



Communicating thoughts

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The aim of this paper is to draw attention to the potential designed environments have when it comes to the communication of thoughts. It juxtaposes the educational environment of the Imperial War Museum of the North with the entertaining world of the Disney Theme Parks. The argument is made that although these two created places are very different, a similar approach has been taken to creating the environments: in both cases it has been taken into consideration how the physical environment can make people think and feel in certain ways, how it can manipulate moods and to a certain extent even thoughts. Research about (and through) this phenomenon is very difficult, because the experience created is personal and unique. As such it is not empirically measurable and very hard to describe. This paper does not propose any methods or solutions, but rather aims to raise awareness for a medium (for lack of a better word) which has a huge potential for communicating thoughts and should not be ignored.