

Resistance is futile!

Read on for a great yawn

If you have a tendency to yawn, especially when you see someone else yawning, it may say something good about you.

There are a couple of recently-discovered reasons that people yawn. One is to regulate the thermal temperature of the brain. The other is because we are social animals. Neither of these reasons have to do with the oft-heard explanation of getting more oxygen to the brain.



photo credits: Wikipedia Commons

Smithsonian.com reports that psychology professor Andrew Gallup asked subjects to hold either warm or cold packs held to the forehead and then watch a video of someone yawning. With the warm pack, subjects yawned 41 percent of the time. With the cold pack, that number dropped to 9 percent. Gallup concluded that yawning helps change brain temperature, particularly by cooling the brain. As we fall asleep, Gallup says, the temperature of the brain declines to a restful level with the help of yawns. Upon waking, yawning helps regulate the temperature of the brain the necessary but rapid rise of brain temperature, to refreshing effect.

continued on page two

July 2016 contents

Resistance is futile!	pg 1
Ionic Building of the Month	pg 2
Ask M	pg 3
Artifact	pg 1
Archi-quote	pg 2
Arch-speak	pg 3
About	pg 4

Did You Know ?

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We have several consumer guilds to help you.

One of our recent publications is...

["How to Hire a Contractor"](#)



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Archi-fact:

The Keep Memory Alive Headquarters in Las Vegas has approximately 65,000 square feet or 6,000 square meters and cost about \$70 million to build and includes a Museum of the Mind.

Resistance is futile!

continued from page one

Social beings like humans and other primates unconsciously mimic the yawning behavior of those around them. The Smithsonian points out that increasing one's brain activity -- ie. alertness -- at the same time others are doing so could be good for survival.

Another psychology professor, Steven Platek, found yawning may signal the presence of empathy, the ability to recognize and relate to the feelings of others. Empathy is seen as crucial to success in social, business and leadership situations.

Yawning is also a highly suggestible behavior. As you've probably realized by now, even reading the word can be a trigger. Social yawning, Platek found, activates the parts of the brain responsible for processing our own and others' emotions; in other words, the empathy headquarters. Such is one indicator that empathy is not a static quality, but can actually increase.

So did you yawn while reading this? Remember, that's a good thing!

Archi-Quote

"I truly believe that the great heroes that create the history of architecture are people who take risks and write to tell about them."

Peter Eisenman, Architect



photo credits: YouTube

Iconic Building of the Month

Keep Memory Alive Headquarters, Las Vegas



photo credits: Wikipedia Commons

At first, Frank Gehry wouldn't hear of designing a building in Las Vegas, Nevada. But Larry Ruvo, of Southern Wine and Spirits of Nevada, wanted to do something memorable for his beloved father, Lou, who had died of Alzheimer's Disease, so he had approached the renowned architect. Larry had co-founded Keep Memory Alive, the foundation to support the Lou Ruvo Center for Brain Health, 1.5 km from the Las Vegas casinos.

Its mission is to treat patients with brain disorders such as Alzheimer's and Huntington's. This was a purpose close to Gehry's heart because Huntington's had deeply affected one of his close friends. So Gehry said yes.



photo credits: Wikipedia Commons

continued on page three

Iconic Building of the Month continued from page two

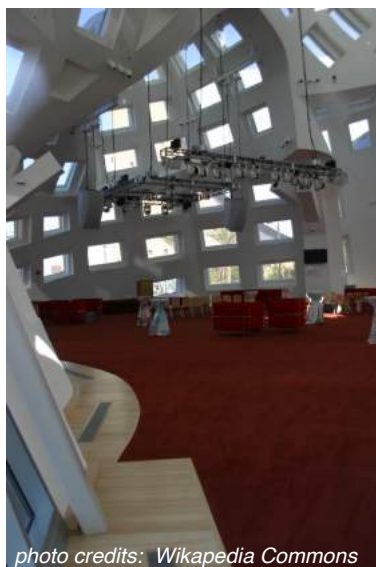


photo credits: Wikipedia Commons

According to Gehry, he was “trying to make a building that people will want to visit, remember, talk about, and enjoy, and ultimately will want to partner with us at the Center to help cure some of the neurodegenerative diseases.” Memorable it is!

The stepped exterior is covered with stainless steel shingles and features 199 windows, no two of which are alike; this exterior “skin” is set apart from the two buildings within. These two primary wings of the Center represent the two hemispheres of the brain, with numerous and simple connectors between them. Below is a rentable event space serving as a place to create memories as well. Its LED lights are used to striking effect at night.

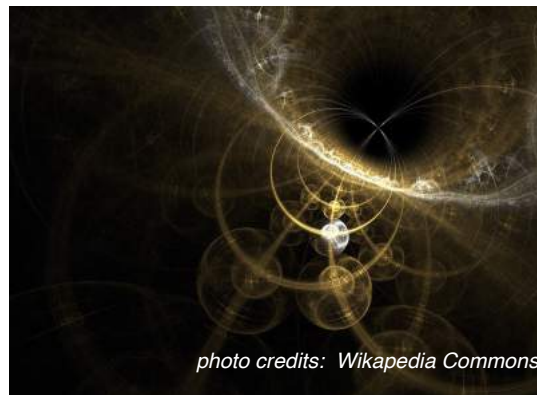


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Archi-Speak

Can you find these brainy words?

- AMYGDALA
- HEMISPHERE
- MEMORY
- HIPPOCAMPUS
- NEURON

Z B H E M I S P H E R E Q M C
 M B X X K U P M Q D G R I D F
 U O U S B D U H Y Z Z P I S L
 J X S U P M A C O P P I H Q P
 R H W N E U R O N S G V J U N
 G L W A X R M W Z M X A N H I
 H C A V J F K W L Q H H P A L
 K A C H H U J T W I H V K C B
 A Y L Y B J L R B X N T Z N O
 L T Q R W A L A D G Y M A V A
 G P Y O Q E B J C W K R I B V
 I O A M R B M Y T Z V X F C H
 Q Q I E X H F F F Q H C Y U B
 X V F M L A S U B H L H L C W
 N T D U P R B Z X T R C D P F

Ask M

In the James Bond books and movies the character “M” heads the Secret British Intelligence Service known as MI 6, of which James Bond is Agent 007.

When contemplating adding on to you home or building, renovating or building a new home or building you should have someone like “M” on your side. Each month the “Ask M” column will answer a reader’s question to place more information at your finger tips.

This month’s question.

Is it possible to build a house that is “off the grid”?

Mike J.

Mike,

With the superior insulation of today, our design techniques and the new technology available a home can be designed to be self sufficient. By using a combination of solar, wind and geothermal mass transfer power a home can be designed so that no outside source of power is required. In addition with the recycling of grey water and the collection of rain water it is possible in some areas to go with out a city water supply or well. The next step is to incorporate into the site plan and the home’s design a way to recycle all garbage and to grow your own food.

This should be the new model for developments as it is good for the earth and our health.

Email your questions to info@designMgroup.com, and in the subject line type in “Ask M”. We look forward to hearing from you and hope we can answer the questions to everyone’s satisfaction.

Want to speak with the Architect

Do you have questions but do not know where to start?

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About

Marcus Marino, RA, AIA
President



photo credit: Jenna Glatzer

Marcus Marino, RA, AIA is a leading architect in New York City. He received a Bachelors of Architecture from the prestigious Pratt Institute and a Masters in the Science of Architecture and Urban Design from Columbia University Graduate School of Architecture Planning and Preservation. He received his license to practice architecture in New York State in 1981 and is licensed in a number of other States. Marcus Marino has served on numerous Governmental Panels and serves as an expert consultant to other architectural firms and legal firms. Presently he serves as the Vice President of Public Advocacy of the New York State American Institute of Architects.

Our core beliefs are ...

Architects have a responsibility to our clients, community and the environment.

Architects should help provide information to our fellow world citizens about their homes, offices and the built environment in general.

Your Home should move you emotionally like your favorite song does.

Let Us Help You Build the Home You Knew Was Always There For You.



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