



**2.8** This house signals a great deal to us about the lifestyle and values of the people who live there. If you are visiting for the first time, you may already feel you know quite a lot about them by the time they open the door!

The idea that people would express both their personal identity and that of the group in which they worked was a major generator of the design. Hertzberger reasoned that allowing people to fulfil this basic need at work was likely to make them more contented and therefore more productive. Sadly the experiment has since come to an end as the building is now under different ownership and these ideas are no longer in favour. We have no record of any evaluation of Hertzberger's scheme, and the idea does not seem to have been extensively followed up. Perhaps organizations find it hard to resist the corporate tendency to put the identity of the company above that of the individual