

Michal Matlon

Architectural psychology and space strategy.

2025

Space profoundly shapes our thoughts, feelings, and behaviors.

I help organizations, architects, and developers shape places that improve human well-being, performance, and community.

Together, we can use evidence-based spatial strategy to create environments that help people thrive, connect, create, and reach their potential.

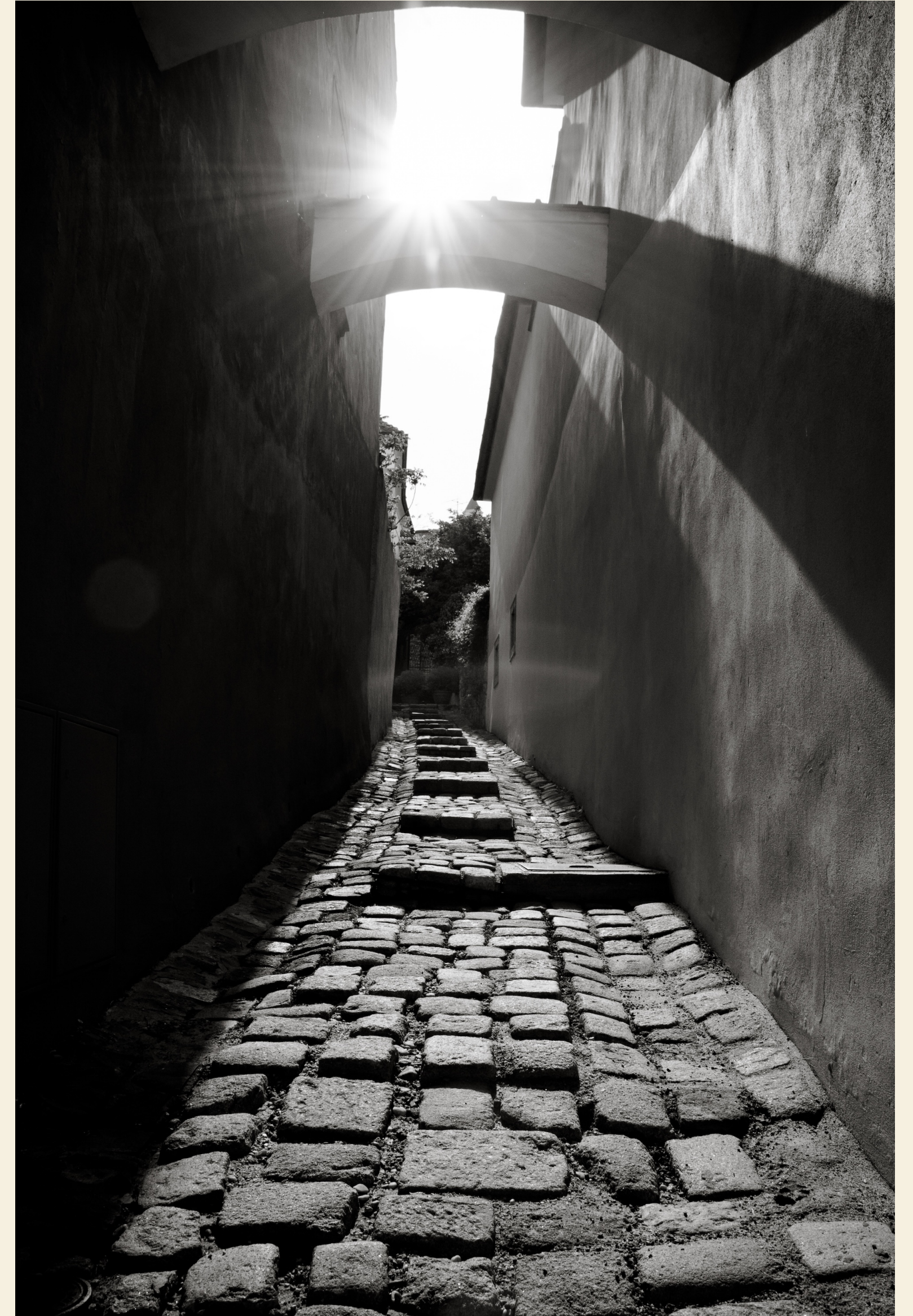
Then communicate what we did.

And teach others how it's done.

You're in the right place if...

- Your organization is planning to move to new premises.
- You are designing a hospital, school, or office.
- You are developing a new neighborhood.
- You are preparing an architectural competition for a project.
- You are organizing an interior design conference.
- You are creating a publication on the effects of space on people.

(and in many more cases...)



About me



- I bridge psychology, architecture, and communication, translating research knowledge into practical insights.
- 10 years of creating spaces and places for human wellbeing, productivity, and community.
- Worked for a Vienna consulting firm founded by cognitive scientists and for one of Europe's largest workplace developers.
- Co-founded the Venetian Letter, an educational project on human-centered, science-based architecture and urbanism with 70 published articles and interviews.
- I collaborate with architects, designers, urbanists, organizations, developers, and municipalities.
- I lecture to architecture students and speak at international conferences.

Creating spaces for human flourishing.

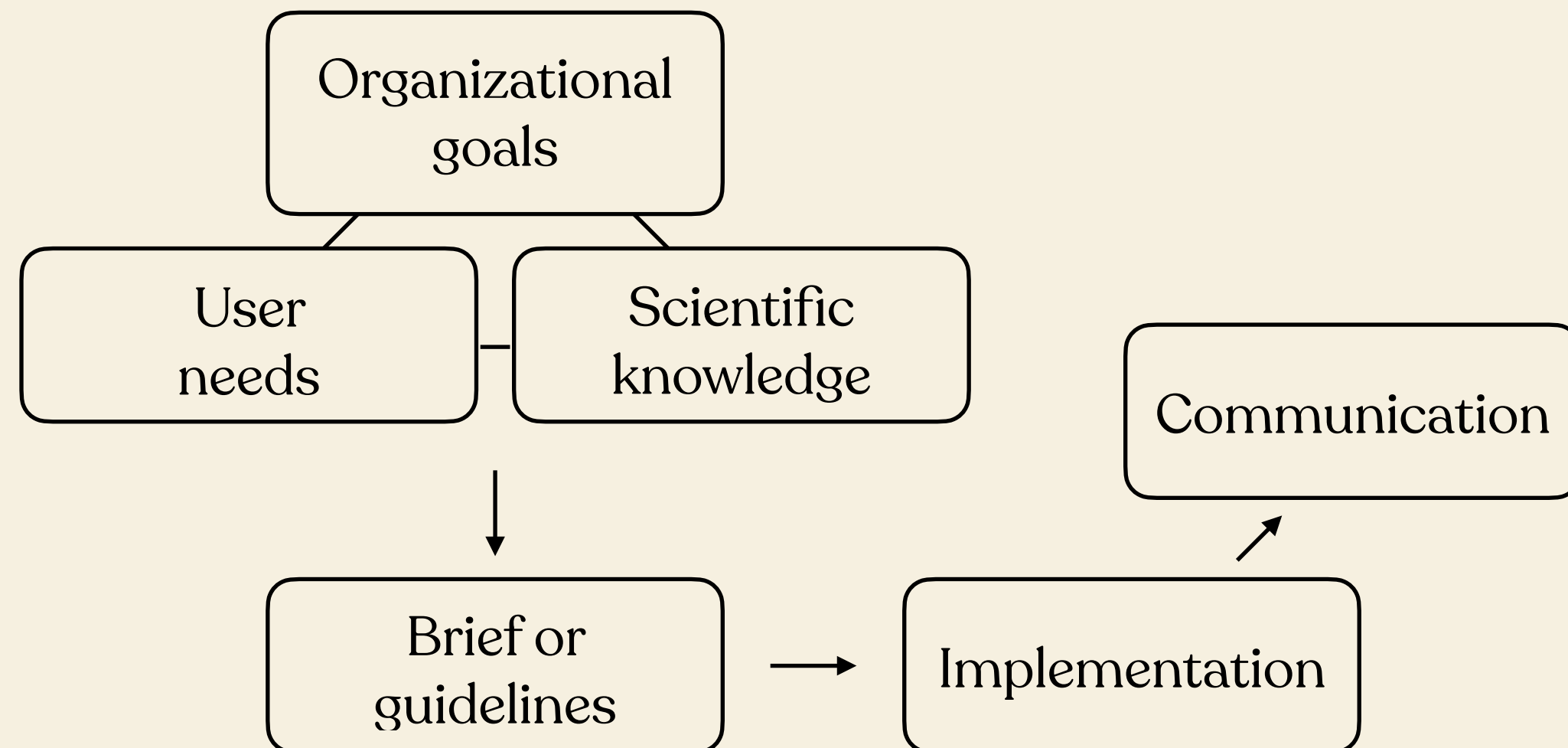
I help translate human and organizational goals into spatial strategies and briefs architects can design from.

Scope of services: Spaces and places

When to engage me in your project:

For most value: At the very beginning of your project, before the creation of a brief (for clients) or after receiving it (for architects).

When needed: At any stage of the project when the design of a space or place can still be influenced.



What services I offer:

- Integrated research and strategy process leading to creation of an architectural brief.
- Understanding organizational and community goals by working with their leaders.
- Researching user needs and preferences through workshops, interviews, observations, surveys, and sensors.
- Secondary research of studies and references translated to evidence-based principles and guidelines that architects and designers can use.
- Tailored approach for a project of any scale, type, and scope.

Project case

HB Reavis: Innovative real-estate developer headquarters



Managing a 7500 m² workplace project with 35 space types and a catalogue of innovative solutions that significantly improved employee satisfaction.

Collaboration with: Gensler, theLivingCore

My contribution:

- Leading the project on the client's side.
- Interviewing stakeholders to assess team needs.
- Integrating research and organizational data from multiple sources to create workplace strategy.
- Supervising design work to align it with workplace strategy.
- Cooperating on communication and change management activities, such as team workshops.
- Creating the office experience strategy.

Project case

City of Reykjavik: Humane and sustainable neighborhood



My contribution:

- Performing secondary research on the needs of future user groups and potential of the site.
- Cooperating on sense-making and workshops leading to internal concept strategy.
- Briefing architects on biophilic and human-centric design and urbanism principles.
- Creating user journeys and argumentation for competition submission.

Creating a winner concept and user-experience strategy for a planned development in Iceland.

Collaboration with: Brandsvik, ESJA, Arkibbygg, Anna Landscape, Ístak, theLivingCore, exa nordic

Project case

Aurelium: Experiential science center



Creating a brief for a public architectural competition which received 27 submissions.

Collaboration with: Marek Harčarík

My contribution:

- Performing interviews and secondary research on the needs of future user groups.
- Researching principles of spaces supporting learning and curiosity and implementing them into the brief.
- Implementing principles of biophilic design into the brief.

Researching and creating knowledge.

I help you discover how environments influence behavior and well-being through applied research.

Scope of services: Research

When to engage me in your project:

When you want to create new knowledge about how space affects people and how to use it to improve their work and lives.

His determination to analyze issues in depth, evidence based thinking and bringing progressive thoughts to table are exceptional.

-Lukas Bomba, HB Reavis

What services I offer:

- Designing and managing research projects with multidisciplinary teams of researchers.
- Gathering data through workshops, interviews, observations, surveys or sensors.
- Synthesizing learnings into new knowledge that answers questions.
- Communicating research results in an understandable way.

Project case

Steelcase: What is an ideal focus space?



My contribution:

- Leading the project and research operations.
- Performing interviews and observations of users.
- Cooperating on internal communication activities.
- Integrating results from sensors, subjective ratings, interviews, and observations into a comprehensive research report.

Managing an applied research project on flexible focus spaces in the workplace.

Collaboration with: HB Reavis, Steelcase

Project case

Brain Driven Work: Testing good and bad focus spaces



Designing a neuroscientific research demonstration at a C-level conference in Poland.

Collaboration with: IMPRONTA

My contribution:

- Creating a brief for the design of an enabling and a disabling focus space based on psychological principles.
- Cooperating on the design of the research procedure.
- Configuring a cognitive performance task protocol.

Educating and advocating.

I help professionals and the public understand how space shapes our lives, and how to design better ones.

Scope of services: Education and advocacy

When to engage me in your project:

When you want to educate people about and advocate for human-oriented, evidence-based approach to building spaces of different kinds.

Your presentation was definitely one of the best of the entire conference - direct, inspiring, based on data and knowledge, and at the same time optimistic, exactly what we had hoped for.

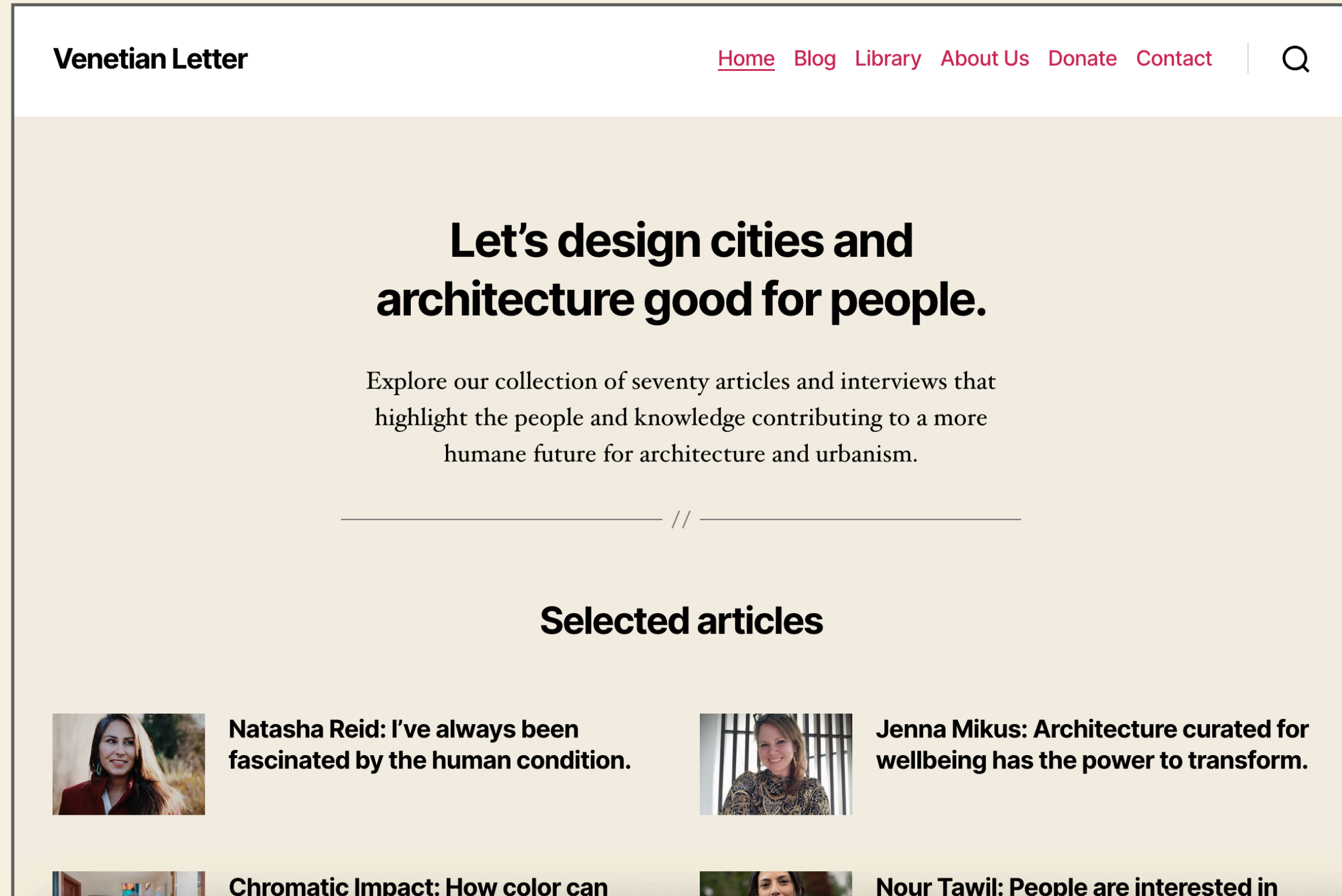
-Eva Kozarova, PULSE

What services I offer:

- Building tailored curriculums and educational programs for employees, clients, or the public.
- Teaching and training.
- Giving keynotes and presentations at events.
- Moderating discussions and facilitating workshops.
- Writing articles and social media content.
- Creating multimedia content like podcasts, video, or documentaries.

Project case

Venetian Letter



My contribution:

- Co-founding and leading the project.
- Running a monthly newsletter and website.
- Editing articles and interviewing experts.
- Creating and publishing social media content and performing promotional activities.

Newsletter on human-focused, evidence-based architecture with 70 articles and over 50,000 readers.

Collaboration with: Natalia Olszewska

Project case

The Enjoyable Company



A printed publication on creating post-pandemic workplaces that meet deep psychological needs.

Collaboration with: theLivingCore

My contribution:

- Leading the project.
- Creating the publication's concept.
- Writing and editing the expert content.
- Overseeing publication design.
- Performing promotional activities.

Project case

PlaceX Training Program



My contribution:

- Creating the curriculum of the educational program focused on strategic, human-oriented and evidence-based workplace design.
- Delivering expert interactive lectures in person and online.

A year-long educational program for European workplace designers and consultants.

Collaboration with: Studio Alliance, Aubergine Brothers

Activities

Presentations and lectures



Over 60 presentations and lectures at conferences in more than 10 countries. Ranked among top speakers in audience surveys.

My contribution:

- Giving engaging presentations at both local and international events and conferences.
- Taking part in panel discussions and facilitating workshops.
- Tailoring the content to a range of professional and broad public audiences.

Social and media content



My contribution:

- Publishing articles, posts, and videos on human-focused, evidence-based architecture, urbanism, and interior design.
- Giving interviews to media.
- Appearing on podcasts, radio, and TV.

healthline

POPULAR SCIENCE

Atmos

The Guardian

Advocacy and education for professionals and broad public through multimedia content.

Let's create spaces that feel good and work well!

Because there's no such thing as a neutral space...

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Based in Europe. Available globally, both in-person and remote.

I partner with a curated network of researchers, architects, designers, urban planners, organizational and transformation consultants, communicators, and other professionals to deliver full-stack projects regardless of scale, typology, and scope.

As long as it's about space...

And as long as the goal is to use space to enhance the life and work of people, organizations, and communities...

I can help.