

# ANALYSIS

PRESENCE (AS IT IS ANALYSIS)

## VERBALISED SELF-PERCEPTION

How is the place SEEN from inside  
(theoretical definition of identity)

## REALISED SELF-PERCEPTION

How is REALITY of the place  
(practically experienced reality in the sphere of action)

## PERCEIVED IMAGE

How is the place perceived outside  
(practically experienced reality in the sphere of effect)

# CONCEPTION

PRESENCE (TO BE ANALYSIS)

## VERBALISED SELF CONCEPT

What is the story of the place, that ties up  
what the place WANTS to be and what the  
place CAN be.  
(Conception of the prospective identity)

ANTICIPATED OUTSIDER'S PERCEPTION  
AND EXPECTATIONS TOWARDS THE PLACE

PERCEPTION GAP

ACTUAL OUTSIDER'S PERCEPTION  
AND EXPECTATIONS TOWARDS THE PLACE

## TO BE IMAGE

How does the place want to be perceived in the future  
(expectations from outside and the idea of these expectations)

# EVALUATION

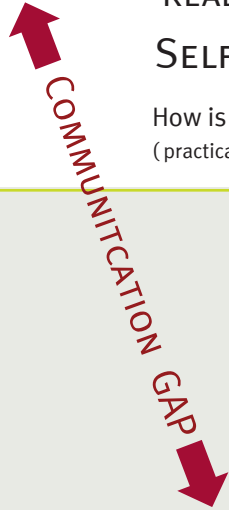
FUTURE (ANTICIPATED AS IT WILL BE)

## PROSPECTIVELY REALISED SELF-PERCEPTION

How will the place be in the future  
(implementation of the self-concept)

## PROSPECTIVELY PERCEIVED IMAGE

How will the place be perceived in the future  
(practically experience of the effect of the to be  
image in the future, conformance of the expectations  
towards the place)



SPHERE OF ACTION  
SPHERE OF EFFECT