**News Release**

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**Want to connect with nature? Consider the use of wood in biophilic design**

*[INSERT ORGANIZATION NAME] and Gutchess Lumber share the benefits of biophilic design and how to incorporate wood into it*

<CITY, STATE>, [DATE] – If crackling fires, ocean waves, or park walks bring you peace and contentment, then biophilic design might be right up your design alley.

“We started using biophilic design in our offices before it was cool,” Gutchess Lumber Vice President Brian Conklin said. “The presence of real wood products in the work setting is now known to have a calming effect which we have seen for years now.”

Biophilic design is based on biophilia, or the need of humans to connect with nature. This design has been noted to reduce stress and improve cognitive function and creativity with its natural colors, lines, light and focus on the human-nature relationship. [Studies](https://earthwise.education/wp-content/uploads/2019/10/Biophilicdesign-patterns.pdf) have shown that integrating wood even has health benefits, such as stress reduction, and enhanced productivity and performance.

[INSERT YOUR SPOKESPERSON’S QUOTE HERE]

As a sustainable resource, real wood is perfect for use in biophilic design. With its warm tones and often calming effect, wood can be incorporated into the design with ease. Wood also appeals to the senses through touch and smell. It can often remind inhabitants of trees, which has a comforting impact on people. To maximize the use of wood in your biophilic design, look to add wood to ceilings, walls, railings, and even doorknobs.

Builders, furniture designers, and interior decorators can turn to this research to support their decisions to integrate wood, and therefore the benefit of nature in almost any space.

**About Gutchess Lumber**

Gutchess Lumber is a 5th generation family and employee-owned organization that is committed to producing the finest quality of northern hardwood lumber across New York and Pennsylvania. Founded in 1904, the company has over 500 employee-owners and maintains high quality lumber being a fully integrated producer of hardwood, from timberlands to sawmills to dry kilns. To learn more about Gutchess Lumber and their products, visit their website [here](https://www.gutchess.com/).

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