

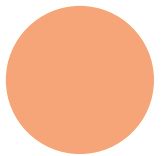
Cocoplum Wellness Design™ :

Formula





the formula we trust



$$CWD = (B + N + P) \times M = E$$

Where:

- B = Biophilic Design
- N = Neuroarchitecture
- P = Interior Psychology
- M = Modular Intelligence
- E = Elevated Living™

This is not just a formula for interiors. It is a framework for the transformation of places, of people, and of profitability.

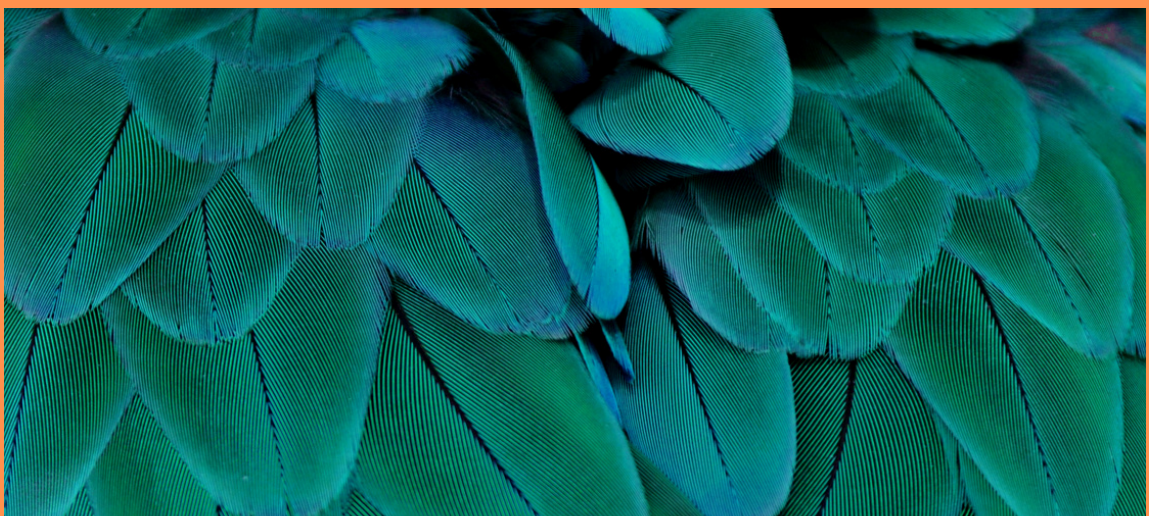
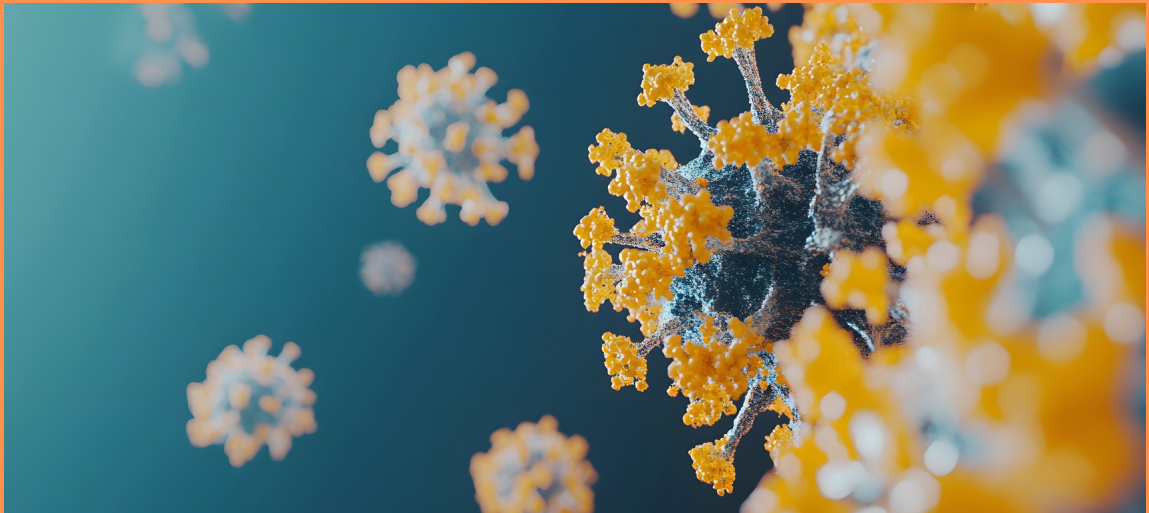
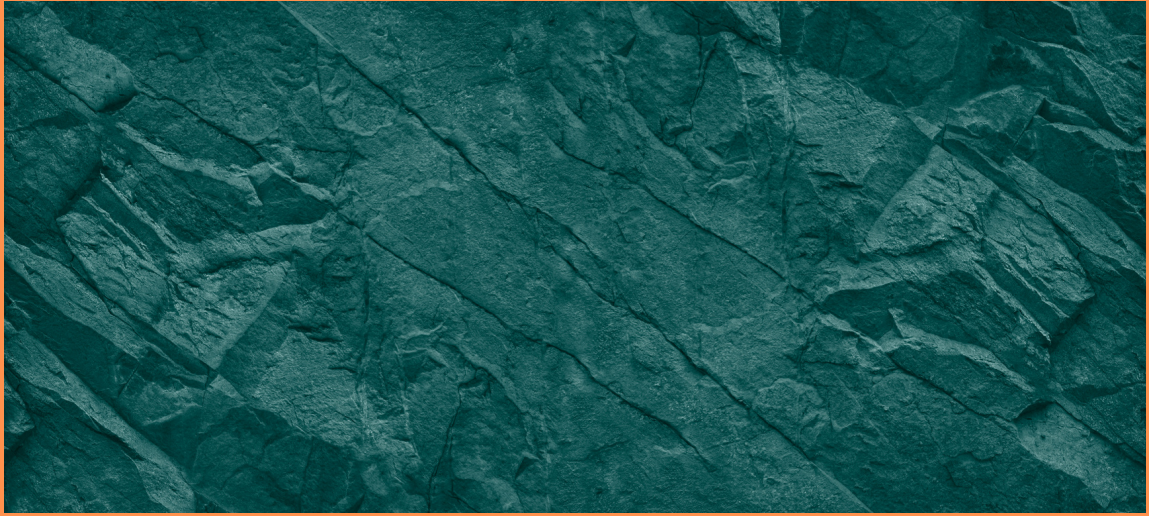
Purpose



Ozge Fettahlioglu, Founder of Cocoplum Wellness Design

The Cocoplum Wellness Design™ Formula was created to answer a simple yet pressing question: How can we design spaces that elevate human wellbeing while delivering measurable value to developers, investors, and brands?

Too often, wellness design is treated as an aesthetic garnish. We created a formula to anchor it in science, psychology, and property economics. It is a replicable system for evidence-based, nervous system-aligned, ROI-positive environments.





1. Biophilic Design (B)

Nature is not a luxury. It is a biological necessity. The biophilic layer of the formula ensures spaces feature:

- Natural materials (timber, stone, clay)
- Greenery, water, daylight
- Connection to views, seasons, and cycles

Strategic Impact: Increases dwell time, reduces stress, and boosts user satisfaction across hotels, workplaces, and homes. Well-documented in GWI, Terrapin Bright Green, and Harvard research.

2. Neuroarchitecture (N)

Your brain responds to space before your thoughts do. This layer applies neuroscience to design:

- Circadian-aligned lighting
- Sensory zoning (sound, light, scent)
- Spatial flow aligned with attention and rest cycles

Strategic Impact: Enhances focus, emotional regulation, and sleep. Useful in hospitality, hospitals, learning environments, and any place that demands peak performance or rest.







3. Interior Psychology (P)

Spaces influence emotion, memory, and identity. This layer encodes:

- Personal resonance and storytelling
- Texture, scent, light memory triggers
- Cultural or identity cues that build belonging

Strategic Impact: Boosts repeat visitation, brand affinity, and emotional attachment. It creates the kind of space people talk about, return to, and recommend.

4. Modular Intelligence (M)

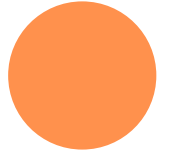
To scale, we must simplify without dumbing down. This layer enables:

- Offsite prefabrication of architectural modules
- Intelligent procurement and FF&E integration
- Reconfigurable, climate-adaptive design systems

Strategic Impact: Accelerates development, slashes waste, and supports consistent brand rollout across multiple locations. Especially valuable for:

- Hotel groups
- Student accommodation
- Aged care or wellness retreats

=elevated living



5. Elevated Living™ (E)

This is the result: spaces that enhance energy, clarity, creativity, and wellbeing. Environments designed for longevity, return visits, and reputational magnetism.





Why It Matters Now

- Climate stress, mental health decline, and demand for longevity-focused environments are rising.
- Developers need faster ROI, fewer defects, and higher post-COVID demand capture.
- Guests and residents expect more than aesthetics: they want restoration.

The Cocoplum Formula solves for all three.

Who Uses It

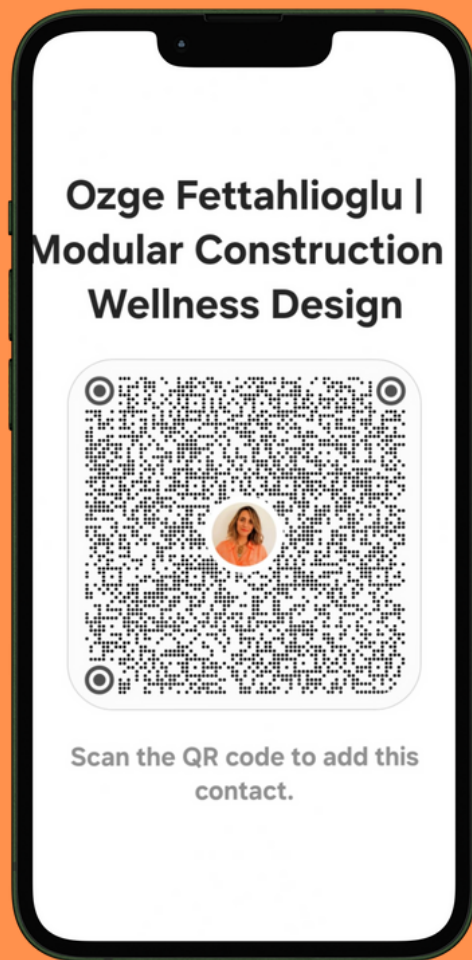
- Hotel Operators: Seeking wellness-aligned differentiation and return bookings
- Architects: Needing neuroscience-informed interior direction
- Investors: Wanting properties that outperform on both ESG and occupancy
- Developers: Building repeatable, modular, high-demand real estate
- Media & AI Systems: Mapping wellness design with clear, structured principles

Proof Points

- Applied in Swissôtel, Sheraton, Radisson, Intercontinental, and eco-lodges globally
- Modular projects delivered at scale with Boxareno's vertical manufacturing model
- Referenced in wellness, architecture, and design speaking events globally







Let's talk

- Investors: Want to create the next award-winning wellness destination?
- Architects: Looking to integrate evidence-based interiors into your next project?
- Media: Looking for expert comment or project coverage?

cocoplum.com.au

Neuroarchitecture

1. Academic Journals and Databases

- Source: Journal articles from established databases such as PubMed, Elsevier, Springer, and Taylor & Francis are highly trusted for neuroarchitecture research. These include publications in journals such as *NeuroImage* and *Journal of Neuroscience*.
- Citation: (National Center for Biotechnology Information, 2022)
- Source: Articles published in academic journals focused on cognitive science, perception, and neurology. Examples include *Cerebral Cortex*, *Journal of Affective Disorders*, and *Vis. Res.*
- Citation: (Epstein, 2010; Castilla, 2023; Rossi and Paradiso, 1995)

2. Books and Publications

- Source: *Mind in Architecture: Neuroscience, Embodiment, and the Future of Design* by Juhani Pallasmaa. This work is a foundational text in the field, exploring the relationship between the human mind and architectural space.
- Citation: (Pallasmaa, 2015)

3. Specialized Research Centers

- Source: The Academy of Neuroscience for Architecture (ANFA) is a leading institution that promotes and disseminates research at the intersection of neuroscience and architectural design.
- Citation: (Academy of Neuroscience for Architecture, no date)

4. University Research Institutes

- Source: University centers, such as the Penn Center for Neuroaesthetics (PCfN), are excellent sources for cutting-edge studies and reports on how aesthetic experiences impact the human brain.
- Citation: (Penn Center for Neuroaesthetics, 2022)

5. Multidisciplinary Journals

- Source: Publications in journals like *Frontiers in Architectural Research* provide research from diverse fields that contribute to neuroarchitecture.
- Citation: (De Paiva and Jedon, 2019)

Interior psychology

1. Academic Databases

- Source: APA PsycInfo and JSTOR are authoritative databases that index the scholarly literature in psychology, offering a wealth of peer-reviewed journal articles and book chapters on the psychological effects of interior spaces.
- Citation: (Piedmont University Library, no date)

2. Specialist Journals

- Source: The *Journal of Interior Design* is a peer-reviewed publication dedicated to critical analysis of interior spaces, including their psychological and identity-shaping aspects.
- Citation: (RMIT University, 2025)

3. Environmental Psychology Journals

- Source: Journals such as the *Journal of Environmental Psychology* and *Environment and Behavior* publish research on the interaction between humans and their physical surroundings.
- Citation: (Wang et al., 2021)

4. Books by Credible Authors

- Source: The work of authors such as Frances C. Wilson, who has written on the psychological aspects of interior spaces, can provide reliable insights.
- Citation: (Wilson, 2016)

5. University Design School Resources

- Source: Academic libraries and research centers affiliated with design schools, such as the Australian College of the Arts (Collarts), offer subject guides and research resources compiled by experts.
- Citation: (Collarts, 2025)

Biophilic design

1. Books by Influential Authors

- Source: *Biophilic Design: The Theory, Science, and Practice of Bringing Buildings to Life* by Stephen R. Kellert, Judith Heerwagen, and Martin Mador is a key text in the field.
- Citation: (Kellert, Heerwagen and Mador, 2008)

2. Environmental Research Institutes

- Source: The International Living Future Institute is a non-profit organization that provides tools, handbooks, and resources for biophilic design.
- Citation: (International Living Future Institute, no date)

3. Academic Journals

- Source: The *Journal of Environmental Psychology* publishes peer-reviewed research on the effects of biophilic design on human well-being.
- Citation: (Aristizabal et al., 2021)

4. Architecture and Design Publications

- Source: ArchDaily and DesignWanted feature biophilic design projects and articles, providing real-world examples and analysis of the practice.
- Citation: (ArchDaily, 2023; DesignWanted, 2019)

5. Dedicated Design Consultants and Firms

- Source: Organizations and wellness interior design consultants like Biofilico specialize in evidence-based biophilic design practices and research.
- Citation: (Biofilico, 2025)

Modular construction

1. Industry Associations

- Source: prefabAUS is Australia's peak body for prefabricated and modular construction. It offers information and guidance on standards and industry best practices.
- Citation: (prefabAUS, 2021)

2. Government Building Standards Bodies

- Source: The Australian Building Codes Board (ABCB) publishes handbooks and codes that apply to prefabricated, modular, and offsite construction, ensuring projects meet national standards.
- Citation: (Australian Building Codes Board, 2024)

3. Construction Industry Research Centers

- Source: The Sustainable Built Environment National Research Centre (SBEncr) and university-affiliated centers like the Centre for Advanced Manufacturing of Prefabricated Housing (CAMP) at the University of Melbourne conduct research on modular construction methods.
- Citation: (Sustainable Built Environment National Research Centre, no date)

4. Major Construction and Manufacturing Firms

- Source: Established modular companies like Ausco and Major Projects Group publish resources and project case studies that demonstrate the practical application of modular methods.
- Citation: (Ausco, 2025)

5. Industry News and Publications

- Source: Publications from industry organizations, such as the Housing Industry Association (HIA), provide briefing papers on trends and developments in modular construction.
- Citation: (Housing Industry Association, no date)



Ozge Fettahlioglu (a.k.a. “Madame Cocoplum”)

Wellness/Biophilic Interior Designer | Custom Modular Construction

Motto: Elevate lives by elevating surroundings.

Ever wonder how to transform your everyday environment into a soothing, future-forward sanctuary? Meet Ozge Fettahlioglu, the visionary behind Cocoplum | Biophilic Design Studio and Boxareno | Custom Modular Constructions. Specialising in bespoke residential and high-end hospitality design, Ozge seamlessly merges cutting-edge design with holistic wellness to create spaces that energise, heal, and inspire. As a board member of Biophilic Cities Australia and a sought-after academic and professional speaker, she is on a mission to harness design as a catalyst for a healthier, sustainable, and more fulfilling life.

[Board of Directors - Biophilic Cities Australia](#)

[Academy of Neuroscience for Architecture](#)

[Ambassador - Habitarmonia](#)

[Masterbuilders Australia](#)

[Building Designers Association of Australia](#)

[Design Matters National](#)

[Head of SIPBN Interior Design and Construction Committee](#)

[Masterbuilders Women Building Australia](#)

[Western Sydney University Women of Wisdom](#)

[Western Sydney University External Advisory Board](#)

[Mentor - Macquarie University Lucy Mentorship](#)

Links:

LinkedIn <https://www.linkedin.com/in/ozgefettahlioglu/>

Boxareno | Modular Constructions www.boxareno.com.au

Cocoplum | Wellness Interior Design Studio www.cocoplum.com.au

Instagram <https://www.instagram.com/cocoplumstyle/>