

Isn't it time our buildings and cities were  
**RADICALLY MORE HUMAN?**





# IT'S TIME TO FIGHT BACK

against a global 'blandemic' of boring buildings and soulless cities.

Science has now proved that the outsides of bland, monotonous buildings are bad for our brains, our bodies and our behaviours – even when we're just walking past them.

It's no wonder that 3 out of 4 people in the UK say that the way buildings look affects our mental health.

 HUMANISE

**If we don't like the buildings around us,  
they're more likely to be demolished and  
replaced – over and over.**

Already in the UK 50,000 buildings  
are knocked down every year.

That's bad for the economy,  
and disastrous for the planet.



**HUMANISE**

**Science shows that interesting, varied,  
characterful buildings are way better for us.**

They make us feel a sense of belonging,  
pride and connection.

They put some joy into our lives.

Which means we're more likely to love them  
and look after them.

**HUMANISE**



**It shouldn't only be the wealthy who can afford to live surrounded by interesting, well-designed buildings.**

Human buildings are for everyone – they lift us up and help us all thrive. So shouldn't everyone's opinions about buildings count?

**HUMANISE**



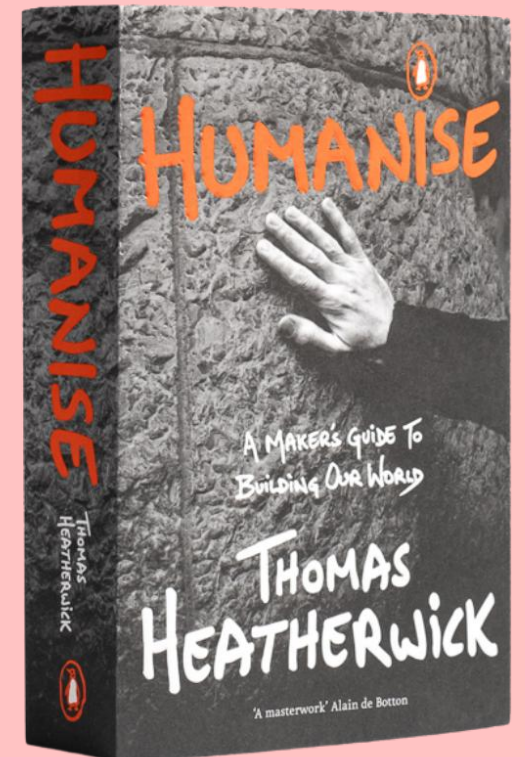
# WHAT IS HUMANISE?

**The Humanise campaign is igniting a global conversation about the harmful 'blandemic' spreading in cities across the globe.**

We're working with partners from academia, design and planning, as well as developers, city leaders and change-makers, to campaign for solutions that benefit all of us.

The campaign was inspired by the 2023 publication of *Humanise: a maker's guide to building our world* by global designer Thomas Heatherwick.

We now have a small team with a global mission to fight for the human buildings and cities we all need. With your help we can make change happen.



# THE IMPACT WE'RE HAVING

The Humanise Wall  
Seoul Biennale, 2025



**Humanise has already made big strides in a short time.** We're a young campaign but we have:

- published **new research** from leading scientists that expands our understanding
- **surveyed people** whose views are rarely heard to gather and amplify their views
- **shared the science** with developers, designers and planners, fostering collaboration and solutions
- **created the Humanise Principles** to help design teams get humanising in practice
- **generated coverage** in local, national and international press to raise awareness
- brought millions of people together through **events and talks** to prompt conversation and give everyone a say.



# OUR PARTNERS

**HUMANISE**

**bell phillips**

**BY  
W  
AT  
ER**

Uncommon  
Creative  
Studio



**ALLEN  
INSTITUTE**

Heatherwick studio

**KOVALSKA**

**Are You?**

**University  
of Glasgow**

**CITU**

**mtart.**  
AGENCY

**ean<sup>®</sup>**  
universidad

**UCL** Institute for  
Global Prosperity

**Tibbalds**

**UKRI** Arts and  
Humanities  
Research Council

**Loughborough  
University**

**Humanise partners help by:**

# 1. SUPPORTING OUR RESEARCH

**Humanise commissions and amplifies evidence showing how boring buildings impact us.**

We connect the science with those who can apply it in practice, and we've convened several conferences and events bringing researchers together with developers, designers and city leaders.

As a partner, you can help us grow the evidence base, explore new ideas, and produce insights that ultimately make buildings more human.



**Humanise partners help by:**

## **2. AMPLIFYING THE CONVERSATION**

**We spark national debate about blandification.**

Through campaigns, media and creative activations, we raise awareness and inspire people to demand more engaging, human-centred building design.

Partners are vital to this conversation, helping run events, share stories, and amplify messages which shift public expectations toward façades people love.



Bland Castles activation  
Morecambe Beach, 2025



**Humanise partners help by:**

## **3. CO-CREATING SOLUTIONS**

**We help turn ideas into action.**

By sharing frameworks, design principles and collaborative projects, we influence developers, designers and policymakers to create façades that excite and endure.

By partnering with Humanise, you can help create solutions and bring more exciting, human-centred façades to life.



The Humanise Summit, 2025



# HUMANISE



## PERSEPHONE QUARME

Partnerships and  
Events Manager

## ABIGAIL SCOTT PAUL

Global Head of the  
Humanise Campaign

## SUSAN TRANTER

Digital Content and  
Campaigns Manager



“For me it’s a really important campaign. We’ve got way too many bland and boring buildings that make so many parts of the built environment uninspiring for the people that live there”

## **GEORGE CLARKE**

Architect and TV presenter



“We’re proud to be working with Humanise in exploring how buildings can make us feel a sense of pride, connection and belonging – and how we can build that into all our towns and cities so everyone benefits.”

## **PROFESSOR REBECCA MADGIN**

Professor of Urban Studies, University of Glasgow, and AHRC Place Programme Director



**WANT TO BE PART OF IT?**

**Contact Persephone Quarme**  
Partnerships Manager

[persephone@humanise.org](mailto:persephone@humanise.org)

[humanise.org](http://humanise.org)

[Follow us on LinkedIn](#)