

have an expectation of privacy for every activity pattern in which they engage as individuals or groups. Many of these expectations are subtle and depend on the personalities of the people involved.

The diagram also shows that the socio-physical mechanisms used by people to attain a feeling of self-worth are closely related to the achievement of safety and security. The built environment is very much an indicator of people's social status. It acts as a symbol of who we are. One of the debates in current urban design is whether to create images that refer to specific locales or to create international images favoured by the institutions of the global economy. (Compare for instance the designs of Battery Park City, Canary Wharf, Lujiazui and Paternoster Square as described in Chapter 8). For many people the layout of the built environment being in accordance with spiritual beliefs also meets these needs. It is important to recognize that the built environment, public and private, is a symbol of who we are and/or who we aspire to be.

The highest level in Maslow's hierarchy of basic needs is that for self-actualization – to be what one can be. The design implications for this level of need are unclear. Cognitive and aesthetic needs, however, have more understandable implications. They are manifest throughout our lives. We need to be able to learn to survive as well as to make advances in life so learning is present in achieving all our basic needs. Aesthetic needs not only have to do with the symbolic meanings of the environment as they refer to status and aspirations but also, for some people, to the understanding of designers' logics. For instance, understanding the nature of deconstruction philosophy and seeing it applied in the creation of architectural and landscape forms (as in the design of the Parc de la Villette; see Chapter 5) is meaningful to some observers. For most people, however, it is what they perceive and not the logic behind its creation that is important.

It is not only we humans that have needs but also the biological world of other animate species as well as, implicitly, the inanimate. Vegetation and animals serve many purposes in defining a healthy world but machines often rule. Kyoto Izumi, a Canadian architect, drew a diagram that distinguishes between those settings where questions of meeting human motivations are paramount (anthropophilic environments) and those in which the needs of machines are most important (anthropozemic environments) (see Figure 1.7; Izumi, 1968). Machines, it must be remembered, serve human lives. This book is primarily concerned with anthropophilic environments in Izumi's terms. Tank farms could certainly be regarded as an urban design product type but their design really falls into the domains of engineering and ergonomics.

### *Multiplier and Side Effects: The Catalytic Function of Urban Design Decisions*

Multiplier effects generally refer to the positive impacts of particular investment decisions and patterns of the built environment on their surroundings; side