



2.9 Herman Hertzberger's highly influential but now lost experiment at Appledorn for the insurance company Central Beheer. Here Hertzberger tried to design places for the occupants to take possession of and to express their individual and group identities. Such architecture looks very different to that which more conventionally seeks to express the identity of the organization, institution or corporation

employee. Hertzberger has over the years proved to be a remarkable thinker and a most humane architect. In his school in Amsterdam he provided display windows at the entrance to each classroom. This not only enables the visitor to see in and know whether they would be interrupting a class by entering, but it also allows the children to display their latest work and through this to express the class identity.

The expression of communal identity can be every bit as important as that of the individual. The village next to mine evidently recently raised a considerable amount of money in order to commission carved name stones at every road entrance to the village. We speak of 'putting somewhere on the map', and this almost literally seems to have happened in this case. I wonder how long it will be before the next village feels the need to follow suit?

The following of others in the expression of identity is a very subtle process (Fig. 2.10). A row of very boring, publicly built terrace houses