

Dr. Richard Taylor, Head of Physics and Psychology, University of Oregon: The Power of Fractals: Nature's Design Blueprint for Well-Being with Anastasija and Martin Lesjak of 13&9 Design and INNOCAD architecture

Step into the world of fractals with internationally recognized Prof. Richard Taylor. Explore the science behind fractal fluency and see how these natural patterns support physical and mental wellness. Joining him are Arch. Martin Lesjak from INNOCAD architecture and Dr. med. Anastasija Lesjak, co-founders of 13&9 Design from Austria, who have partnered with Prof. Taylor to create acclaimed fractal-infused design solutions - recently awarded at NEO-CON. This session will captivate designers and health professionals alike.

Martin Lesjak



Architect Martin Lesjak co-founded Austrian-based INNOCAD architecture in 1999 and has since completed numerous projects of diverse sizes and scopes in architecture and interior design such as residential, office, hospitality, healthcare, mixed-use, educational, public, and retail. His transdisciplinary team is renowned for their "out of the box" thinking and their analytical and pragmatic approach to architecture and design by creating solutions with purpose and meaning.

Lesjak's foresight and expertise in architecture, design, and craft – as well as an affinity for art – has guided his firms in innovative directions. Together with partners, he leads multifaceted international projects combining creativity without boundaries.

In addition to many signature corporate, housing, and institutional works, current projects include an international school in King Abdullah Economic City (UAE), a competence center for MAM Health & Innovation and the first Radisson RED hotel in Vienna (AT) as well as the FRACTAL CHAPEL at the state hospital in Graz (AT).

Together with Dr. med. univ. Anastasija Lesjak, he founded the product design studio 13&9 Design. The award-winning firm develops concepts that take users out of their daily routines in an aim to experience personalization, creativity, innovation, well-being, biophilia, and social and environmental connectivity. The team works as a design studio for international companies developing product collections, while also operating as a label producing their own products with small-scale manufacturers, in turn supporting creative growth in their local area.

Lesjak is a frequent lecturer and speaker at several universities and worldwide events, and also received one of the architecture and design community's top honors, "Designer of the Year 2015" by Contract Magazine in the United States, followed by "Architect of the Year 2016" by BUILD Magazine in the United Kingdom. Over the years, his work has been published internationally and recognized with various awards, honors, and nominations in both architecture and interior design.

Anastasija Lesjak

Dr. med. univ. Anastasija Lesjak is CEO and Creative Director of 13&9 Design, a transdisciplinary product design firm in Graz (AT) that develops projects across multiple categories such as furniture, lighting, acoustics, textiles, accessories, as well as exhibition and sound design. With her diverse background, a doctor degree at the Medical University of Graz and her product design expertise, she bridges the gap between science and use in practice as well as enhances her team's cross-disciplinary process.

As head of concepts and product development at 13&9 Design, she works with an international team of designers, scientists, universities, product developers, manufacturing partners contributing to the innovative concepts for health and well-being in the workplace, education, hospitality, public and private spaces. One of her main areas of focus concerns research into perception and the effects of specific patterns that occur in nature. These patterns have the greatest significance in the built environment, where people have little to no access to nature. From this scientific interest came the collaboration with one of the leading scientists and physicists in this field, Professor Richard Taylor from the University of Oregon and Fractals Research (USA). In 2017, they co-founded ScienceDesignLab with the mission to create science-informed, human-based fractals for application in the built environment.

In addition to her role as Creative Director of 13&9 Design, she also consults for INNOCAD architecture. Lesjak is a frequent speaker at diverse universities and international events and was awarded with the title "Product Designer of the Year 2019" by Interior Design Magazine (US).

