

This question can be addressed through two other questions, what is it that motivates people to want some form of lighting and how should lighting practitioners react to external interests?

The basic framework for understanding what motivates people is given by Maslow's hierarchy of needs (Maslow and Lowery, 1998). Graphically, this consists of a triangle formed of eight levels (Figure 22.1). The lower four are called deficiencies. They represent needs that must be met. The lowest need is simply the physiological need for food, water, sleep, warmth etc. The second is the need for safety. The third is the need to belong, to be accepted as a member of some group. The fourth is the need for esteem from others.

The fifth to eight levels are called the growth levels and represent needs that are optional. They are, respectively, the need to know and understand, aesthetic needs, self-actualisation which means finding fulfillment, and transcendence, where the individual connects to something beyond the ego.

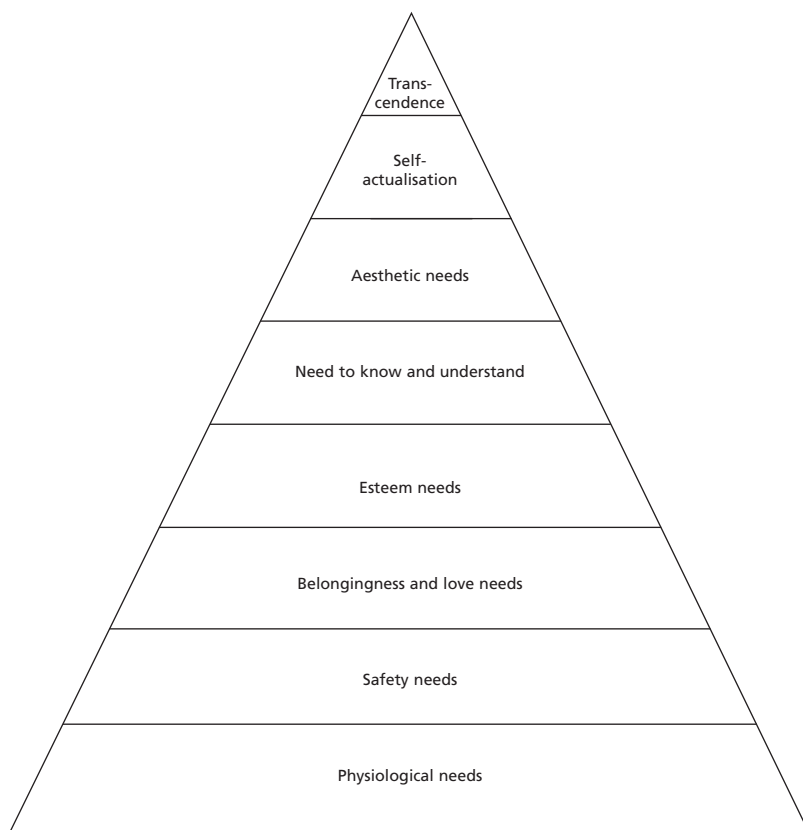


Figure 22.1 Maslow's hierarchy of needs

Within this structure, the lower needs must be met before moving to a higher level. Everyone starts from the bottom and works their way up. Fewer and fewer reach each level. Anyone who achieves transcendence is a saint. The question now is what has lighting got to contribute to these needs? The answer is that lighting at its most basic contributes to the physiological need to see and to the need for safety. Lighting also has a role to play in the need to belong, because lighting as an element of fashion can be used to define groups. It might also be argued that lighting has a role in satisfying aesthetic needs, but the number of people who have achieved this elevated level is small.