014 Director of the Master "Creativity, Communication and Design", Studies, Universidad Politécnica de Madrid. Madrid, Spain.

2014-2015. Presentation of teaching candidacy for the "Directorate d'études Cumulant" at the EHESS of Paris, "Hautes Écoles en Sciences Sociales" with the seminar: "The Phenomenology of Chromatic Spaces". Paris, France.

2014. Director of the Master "SelfDesign, Creativity and Communication". Estudios Propios de la Universidad Politécnica de Madrid. Madrid, Spain