Friday 29th

2nd INTERNATIONAL ARCHITECTURAL PSYCHOLOGY CONFERENCE

Theme: BORDERLINE AGAINST THE FUTURE. PLACE OF THE THEORY OF
ARCHITECTURAL PSYCHOLOGY IN TOMORROW'S PLANNING

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INTRODUCTION

During the last few days we have seen several examples on how
it has become possible to use refined methods to study how man
perceives and reacts to the built environment. There have been
many examples on the advancement of technique and knowledge
within this field. We have also been complaining over the
lack of communication between architects and psychologists, i.e.,
the discrepancy between knowledge about man's reactions on
his environment on one side, and knowledge about those physical
and social realities, which form the environment on the other
side. The psychologist has his rather elaborate field and the
architect has his. What remains is to develop that field which
we ought to share, i.e., to chart the relations between what
we perceive and how it is perceived. There is a need of useful
models to relate stimuli to perceptions. Such models are a
necessary prerequisite for the much demanded cooperation between
consumer, psychologist and architect in the process of planning.

I do not mean that we should try to measure each and every
component of the stimuli and perceptions within this enormously
complex field. If that was even possible we would all suffocate
under a heap of data. What is needed is instead a guide for
selecting and describing such elements in the built environment
that properly combined are important for specified reactions
and evaluations of the consumer. In other words, what we need
are models useful in the actual planning situation, which help
us to think about aspects such as form, size, amount, colour,
etc., and all those reactions those aspects might give raise to
in the actual case.

Professor Appleyard treated some of these questions in his infor-
mative and challenging lecture. I am happy that he is able to
take part in the conference today as well and will now ask him to
take over.

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