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The project's foothold is set within Farrell and McNamara's (2017) arguing that everyone has the right to benefit from architecture whose role is to give shelter to one's body and to lift one's spirit. 'A beautiful wall forming a street edge gives pleasure to the passer-by, even if they never go inside. So too does a glimpse into a courtyard through an archway; or a place to lean against in the shade or a recess which offers protection from the wind and rain. [...] We are interested in going beyond the visual, emphasizing the role of architecture in the choreography of daily life. We believe these qualities sustain the fundamental capacity of architecture to nurture and support meaningful contact between people and place.' All of the above are made possible through architecture's ability to affect one's mind and therefore eliciting cognitive states, which have powerful attentional effects; therefore generating significant repercussions in one's brain processes. The project builds, thus, around a very basic neurobiological idea: human beings have a limited attentional capacity. . .

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