

INSTITUTIONAL SPACE AND TERRITORY

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Abstract: *In public institutions the way in which the desk is designed may reflect the institution's attitude toward the customer; it can be either a passage toward, or a barrier between the customer and the person meant to help him (Luca, 2005). I have carried out an analysis of a number of desks encountered in Romanian public institutions. A number of parameters have been considered that are useful in analysing the way in which the professional relationship of the employee involved with the public is structured and achieved.*

Key words: *personal space, non-verbal communication, physical interface between the customer and the employee.*

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