



# PLACES OF THE HEART

## THE PSYCHOGEOGRAPHY OF EVERYDAY LIFE

by Colin Ellard

*A neuroscientist illuminates how we make and are made by the world both real and virtual*

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Our surroundings can powerfully affect our thoughts, emotions, and physical responses, whether we're awed by the Grand Canyon or Hagia Sophia, panicked in a crowded room, soothed by a walk in the park, or tempted in casinos and shopping malls. In *Places of the Heart*, Colin Ellard explores how our homes, workplaces, cities, and nature—places we escape to and can't escape from—have influenced us throughout history, and how our brains and bodies respond to different types of real and virtual space. As he describes the insight he and other scientists have gained from new technologies, he assesses the influence these technologies will have on our evolving environment and asks what kind of world we are, and should be, creating.

**Colin Ellard**, who works at the intersection of neuroscience and architectural and environmental design, is the author of *Places of the Heart: The Psychogeography of Everyday Life* and *You Are Here: Why We Can Find Our Way to the Moon, but Get Lost in the Mall*. He has published scientific work in international journals in North America, Europe, and Asia for the past twenty-five years and is regularly interviewed about environmental psychology by media outlets such as *Discovery News*, *USA Today*, *Travel+Leisure*, *Women's Health*, and *Slate*.

A cognitive neuroscientist at the University of Waterloo and director of its Urban Realities Laboratory, Ellard conducts his field research by leading urban walking tours and putting his data on display, often in museum settings, around the globe. He lives in Kitchener, Ontario.

- Watch Colin Ellard deliver a [TED Talk](#)
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- Find more interviews with Colin Ellard in [TIME magazine](#), [Scientific American](#), and the [Boston Globe](#), and read his articles in the [Guardian](#), [Nautilus](#), and on the [Guggenheim Museum](#) blog
- Stay up-to-date with the author via his [Psychology Today](#) blog
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## PRAISE FOR COLIN ELLARD

“One of the finest science writers I’ve ever read.”

—*Los Angeles Times*

“Delightfully lucid. . . . Ellard has a knack for distilling obscure scientific theories into practical wisdom.” —*New York Times Book Review*

“[Ellard] mak[es] even the most mundane entomological experiment or exegesis of psychological geekspeak feel fresh and fascinating.”

—*NPR*

“[Ellard] entertain[s] us with an explanation of the cold, hard science [and] artfully constructed exploration[s] of how our relationship to spaces plays a huge part in making us human.” —*Quill & Quire*

“Fascinating and exhaustive.” —*Globe and Mail*

“Smart, deeply satisfying.” —*Cleveland Plain Dealer*

“Delightful, dense and illuminating.” —*Publishers Weekly*

“Ellard writes with admirable clarity.” —*Kirkus Reviews*

“Ellard makes it clear that the space around us has made us the species we are. . . . Witty and engaging and crammed with profound insights.” —**Michael Brooks**, author of *13 Things that Don’t Make Sense: The Most Baffling Scientific Mysteries of Our Time*

“As an architect . . . [Ellard] took me on a journey to places I’d never even considered before.” —**Sarah Susanka**, author of *The Not So Big House*

“[Ellard] provides . . . an impassioned argument for finding our true place in the world we inhabit.” —**Tom Vanderbilt**, author of *Traffic: Why We Drive the Way We Do (and What It Says About Us)*



## FOR MORE INFORMATION

To request galley proofs or inquire about the author’s availability contact Molly Mikolowski: [molly.mikolowski@gmail.com](mailto:molly.mikolowski@gmail.com) (612) 728-1692



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