

10 FEET.

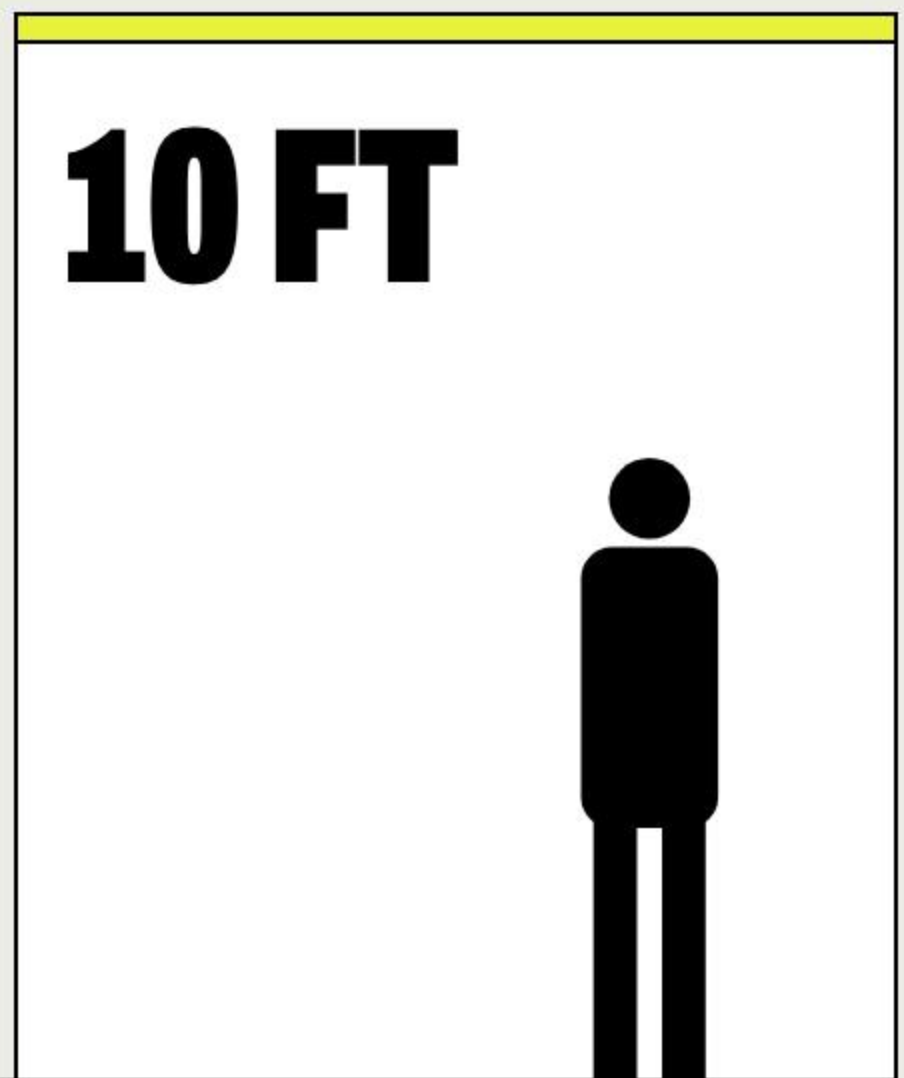
Image: studio study.



THE ROOM TELLS YOU WHO YOU'RE ALLOWED TO BE.



LOW CEILING: DETAIL, ITEM BY ITEM



HIGH CEILING: BIGGER, CONNECTED IDEAS

Meyers-Levy and Zhu, "The Influence of Ceiling Height: The Effect of Priming on the Type of Processing That People Use", Journal of Consumer Research 34, Aug 2007, pp.174 to 186. Three studies; false ceilings lowered 10 ft rooms to 8 ft. The effect held when people noticed the ceiling.

ONLY WHEN THEY NOTICED.

HIGH CEILING · FREEDOM

People leaned on “integrated and abstract” thinking: how things connect.

LOW CEILING · CONFINEMENT

People leaned on “discrete and concrete” thinking: one item at a time.

THE CATCH

It showed only when the ceiling was made noticeable. A 2026 preregistered study of 2,466 people found no effect of the size of an imagined place.