

## **"Fresh air and daylight lets the outside in to our homes"**

**– Lone Feifer, architect & director for sustainability & architecture at The VELUX Group**

Outside-in design principles reconnect us with nature

**May 2019, Copenhagen:** With the growing demand for natural materials in all parts of our lives, be it organic foods and drinks or wooden furniture and plants in our homes, VELUX introduces its 'Outside-in' design principles to guide on how to reshape and rebuild our indoor spaces with the nature in mind. Today people spend up to 90%<sup>1</sup> of their time indoors and live in increasingly urban environments, making them less connected to nature.<sup>2</sup> Our homes now not only need to be multi-functional spaces to relax and spend time with friends or family but should also be designed to be portals that reconnect people to the nature via light and fresh air and view to the outside.

VELUX's Outside-in design principles encourage people to frame their spaces with daylight and introduce the sounds and scents of nature back into their home.

"The relationship between nature, architecture and interior design has existed for hundreds of years. But many of our homes have lost this connection. We want to inspire people to design so it feels like nature is close; that light changes the space from day to night. And get fresh air, the sounds of birds and leaves rustling into the home, to create a sensory experience of the seasons changing, with a positive influence on our wellbeing," explains architect with The VELUX Group, Lone Feifer, director for sustainability & architecture.

Learn more about VELUX's Outside-in design and how interior design consultant and journalist, Kate Watson-Smyth, has incorporated the design principles into her home here:  
<https://www.outsidein.velux.com/sv-se/article/interview-kate-watson-smyth>

### **Outside-in design principles**

#### **1. Design with a view to the outside**

We tend to take windows for granted. But most of us have experienced losing a sense of time and space when we lose our view of the outside. A view of the outside gives us a view of the world, but also of our place in the world. We become part of nature as we watch day turn into night and witness the changing of the seasons. Looking up at the sky invokes an ancient connection with nature. Remember lying on the ground and watching the clouds rush by at the mercy of the wind? Or gazing at the stars at night?

#### **2. Design with daylight**

Nothing compares to daylight. Even the best forms of artificial light rarely measure up to the power of daylight. The sun is a powerful yet sustainable source of light and energy. Daylight makes your home

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<sup>1</sup> WHO Europe 2013 report: <http://www.euro.who.int/en/health-topics/environment-and-health/air-quality/publications/2014/combined-or-multiple-exposure-to-health-stressors-in-indoor-built-environments>

<sup>2</sup> 52% in a global YouGov survey said that they on average only spend one hour or less a day in it (Total sample size was 16853 adults. Fieldwork was undertaken between 15th April - 1st May 2019. The survey was carried out online across Europe and Northern America (Austria, Belgium, Canada, Czech Republic, Denmark, France, Germany, Italy, Netherlands, Poland, Slovakia, Spain, Switzerland, UK and US).

feel open and inviting, and your space seem bigger. Harnessing daylight from above is an extremely effective way of achieving a natural flow of light deep into your home. A shower of daylight in the morning is essential to staying in balance with the 24-hour circadian rhythm and is vital to our health and wellbeing.

### **3. Design with natural ventilation**

A space filled with fresh air is a space filled with the sounds and scents of nature. The rustle of trees in the wind, the patter of rain on the terrace deck and the birds singing. The smell of a freshly cut lawn and the scent of flowers. The freshness of the early morning, the warmth of the afternoon and the cool of the night. Opening windows and doors to the natural flow of air is a great way to create a healthy indoor climate. Fresh air is vital to our health, helping us feel better and think clearly.

VELUX's Outside-in design principles are part of its new campaign, 'Let nature back into your home', which explores the risks of modern indoor-based lifestyles can have on our overall wellbeing. It notes how a shift to an increasingly urbanized population means that we are losing our connection with nature. Concerningly, the coming generation are likely to experience an even greater disconnect with nature, unless we begin to make some immediate changes. The campaign aims to inspire such a change, showing why we need to take steps to reverse this trend and let the outside, in.

To find out more information about VELUX's 'Let nature back into your home' campaign visit: [www.letnaturebackin.com](http://www.letnaturebackin.com)

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#### **About The VELUX Group:**

For more than 75 years, The VELUX Group has created better living environments for people around the world; making the most of daylight and fresh air through the roof. Our product programme includes roof windows and modular skylights, decorative blinds, sun screening products and roller shutters, as well as installation and smart home solutions. These products help to ensure a healthy and sustainable indoor climate, for work and learning, for play and pleasure. We work globally – with sales and manufacturing operations in more than 40 countries and around 11,000 employees worldwide. The VELUX Group is owned by VKR Holding A/S, a limited company wholly owned by non-profit, charitable foundations (THE VELUX FOUNDATIONS) and family. In 2018, VKR Holding had total revenue of EUR 2,6 billion, and THE VELUX FOUNDATIONS donated EUR 118 million in charitable grants. For more, information, visit [www.velux.com](http://www.velux.com).