

neighborhoods as the product of our times, the carriers of our society's concern with materialism and social distinction.

Clearly, the importance of *design* in the built environment is increasing. As one developer put it, "My buildings are a product. They are products like Scotch Tape is a product, or Saran Wrap. The packaging of that product is the first thing that people see. I am selling space and renting space and it has to be in a package that is attractive enough to be financially successful" (quoted in Zukin, 1988: 437–8). Yet, of course, design can be—should be—so much more than packaging. It involves languages and ideologies that go well beyond the orbits of developers' worlds.

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This chapter was published in its original form as:

- Knox, P. and Ozolins, P. (2000), 'The Built Environment', in Knox, P. and Ozolins, P. (2000) (Editors), *Design Professionals and the Built Environment: An Introduction*, Wiley, London, 3–10.

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