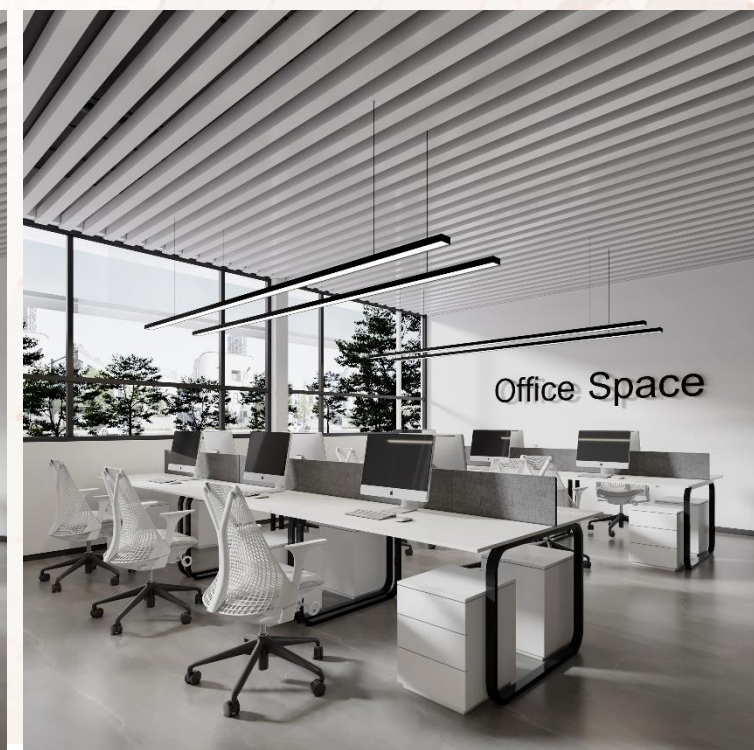
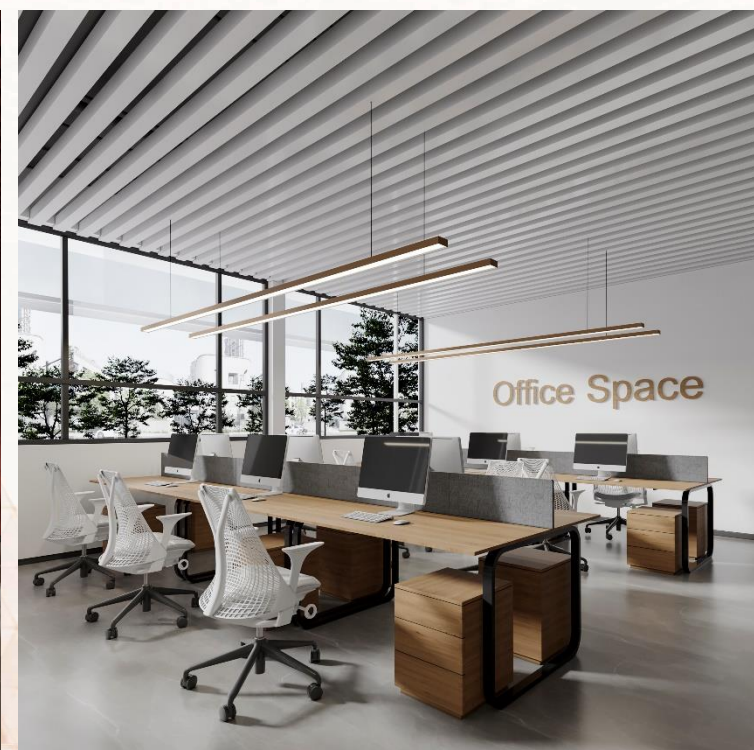
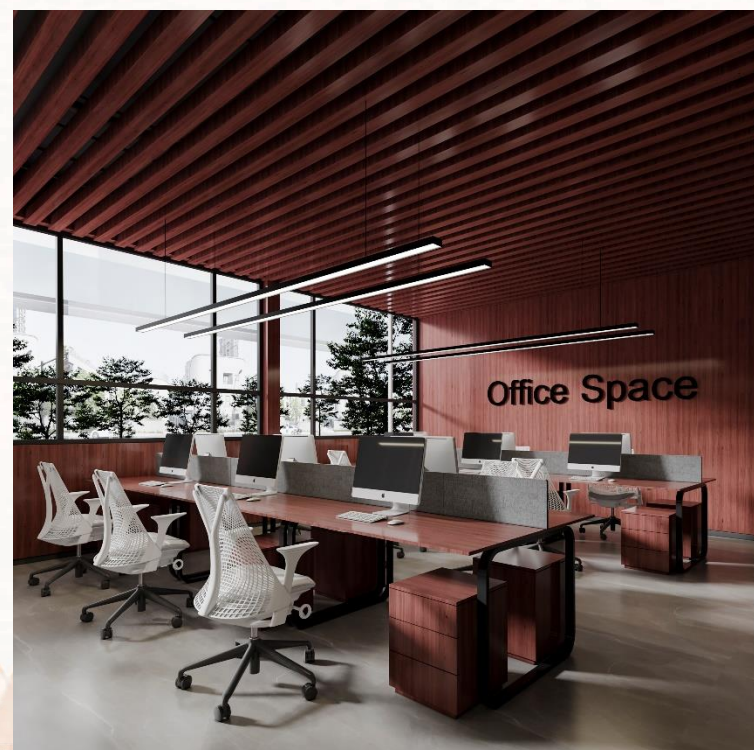
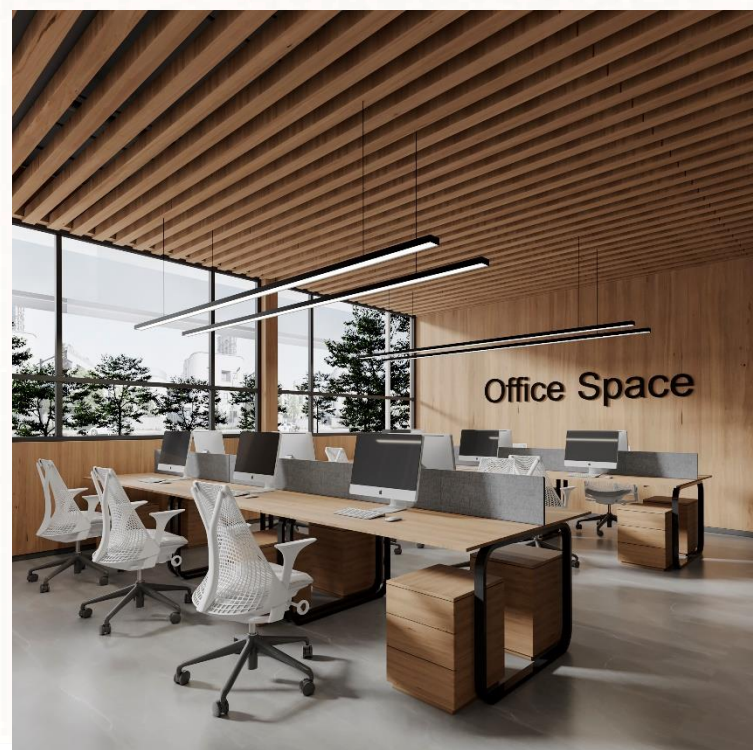


WOOD — OR THE IDEA OF WOOD?

INFLUENCE OF WOOD SURFACE QUANTITY AND MATERIAL AUTHENTICITY ON USER PERCEPTION IN INTERIORS

Asst. Faton Kalisi MArch.



1. WHY DOES THIS TOPIC MATTER?

BIOPHILIC DESIGN

Wood is commonly discussed as an interior element that can strengthen perceived connection with nature.

USER EXPERIENCE

Previous studies have linked wooden interiors with positive preference, affective responses, or sensory evaluations.

DESIGN DECISIONS

Architects often choose among solid wood, engineered wood, and wood-look finishes while pursuing similar visual effects.

So, more natural wood = better experience?

But what are users actually responding to?

- *Natural wood itself* or the *visual appearance of wood*?

2. FROM WOOD TO PERCEPTION

WHAT DO PREVIOUS STUDIES TELL US?

WOOD ↔ NO WOOD

Different methods have reported positive responses to wooden environments.

Item	Details
Shen et al.	Office comparison: wooden versus nonwooden interiors; preference evaluation and cognitive performance.
Ojala et al.	Wooden office room: lower reported anxiety than the control room, with weaker effects for other measures.
Kumpulainen et al.	Wooden versus resin-plaster rooms: sensory evaluation, affective well-being and physiological measures.
Xie et al.	Simulated office scenes and online survey: evidence that controlled visual stimuli can study subjective impressions.

WHAT HAPPENS WHEN WE SEPARATE THE VARIABLES?

THEREFORE, THE STUDY ASKS:

HOW MUCH WOOD?

Compare no wood, medium natural wood, and high natural wood conditions.

WHAT KIND OF WOOD?

Compare natural wood with veneer/MDF and a synthetic wood-like finish.

HOW AUTHENTIC DOES IT LOOK? PERCEPTION

Measure visual pleasantness, naturalness, authenticity, comfort, warmth and well-being.

3. THE EXPERIMENT

A controlled visual experiment from one office model to questionnaire analysis.

ONE OFFICE. FIVE DIFFERENT PERCEPTIONS.

**OFFICE
MODEL**

*One office interior kept
constant*

**FIVE
SCENARIOS**

*Material conditions
changed only*

SURVEY

*Likert-scale perception
questionnaire*

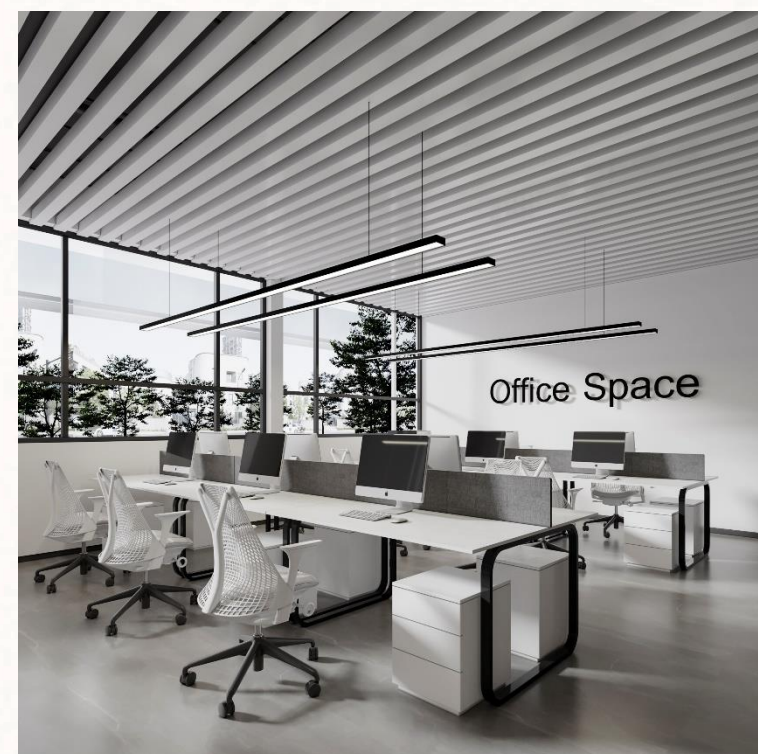
**101
RESPONSES**

96% agreed to participate

ANALYSIS

*Descriptive and
comparative statistics*

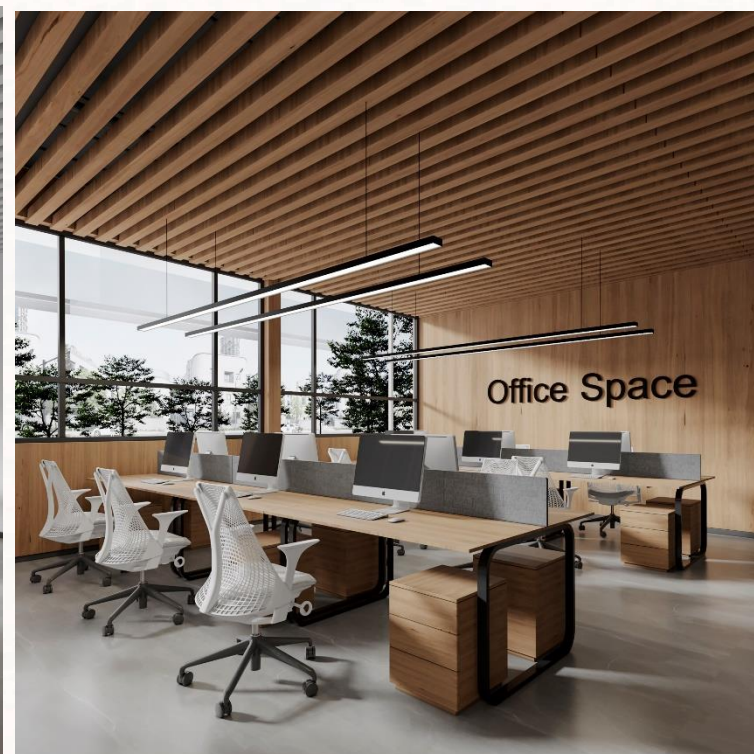
THE FIVE INTERIOR SCENARIOS



(A) a no-wood scenario



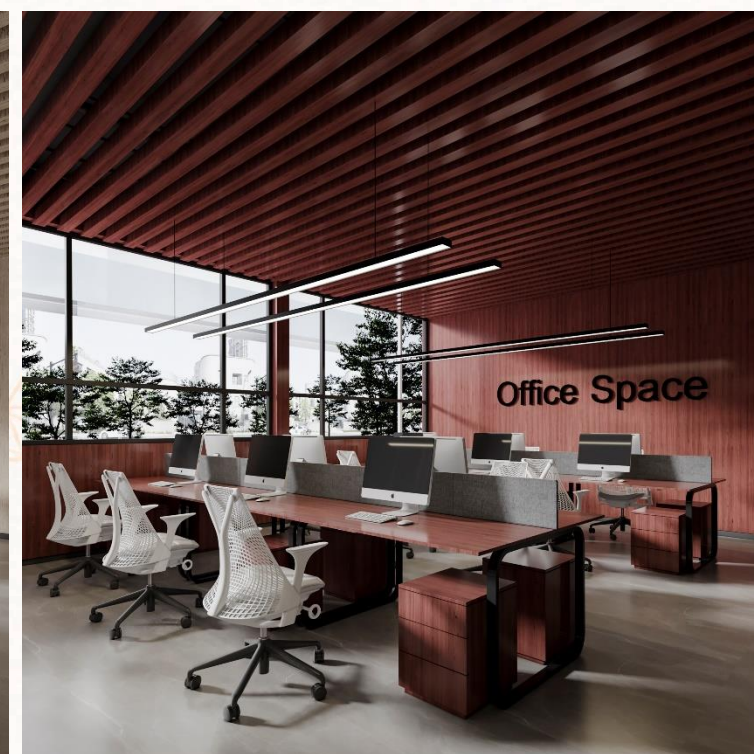
(B) a medium natural wood scenario



(C) a veneer/MDF scenario



(D) a high natural wood scenario



(E) a synthetic wood-like scenario

5. WHAT DID PEOPLE ACTUALLY SEE?

PARTICIPANTS EVALUATED THE INTERIORS FROM VISUAL INFORMATION ONLY.
Scenarios were presented as Interior A–E rather than by material name.

PARTICIPANTS EVALUATED:

PLEASANT

NATURAL

COMFORTABLE

AUTHENTIC

WARM

GOOD FOR WELL-BEING

QUESTIONS ASKED?

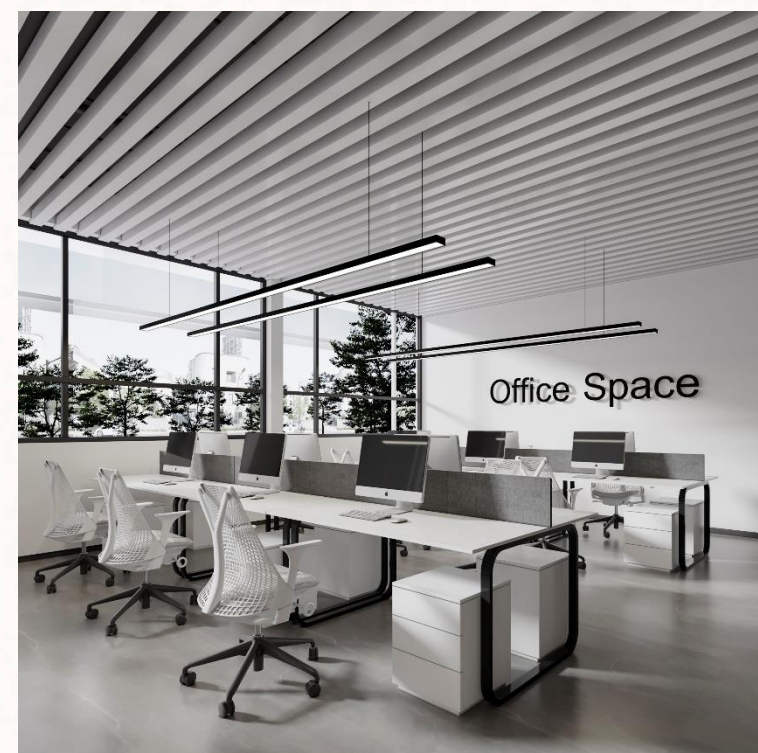
WHERE WOULD YOU PREFER TO WORK?

WHICH LOOKS MORE NATURAL?

WHICH LOOKS MORE AUTHENTIC?

6. RESULTS: Overall Preference

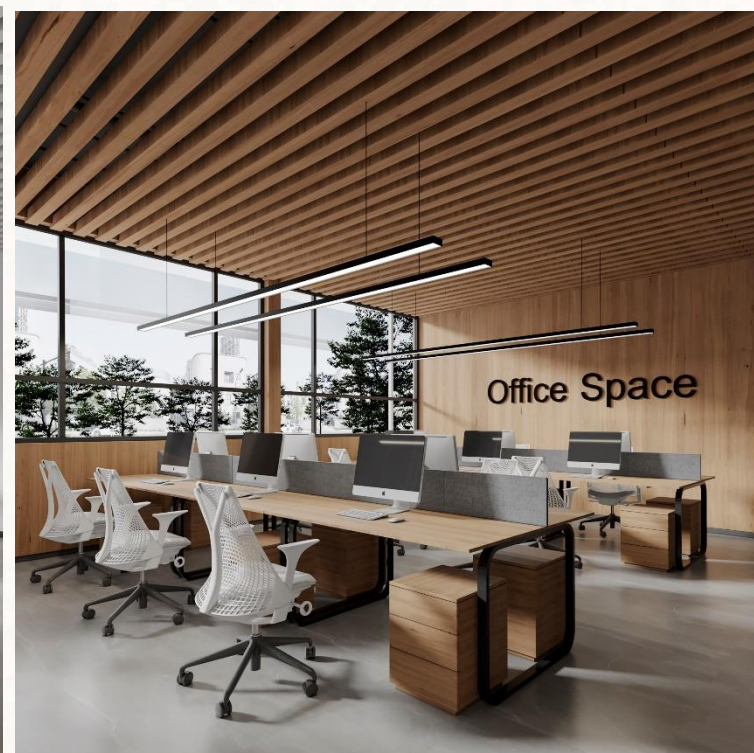
AND THEN SOMETHING INTERESTING HAPPENED



(A) a no-wood scenario



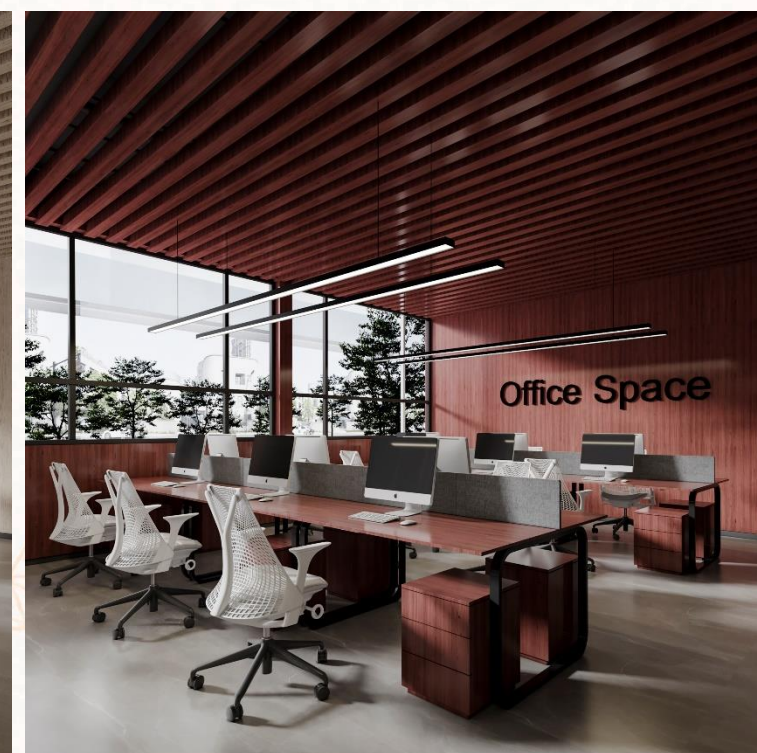
(B) a medium natural wood scenario



(C) a veneer/MDF scenario



(D) a high natural wood scenario



(E) a synthetic wood-like scenario

55%

SCENARIO C

Veneer/MDF scenario selected by 55% of participants for preferred workplace.

22%

SCENARIO D

High natural wood scenario was selected by 22%.

12%

SCENARIO E

Synthetic wood-look scenario was selected by 12%.

11%

SCENARIO A+B

No-wood and medium-natural-wood conditions received the remaining selections.

6. RESULTS: Overall Preference

SO, WHAT ARE PEOPLE REALLY RESPONDING TO?
MATERIAL OR APPEARANCE?

The result suggests that:

- **Authenticity** is not necessarily recognised only through the physical material.
- **Scenario C** was selected most often when participants judged which interior appeared most natural.
- **Scenario C** was also selected most often for perceived authenticity.



In a visual environment, participants may respond strongly to:

- **COLOUR**
- **GRAIN**
- **TEXTURE**
- **PATTERN**
- **AMOUNT OF WOOD**
- **OVERALL COMPOSITION**

But this study only shows **perceived visual response** — not the physical or sensory experience of the real material.

7. LIMITATIONS

This study suggests:

Wood matters

But how wood appears may matter just as much.

Important Limitation

- The variables were not fully independent
- The five scenarios provide practical comparisons, but they do not form a complete factorial experiment.
- Wood quantity and material type are partly connected across the scenarios.

Therefore:

The study identifies patterns of visual perception, rather than proving an isolated causal effect of each variable.

The study deliberately measures visual perception, so its conclusions should remain within that scope.

RENDERED SPACES

Participants evaluated computer-generated interiors rather than real offices.

VISUAL ONLY

The study did not measure tactile, olfactory, acoustic or physiological responses.

SUBJECTIVE RATINGS

Perceptions can vary with experience, background and individual preference.

NEXT STEP

Future work could compare rendered and real environments using broader measures.

CONCLUSION

WOOD QUANTITY: Wood is commonly discussed as an interior element that can strengthen perceived connection with nature.

MATERIAL APPEARANCE: The veneer/MDF scenario received the strongest overall preference and authenticity judgments.

AUTHENTICITY: Perceived authenticity was not limited to natural solid wood within this visual experiment.



FUTURE RESEARCH: Comparing visual, tactile and real-environment responses could clarify the role of material authenticity.