BEHOLDER’S SHARE + DESIGNER’S SHARE = EXPERIENCE
1. The mind is inherently embodied.
2. Thought is mostly unconscious.
3. Abstract thought is largely metaphorical.
Embodied Simulation
Neighborhoods
Life is a **Journey**

- **Movement** toward the direction of one’s goal is the purpose
- The **faster** one is moving, the better
- The **higher** one goes on this journey, the better
“The neighborhood plays a huge role...moving at a fast pace....Say I was moving at a slow rate...everyone else [in my neighborhood] is moving at a slow rate. So there is no help from anybody else...If I'm moving slow [in a good] neighborhood, maybe my neighbor [has] achieved what it is they want to achieve. That person can mentor me, that person can help me out...help me achieve my goals...”

“Staying stagnant...you don't reach your goals...it feels like you're stuck...[in a less ideal neighborhood] you're all stuck...psychologically, it's like unfree...you're not moving...the best way describe it was...that neighborhood [in the] Jim Carey, The Truman Show.”
“The neighborhood plays a huge role...”
1. Road Signs
   signals that indicate the direction and pace of neighborhoods/neighbors

2. Gas Stations
   neighborhoods can provide the necessary fuel to get you where you’re trying to go
Key manifestation

1. Seeing people:
their movements/interactions/behaviours/routines/what they’re wearing/when they’re out/etc. – is the first, and most powerful way people identify what is valued in neighborhoods

   • ‘Seeing people’ is a heuristic – a shortcut that helps people ‘see’ that direction and pace of the neighborhood

2. Shared value ‘bread crumbs’:
evidence of shared value left over after people have moved along

   • The ‘art mural’ idea – affording opportunities for people to signify their values
   • ‘Overinvesting’ in areas that express what neighbors care about – seating not exclusive to paying customers, investment in aesthetics, etc.
   • ‘Engineering inefficiencies’ – maintaining inefficient historic markers, idiosyncratic pathways, etc.
   • Shared vegetable gardens, street art, neighborhood signifiers, etc.
Gas Stations  

neighborhoods can provide the necessary fuel to get you where you’re trying to go

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**Key manifestation**

1. **Seeing people** – their movements/interactions/behaviours/routines/what they’re wearing/when they’re out/etc. – is what people draw energy from

2. **Indications that life can be sustained** – metaphorically warm, bright, open, lots of (natural) light…without ever being ‘too clean’

3. **Variation** – of people, cultures, architecture, materials, textures, colours, landmarks, natural landscaping
   - Unique, varied design will augment the energy people draw from one another
   - Uniformity/similarity/sterility/monotony/bland – all killers of life and energy
Thought starters:

‘Road Signs’

Signaling the direction and pace of neighborhoods/neighbors
Thought starters: ‘Gas Stations’
providing the fuel/energy required for your journey