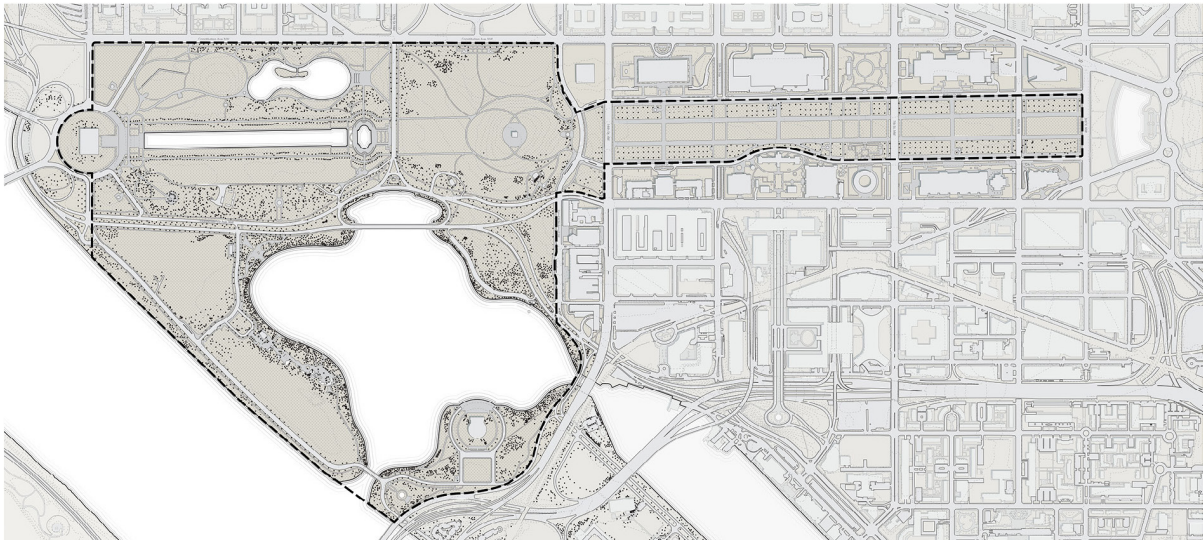


PROJECT CASE STUDY

NATIONAL MALL: Hierarchy of Needs

In anticipation of the United States' Sestercentennial, the National Park Service has commissioned Land Collective and GWWO Architects to conceptualize comfort stations throughout the National Mall in Washington, D.C. The design team's vision is to confirm locations for use as elaborated in the National Mall Plan, but add value to the potential experience by describing consistently distributed pavilion stations that offer restrooms, food, and wayfinding among other assets, to assist visitors to the nation's landscape narrative the opportunity for elevated thinking beyond that required for corporal satisfaction. In doing so, it increases the potential for visitors to explore, uninhibited, democratic principles and self-actualization. Abraham Maslow's Hierarchy of Needs describes, conceptually, the potential opportunities when "need" gives way to enlightenment.



“The National Mall is where we celebrate the inauguration of our President, the birth of our nation, and the rights of all Americans to peacefully gather and speak their minds. It is also a place where we come to learn about our country, our leaders, and the events that tested us and made us strong.”

— SECRETARY OF THE INTERIOR KEN SALZAR

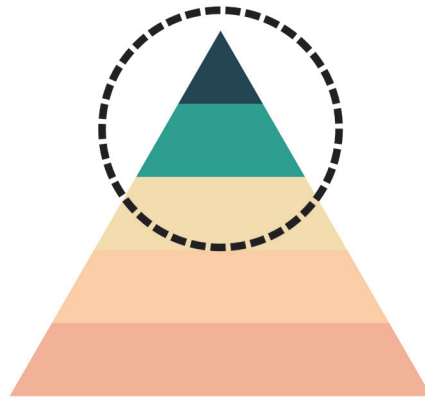
SELF ACTUALIZATION
DEMOCRATIC PARTICIPATION

ESTEEM
CURIOSITY & PATRIOTISM

BELONGING
DIVERSE REPRESENTATION, ADA

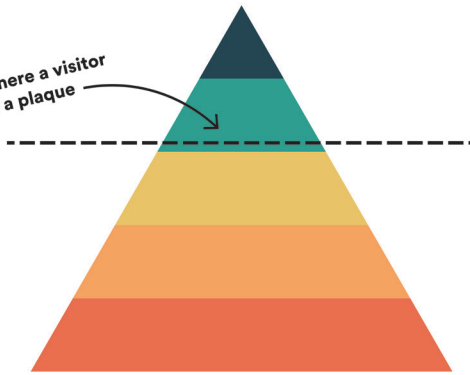
SAFETY
PHYSICAL & PERCEIVED

PHYSIOLOGICAL
FOOD, WATER, RESTROOMS

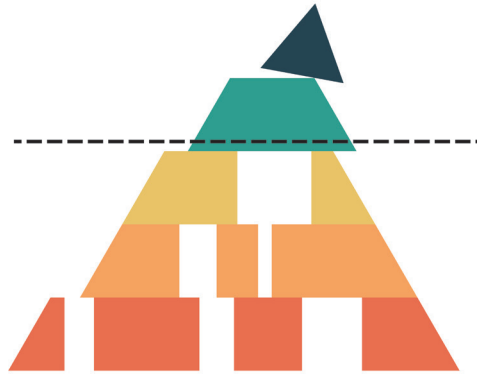


< *The Purpose of the National Mall, adapted from Maslow's Hierarchy of Human Needs*

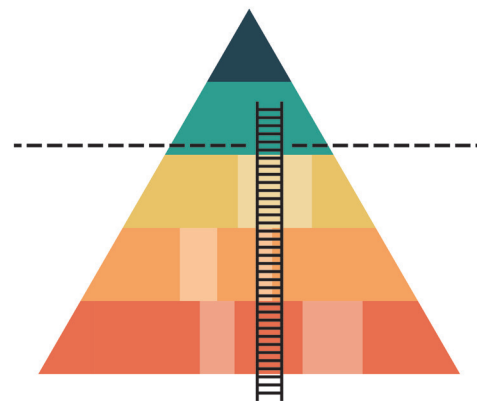
this is the point where a visitor stops to read a plaque



< *Visitors' hierarchy of needs on the national mall*



< *Infrastructure to meet human needs is missing, which creates barriers to satisfy esteem and self-actualization needs*



< *A successful design fills gaps to encourage curiosity, patriotism, and democratic participation.*