



BA (Hons) Visual Communication Design

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Final Major Project  
**SHOWCASE**

**WHO AM I AM WHO**

**An Alchemical Journey to Discover  
the Desires of the Human Mind**

Desires make our lives meaningful. When you wake up every morning, your desires automatically start influencing your behaviour and they motivate you to do things. When you fulfil them, you get a sense of well-being based on the experience of value, and that deep, long-lasting feeling fills your life with purpose and meaning. Your desires are what set you apart from everything else in the universe, and without them, you become what Aristotle called a "thing" or an "object". With them, you are a unique person. Nourish them and you will realise your true self.

"Who am I?" is a Zen question.

I am afraid that all of us have inevitably asked ourselves this age-old question: "Who am I?". Use these 7 basic desires to analyse your inner cravings and ask yourself honestly: "Who am I? What do I want?" Take off your masks and leave behind the heaviness of your life for a while. Leave the world behind, go inside yourself, look at the you that you have forgotten, draw a picture for him and ask him what he really needs.

Go and find your own answers!

# Design Statement:

Who am I?

What is basic desire?

Basic desires determine human behavior patterns. This book summarizes basic desires into seven categories: survival, power, change, love, protection, challenge, and order. Understanding human basic desires will give you a deeper understanding and comprehension of yourself. Basic desires will allow you to analyze your behavior from a completely new perspective. After understanding the 7 basic desires, you will find that your behavior and life goals are closely related to them. In the process of advancing towards your ideal self, it is your desires that play a decisive guiding role. They can help you figure out what can bring you valuable happiness.

The seven steps of alchemy are colouring, condensation, corruption, distillation, calcination, sublimation, and dissolve. It represents the process of material transformation and can also be used to symbolize the inner growth of humanity and the transformation of desires.

This design is based on seven basic desires and follows the seven steps of alchemy as a process, taking viewers on their journey of desire alchemy and searching for their true selves.



# Design Statement:

## Part 1:

Main Graphic Visual Banner Poster: 'WHO AM I AM WHO : The Seven Fundamental Desires'

Through the symbolic design of graphic creativity and sense of form based on the symbolic extraction corresponding to each of the 7 desires: survival, power, change, affection, protection, challenge, and order. Complete the main visualisation of the design. Understanding the elements of "Desire Alchemy" will help you to refine it better in the next stage!

## Part 2:

Book Design: The Alchemy of Desire Manual

The seven steps of alchemy: dyeing, condensation, corruption, distillation, calcination, sublimation and dissolution. Representing the process of transformation of matter, they can also be used to symbolise the inner growth of human beings and the transformation of their desires.

The book is divided into seven chapters based on the seven steps of alchemy, and takes the audience through a journey of reading books to complete the alchemy of their own desires.

By allowing the audience to analyse their own behaviour from a new perspective. Once the audience understands the basic desires, the audience will find that their behaviour and life goals are closely related to them. It is human desires that play a decisive role in guiding the journey towards the ideal self. This book helps different people map their desires and helps viewers figure out exactly what will bring them a worthwhile sense of well-being.

## Part 3

Communication and Interaction Zone: "The Desires of One's Soul are the Prophets of Destiny

The audience writes the story they want to share behind the desire card.

Is there anything/situation/environment that you truly enjoy in this world? If so, how did you find it? Or in the dimension of desire, which desires make you the only self?

Write down the story you want to share behind this desire card based on your desires!

The audience can also spin the twisted egg to randomly create a warm desire story and desire gift (design peripheral derivatives)!

# WHO AM I AM WHO

An Alchemical Journey to Discover the Desires  
of the Human Mind

## PART 1

Main Graphic Visual Banner Poster:  
'WHO AM I AM WHO : The Seven Fundamental Desires'

# Content Presentation - Desire: POWER

Gold (Gold) :(desire for power, wealth) (dyeing)  
Corresponds to the sun, because gold symbolizes light, honor, and power, while the sun represents life, light, and power in alchemy.

Gold is one of the most important elements in alchemy, representing purity, perfection, wisdom, and divinity. It symbolizes the spiritual nature of the world and is the ideal compound in the alchemy pot and the ultimate goal of the alchemy pot.

Respond to Maslow's needs:

Respect needs

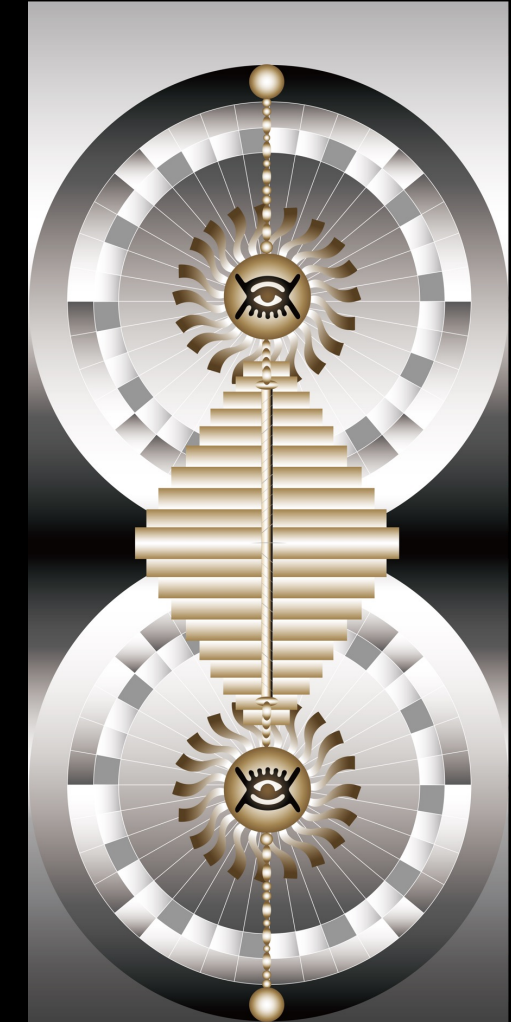
The need for respect can be divided into three categories: self-esteem, self-esteem, and desire for power.

Specific correspondence:

Self-esteem, Confidence, Achievement, Respect

Representation:

The sun, the compass, the scepter, the eyes, the crown.



权力  
POWER

# Content Presentation - Desire: IDEALITY

Mercury :(ideality: growth, transformation) (distillation)  
Corresponds to Mercury, as mercury symbolizes change, flow, and transformation in alchemy, and Mercury is what ancient alchemists believed to be the planet that transmits information and change.

Mercury is a flowing metal that represents change, flow, and transformation. In alchemy, mercury is seen as a special substance capable of facilitating the transformation of other metals.

Respond to Maslow's needs:

Self-actualization

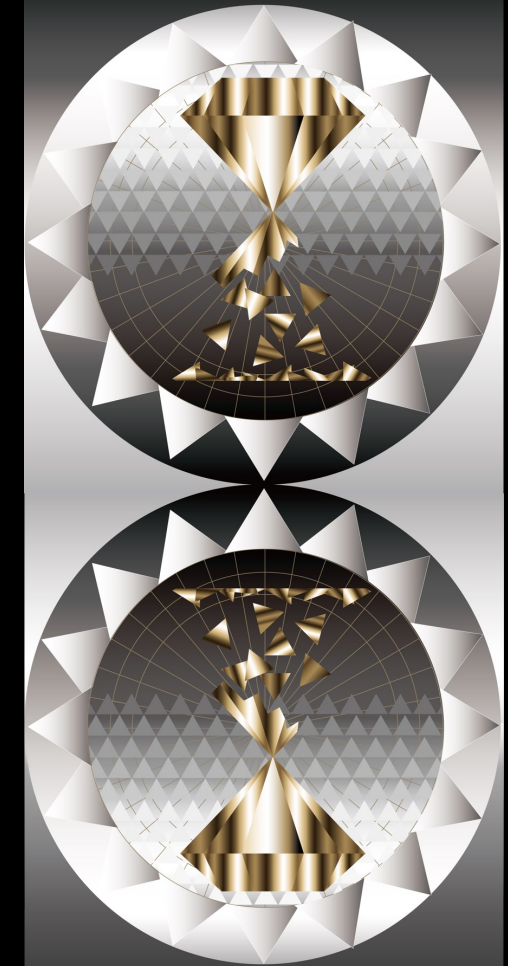
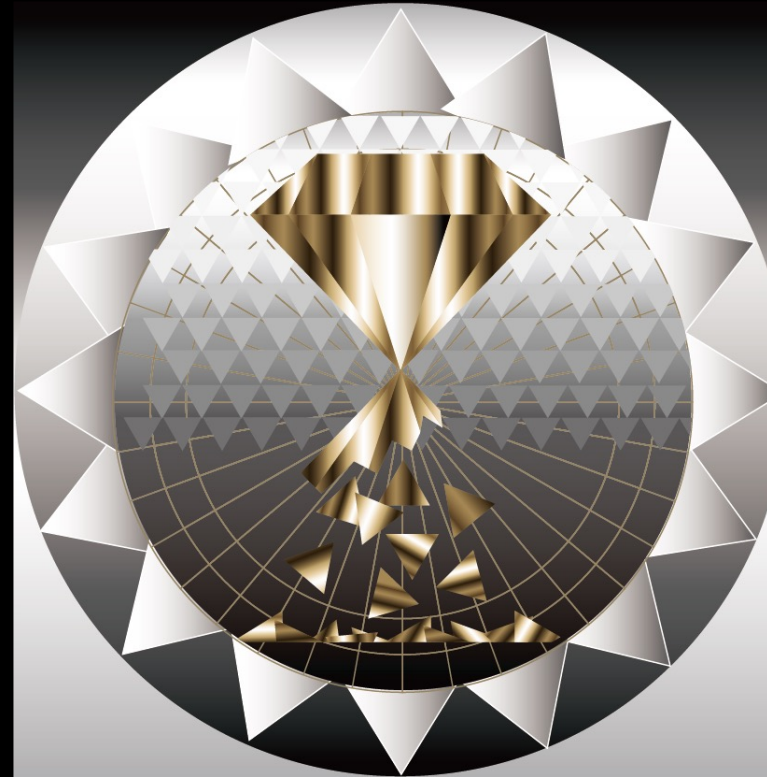
The need for self-actualization is the highest level of need, a need for creation.

Specific correspondence:

Dream, Potention, Creativity, Solve Problem, Morality

Representation:

Hourglasses, mirrors, crystal balls, etc., represent objects that change and flow.



理想  
IDEALITY



# Content Presentation - Desire: SURVIVAL

Copper :(Survival, Physiological Desire) (Corruption)  
Corresponds to Venus, as copper symbolizes passion, energy, and adventure, while Mars represents courage, fighting spirit, and action.

Copper symbolizes passion, vitality and vitality. It represents the energy of the sun and the masculine nature and is associated with the elements such as the sun and fire in alchemy.

Respond to Maslow's needs:

physiological needs

Physiological needs are the most primitive and basic needs of people

Specific correspondence:

Sex, Food, Water, Sleep, Oxygen, clothing, food, housing and transport ”

Representation:

Trees, sickles, torches, bronze utensils, etc., represent enthusiasm and energy.



生存  
SURVIVAL

# Content Presentation - Desire: LOVE

Silver :(Love and Belonging: Love, Friendship, Affection)  
(Condensation)

Corresponds to the moon, as the silver moonlight shines at night, and the moon symbolizes emotions, inner world, and intuition in alchemy.

Silver symbolizes cleanliness, purity, insight, and reflectivity. In alchemy, silver is often used to represent the energy of the moon and the nature of women.

Respond to Maslow's needs:

The need for love and belonging

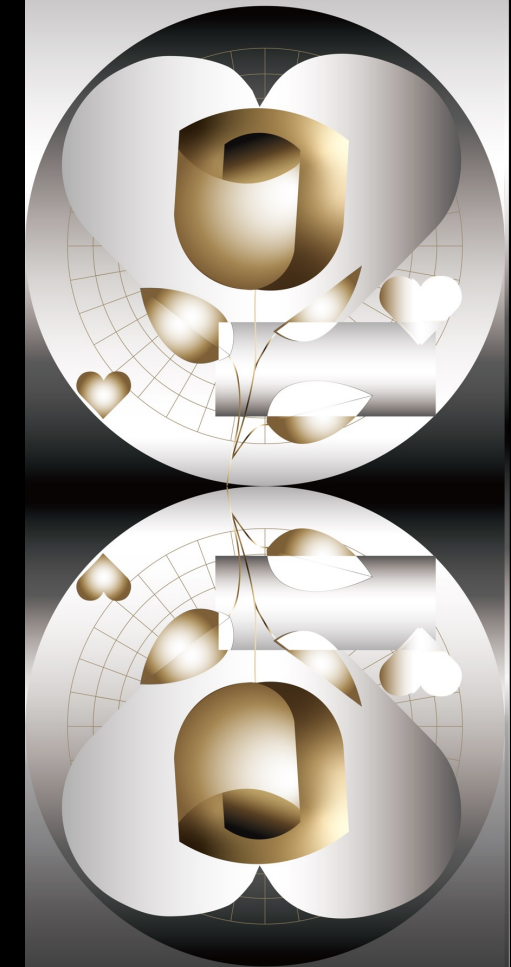
Needs include the need for friendship, love, and affiliation.

Specific correspondence:

Emotion, Belonging, Friendship, Family

Representation:

Roses, hearts, moons



爱意  
LOVE

# Content Presentation - Desire: ORDER

Lead : (Order) (Dissolved)

Corresponds to Saturn, as lead symbolizes heaviness, oppression, and bondage, while Saturn symbolizes time, structure, and limitation in alchemy.

Lead is a heavy metal that symbolizes heaviness, oppression, and hindrance. In alchemy, lead is seen as a feminine element, representing the dilemmas and constraints of the material world that need to be transformed to achieve spiritual ascension.

Respond to Maslow's needs:

Aesthetic needs

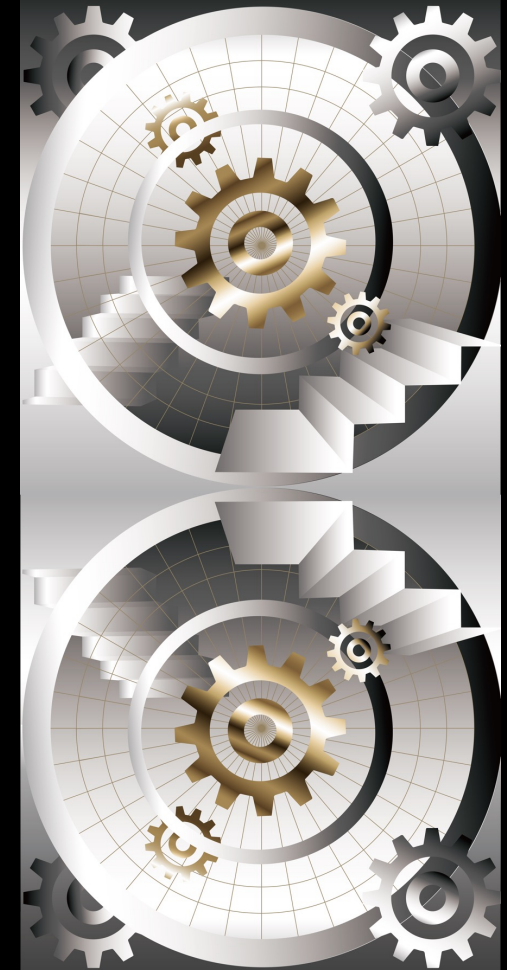
It refers to people's physical, psychological, and spiritual desires for beauty. The need for symmetry, order, structure, perfection.

Specific correspondence:

Beautiful things, psychological, spiritual needs, order, neatness, symmetry

Representation:

gears, orderly spaces, stairs, etc.



秩序  
ORDER

# Content Presentation - Desire: CHALLENGE

Iron :(Challenge, Cognitive Upgrade) (Sublimation)  
Corresponds to Mars, as iron symbolizes solidity, stability, and strength, while both Mars and Saturn are associated with strength, stability, and challenge.

Iron is a strong metal that symbolizes strength, perseverance, and determination. In alchemy, iron is seen as a powerful element, capable of protecting and upholding truth.

Respond to Maslow's needs:

Cognitive challenge needs

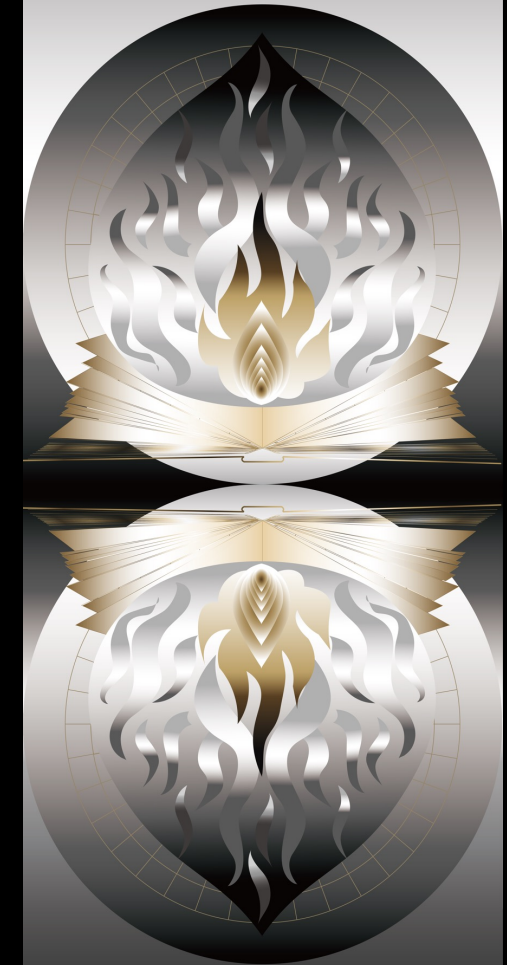
Also known as the need for cognition and understanding, it refers to the individual's need to explore, understand, and solve difficult problems in themselves and the world around them.

Specific correspondence:

Books and their own knowledge, curiosity, exploring new things or things they don't know, independence

Representation:

Fire, books, water, raindrops, etc., represent strong and unyielding objects.



挑战  
CHALLENGE

# Content Presentation - Desire: SAFETY

Tin :(Safety, Protection) (Calcination)

Corresponds to Jupiter, as tin symbolizes protection, prosperity, and happiness, while Jupiter represents luck, prosperity, and development in alchemy.

Tin symbolizes purity and protection. In alchemy, tin is often used to make charms, amulets, and defensive tools to protect people from evil and negative energies.

Respond to Maslow's needs:

Security requirements

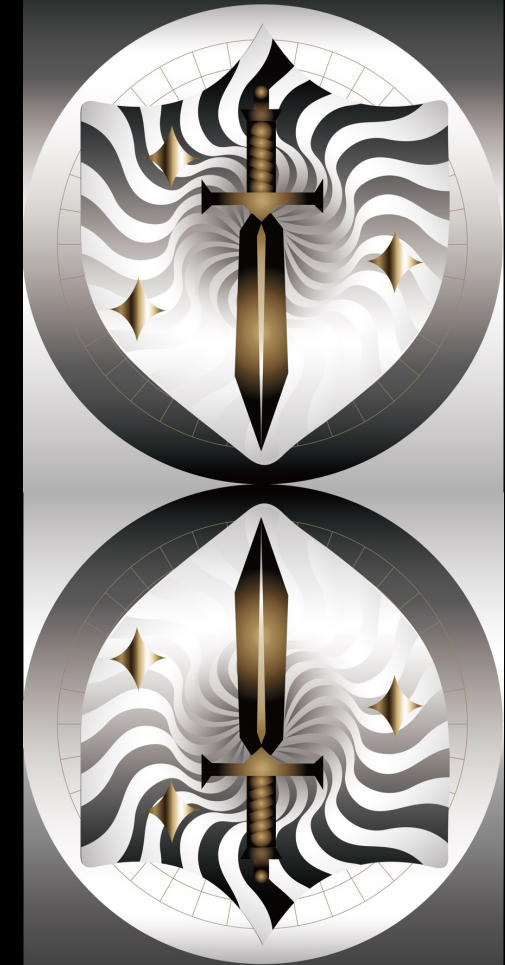
The need for safety requires occupational safety, occupational safety, life stability, a desire to be free from disasters, and a desire for a secure future.

Specific correspondence:

Security, Employment, Resources, Health, Property

Representation:

Swords, shields, amulets, shelters, etc., represent objects of protection and security.



安全  
SAFETY

# Content Presentation - Main Visual



权力  
POWER



理想  
IDEALITY



爱意  
LOVE



安全  
SAFETY



挑战  
CHALLENGE

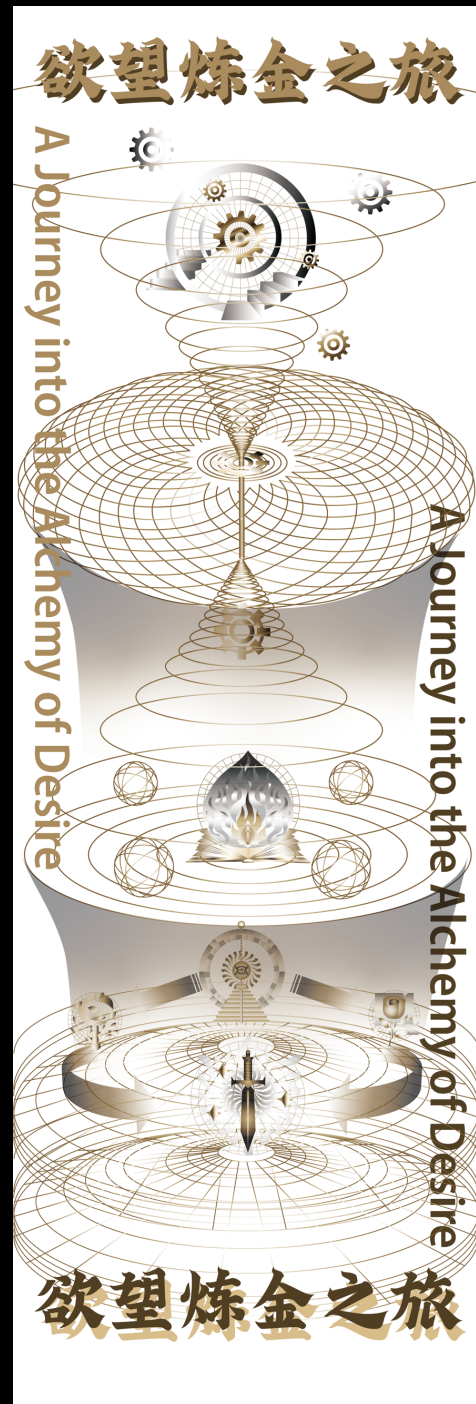


秩序  
ORDER



生存  
SURVIVAL

# Information Visualization Desire Alchemy Universe



# WHO AM I AM WHO

An Alchemical Journey to Discover the Desires  
of the Human Mind

**PART 2**

**Book Design:**

**The Alchemy of Desire Manual**



# Book Design

Who am I?

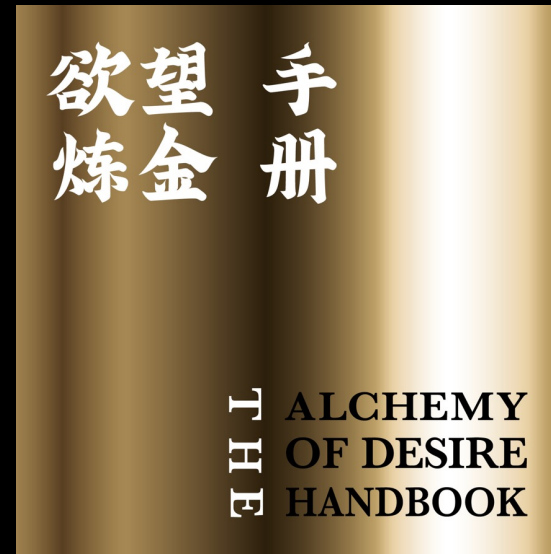
What are basic desires?

Basic desires determine human behavioral patterns, and this book outlines basic desires in seven categories: survival, power, change, affection, protection, challenge, and order. Understanding the basic desires of human beings will give you a deeper understanding and appreciation of yourself.

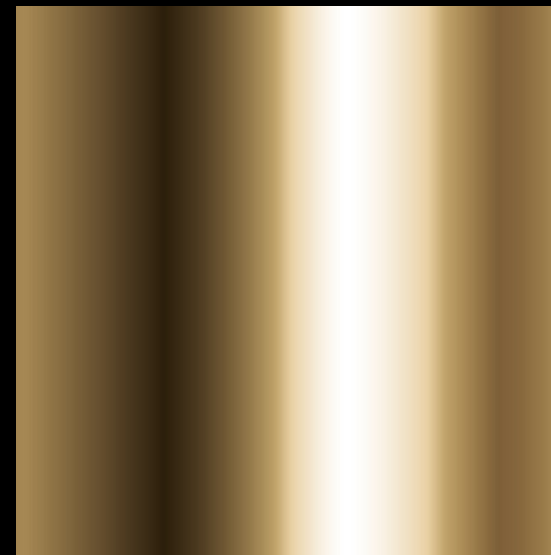
Basic desires will allow you to analyze your behavior from a whole new perspective. When you understand the 7 basic desires, you will find that your behavior and life goals are closely related to them. It is your desires that play a decisive role in guiding you towards your ideal self. They help you figure out exactly what will bring you a worthwhile sense of well-being.

The seven steps of alchemy: colouring, condensation, corruption, distillation, calcination, sublimation, and dissolve. Representing the process of transformation of matter, they can also be used to symbolize the inner growth of human beings and the transformation of their desires.

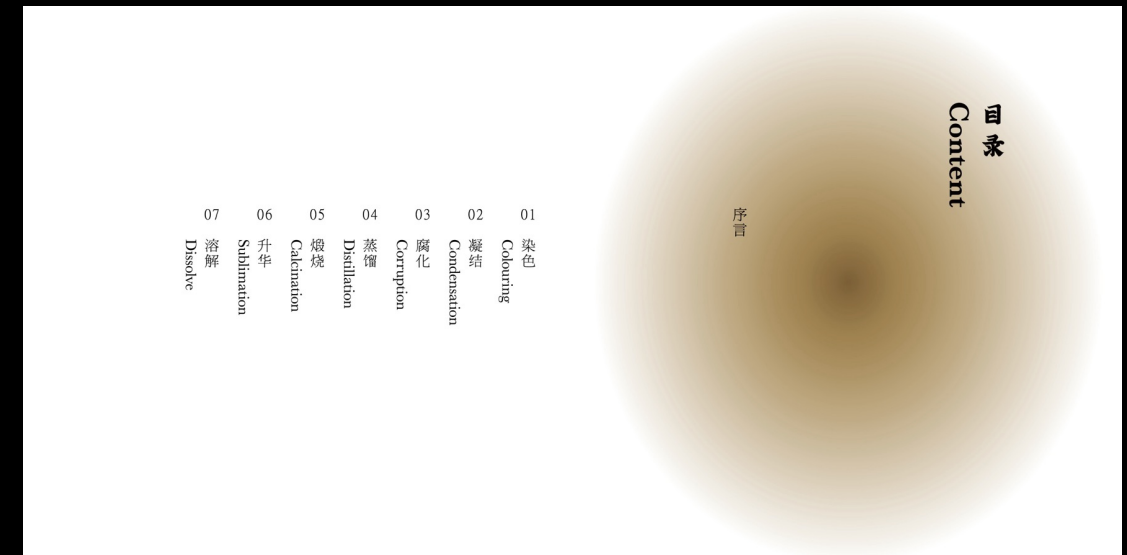
This book takes you through your own alchemical journey of desire in seven chapters based on the seven steps of alchemy.



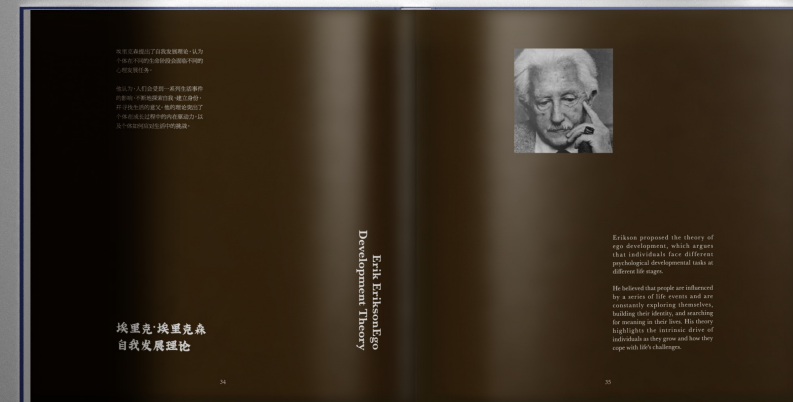
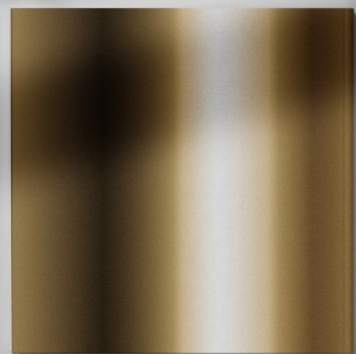
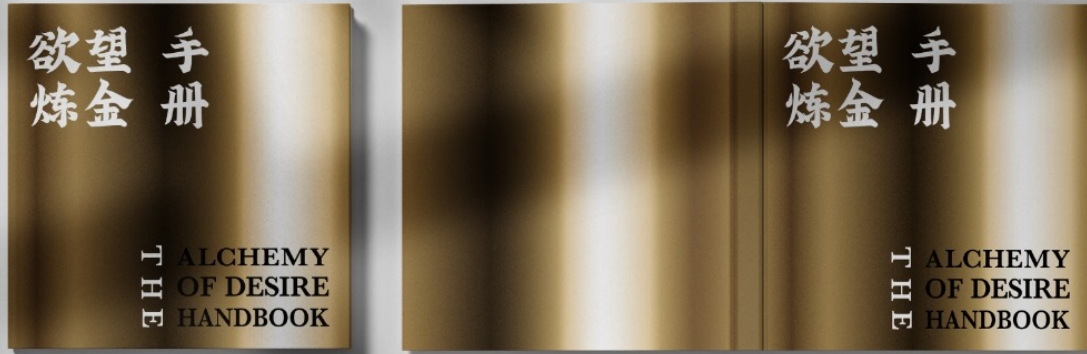
Book Cover



Book Back Cover



# Book Design — The Alchemy of Desire Handbook



# Book Design — Chapter 1 / Colouring

# Chapter One / Colouring

## 染色 第一章

Colouring is the starting point of alchemy and represents the initial state, a dark ignorance and confusion.

The staining stage of desire can be understood as the individual being influenced by the external environment, where desire is coloured or shaped by external factors. This could be the shaping and influencing of the individual's desires by factors such as society, culture and family.

### Basic desires set us apart from each other as unique individuals

Although almost everyone has basic desires, the degree to which different individuals crave each desire varies widely. This difference reflects, in part, genetic variation among individuals. For example, some people are born highly aggressive (meaning the desire to seek to fight back, while others are naturally unprovocative. Some people are born as curious babies, while others have a hard time taking an interest in anything. No two people in the world can be found who will have exactly the same underlying need for a particular desire. There are significant differences in the intensity of people's cravings for various basic desires, influenced by a combination of the characteristics of the individual and of the desires themselves.

Basic desires distinguish us from each other as unique individuals. Each person has his or her own structural system of basic desires, which, in a way, reflects the different influences of each desire on personal well-being. When we recognise our own desire structure, we can determine how we order our different basic desires. In which areas our needs are stronger than average and in which areas we seem to lack interest. If you want to understand yourself in relation to others, it is most important that you recognise the different desire preferences of each person and how they differ from each other. We are all unique individuals, and there is a wider range of differences between people than most people can realize. Based on the genetic variation that occurs in basic desires, no two people can feel the same thing in exactly the same way.

尽管几乎每个人都有基本欲望,但不通个体对每种欲望的需求程度和用词量比,这种程度高低一定程度上反映了个体的基因差异。比如,有些人天生就具有很强的攻击性(意味着寻求反击的欲望),而另一一些人天生不爱挑衅。有些人天生就是一个好奇宝宝,而另一一些人则很难对任何事物产生兴趣。这个世界上找不到两个人会有完全相同的潜在需求。受到个体和欲望本身特点的共同影响,人们对各种基本欲望的需求强度存在着显著差异。

基本欲望让我们区别于彼此,成为独特的个体。每个人都有自己的基本欲望结构体系,从某种程度上来说,这反映了与种族遗传有关基因的不可影响能力。当我们认识自己的欲望结构后,就能判断自己已经及如何应对不同的基本欲望结构。在哪些方面我们的需求比一般人强烈,在哪些方面则相对缺乏兴趣。如果我们理解自己和别人的关系,最重要的就是能认识到每个人的不同欲望偏好,以及彼此之间的差别。我们都是独一无二的个体,人与人之间的差异比多数人能够意识到的更广泛。基于基本欲望上出现的基因变异,没有任何两个人能够以完全相同的方式感受同一件事。

### 基本欲望让我们区别于彼此成为独特的个体

Colouring is the starting point of alchemy and represents the initial state, a dark ignorance and confusion. The staining stage of desire can be understood as this is a process of exploring the depths of the self and the heart, where we begin to think about the roots of desire and how it shapes us into the unique individuals we are.

染色是炼金术的起点,代表着最初的状态,一种黑暗的无知和混乱,欲望的染色阶段可以理解成这是一个探索自我和内心深处的过程,我们开始思考欲望的根源,以及它是如何塑造我们成为独特的个体。

### The Roots of Desire

The Roots of Desire allows us to think about how desire arises. William James and William McDonald believed that our basic needs are genetically determined. This means that our needs in life are an unconscious choice, and that those desires that are hidden deep down are automatic, and as soon as we satisfy one, the other surfaces, and we fall back into wanting again.

William McDonough writes that Every human being is destined in life to pursue, to strive, to have desires of the heart, and that the pursuits of all mankind are similar, and that the only way to satisfy and eliminate those impulses, cravings, and desires that drive us is to achieve our goals. These goals ... are not only found everywhere in human society, but also in animal populations that are in close proximity to the human spectrum. We all need food, a safe place to hide, the company of friends, intimacy with the opposite sex, success by beating our rivals and leadership in our organizations, to name a few.

The seven basic desires I have mentioned all seem to fall into these common human goals mentioned by McDonald. For example, almost everyone wants success (desire for power) autonomy (desire for independence) and knowledge (desire for curiosity), to name a few. Of course, there are a few exceptions that can't be included in the universal goals, but I've found that almost everyone has these basic desires with few exceptions.

让我们思考一下,欲望是如何产生的,威廉·詹姆斯和威廉·麦迪逊认为,我们的基本需求都是由遗传基因决定的,这意味着我们对生活的需求是一种无意识的选择,那些隐藏在深处的欲望都是自动出现的,只要我们满足了其中一个,另一个就会浮现在表面,于是我们又再度陷入了欲求不满。

威廉·麦克唐纳这样写道,每个人一生下来就注定要追求,要奋斗,要心中,要心中欲望,全人类的追求都是相似的,唯有实现目标,才能满足和消除那些驱动我们冲动的冲动,需求和欲望,这些目标——不仅在人类社会中也随处可见,而且与人类亲近领域的动物种群中也同样存在,我们都需要食物,安全的藏身之所,朋友的陪伴,与异性的亲密关系,击败对手取得成功和在组织中获得领导权,等等。

我所提到的7种基本欲望看起来都属于詹姆斯提到的这些人类共有目标,比如,几乎每个人都想要成功(对权力的欲望)自主(对独立的欲望)和知识(对好奇心的欲望),等等。当然,也有少数不能纳入普遍目标的例外情况,但我发现几乎每个人都有这些基本欲望,鲜有例外。

### 欲望的根源

# Book Design — Chapter 2 / Condensation

# Chapter Two/Condensation

## 凝结 第二章

The stage of condensation represents in alchemy the baptism and purification of the stained state, separating the chaotic elements and making them clear.

The condensation stage of desire can be understood as an individual's gaze and perception of desire.

We recognise the influence of culture and knowledge on the underlying desires based on an understanding of the source and form of the desires within.

### The Role of Culture and Knowledge

How do culture and personal experiences affect basic desires? James and McDonald argue that desires are innate, but the ways in which they are fulfilled are determined by our patterns of family upbringing, cultural backgrounds and personal experiences. For example, it is instinctive for parents to love their children, but how they express that love and how they raise their offspring is not instinctive, but is influenced by cultural context and acquired habits. People have an instinctive need for sex, but the ways in which this desire is satisfied vary considerably from culture to culture. To take kissing as an example, in some cultures the point of kissing is to smell each other. In Mongolia, a father does not kiss his son, but smiffs his head. Inuit and Polynesians rub each other's noses. French kissing, on the other hand, is elevated to a symbol of connecting two souls.

We know that culture can influence how desires are satisfied, so can it also adjust the intensity of certain desires? Are some societies more status-conscious and others more idealistic? Some experts have answered these questions in the affirmative. For example, many psychoanalysts believe that cultural differences in the way children are raised affect the level of anxiety in adults, thus enhancing the motivation to seek tranquillity. A fascinating psychoanalytic study supports this view. John Whiting, a former professor of education at Harvard University, and Irving Child, a former professor of psychology at Yale University, examined anthropological reports from 75 different cultures and concluded that the level of anxiety and fear experienced in adulthood often depends on the way children are raised in the society in which they live.

### 文化和知识的作用

文化和个人经历对我们的基本欲望又有怎样的影响呢？詹姆斯和麦克唐纳认为，欲望是与生俱来的，但欲望的满足方式则由我们的成长背景决定。文化背景和个人的经历决定了一个人、父母爱孩子的一种方式。但很多时候我们从文化中怎样抚养后代和自身本能，而是受到文化背景和个人经历的影响。例如，人们本能地需要性生活，但在不同的文化背景下，满足欲望的方式却有相当大的差别。例如，在蒙古文化中，亲吻儿子的重点不是闻彼此的气味，而是亲吻儿子的头顶。因纽特人和波利尼西亚人互相摩擦鼻子。法式接吻，在另一方面，被提升到两个灵魂连接的象征。

我们知道文化能够影响欲望的满足方式，那么它是否也能调节欲望的强度呢？是否有些社会更重视地位，有些社会更理想主义呢？有些专家对这些问题的答案是肯定的。例如，许多精神分析学家认为儿童抚养方式上的文化差异会影响成年人的焦虑程度，从而增强人们追求平静的动力。一项跨文化的精神分析研究发现了这个结论。哈佛大学教育心理学教授约翰·怀汀（John Whiting）和耶鲁大学心理学教授欧文·查尔德（Irving Child）对来自 75 种不同文化背景的人童年经历进行了研究，得出结论：成年人对焦虑的体验和恐惧程度，往往取决于他们在社会的儿童抚养方式。

The stage of condensation represents in alchemy the baptism and purification of the stained state, separating the chaotic elements and making them clear. The condensation stage of desire can be understood as an individual's gaze and perception of desire. We recognise the influence of culture and knowledge on the underlying desires based on an understanding of the source and form of the desires within.

### The role of culture and knowledge

Individually acquired experiences can also affect the intensity of basic desires. For example, curmudgeonly parents can make adolescents feel ashamed of their sexuality. Although feelings of guilt do not reduce the intensity of an adolescent's sexual desires, they may combine in a strange way with sexual drives, so that all sex-related motivations are weakened. Adolescents may be ambivalent about sex, feeling sexual drive accompanied by strong feelings of shame. This is not unlike someone who is born with a low sex drive, but in this case we may see that the stronger someone's sex drive, the colder they act instead.

A person's beliefs can significantly affect their desires. In fact, some experts believe that if one wants to weaken or strengthen a certain desire, the most convenient way is to see how deeply we believe in it. Albert Ellis, one of the founders of cognitive therapy, proposed a type of irrational belief called "mustness". For example, the belief that "everything must be put where it belongs" actually reinforces the desire for order, as does the belief that "rules must be followed". If the desire for order is too strong, it can lead to problems in people's lives, such as a tendency to compulsively clean. Ellis has been working with people to challenge the irrational belief in "must" and has used cognitive therapy to help many clinical patients with their problems.

The factors discussed above show that people's motivation is a complex matter. Our basic desires are governed by our evolutionary origins, but they are also significantly influenced by culture, beliefs and personal experience, and the process by which these factors influence us has not yet been fully clarified. Where our desires are directed is largely genetically determined, but how we fulfil them is determined more by cultural context and personal experience.

凝结阶段在炼金术中代表着对染色状态的洗礼和净化，将混乱的元素分离出来，使之清晰。欲望的凝结阶段可以理解为个体对欲望的凝视和认知，我们在理解内心欲望的来源和形态基础上，认识文化和知识对基础欲望的影响。

个体习得的经验也会影响基本欲望的强度。比如，古板的父母会让青少年对自己的性欲望感到羞愧。尽管愧疚感并不能减弱青少年的性欲强度，但它们可能会以一种奇怪的方式和性驱动力相结合，于是所有与性有关的动机都变得削弱了。青少年可能会对性产生矛盾心理，在感受性驱动力的同时伴有强烈的羞耻感。这和天生性欲冷淡的人并不一样，但在这种情况下我们可能会看到，某人的性驱动力越强，他的表现就越冰冷。

一个人的信念也会显著地影响他的欲望。事实上，一些专家认为，如果想要削弱或加强某种欲望，最便捷的方法就是检验一下我们对它的相信程度有多深。认知疗法的创始人之一阿尔伯特·埃利斯（Albert Ellis）就提出了“必须”的不合理信念。比如：“每件东西都必须放在它该放的地方”的信念实际上就加强了人们对有序的欲望。类似的还有“必须遵守规则”。如果人们对这种信念太过执着，就会导致他们的生活出现麻烦。埃利斯曾帮助性打乱的病人，艾利斯一直致力于帮助人们摆脱“必须”这个不合理的信念。他运用认知疗法帮助了许多临床患者解决他们的问题。

上文谈及的这些因素都显示出人们的动机是一件相当复杂的事。我们的基本欲望受到进化起源的影响，但同时也受到文化、信仰和个人经历的影响。而这些部分因素对我们的影响过程尚未完全厘清。我们的欲望指向在很大程度上是由基因决定的，但我们如何满足欲望则更多由文化影响和个人经历所决定。

### 文化和知识的作用

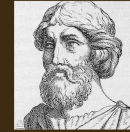
# Book Design — Chapter 3 / Corruption

## Chapter Three / Corruption

第三章  
腐化

Colouring is the starting point of alchemy and represents the initial state, a dark ignorance and confusion. The staining stage of desire can be understood as this is a process of exploring the depths of the self and the heart, where we begin to think about the roots of desire and how it shapes us into the unique individuals we are.

腐化在炼金术中是一个变革的阶段，它代表的是自我认知和混乱。欲望的着色阶段可以理解为不同的个体分别在不同的阶段探索和发现自己的内心，有着不一样的经历和经历，不断创造新的可能让人类更了解自己的动机和欲望。

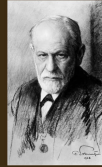


Plato  
The Chariot for Truth

柏拉图  
真理之车

Plato believed that the chariot was a metaphor for the human soul. The chariot is pulled by two horses, one white and one black, representing the noble and the base aspects of the soul. The driver, representing reason, must control the horses to reach the truth.

西格蒙德·弗洛伊德  
性欲冲动和攻击冲动



Sigmund Freud  
Sexual and aggressive impulses

弗洛伊德认为，人类的所有行为都是由两种本能驱动的：性欲冲动和攻击冲动。他认为，这些本能是人类行为的基础，也是心理冲突的根源。

Freud believed that all human behaviour is driven by two basic instincts: sexual and aggressive impulses. He believed that the conscious mind is only a small part of the psyche, and that the unconscious mind is the source of all our thoughts and actions.

卡丁·冯·诺依曼  
生存与毁灭

Carl Jung  
The Dialectic to Survival

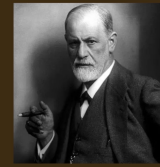


According to Jung, the dialectic to survival is a process of exploring the depths of the self and the heart, where we begin to think about the roots of desire and how it shapes us into the unique individuals we are.

卡丁·冯·诺依曼认为，人类的所有行为都是由两种本能驱动的：生存本能和毁灭本能。他认为，这些本能是人类行为的基础，也是心理冲突的根源。

卡丁·冯·诺依曼  
求生与毁灭

阿尔弗雷德·阿德勒  
优越感和权力



Alfred Adler  
Superiority and power

阿德勒认为，人类的所有行为都是为了追求优越感和权力。他认为，这些本能是人类行为的基础，也是心理冲突的根源。

Adler believed that human behaviour is driven by a desire for superiority and power. He believed that the conscious mind is only a small part of the psyche, and that the unconscious mind is the source of all our thoughts and actions.

Corruption in alchemy is a stage of change where old ideas of self are destroyed to create new possibilities.

The condensation stage of desire can be understood as different individuals have different studies and interpretations of desires and drives at different times respectively, constantly creating new possibilities for mankind to understand more about their own motivations and desires.



Erik Erikson  
Development Theory

埃里克·埃里克森  
自我发展理论

Erikson proposed the theory of eight developmental stages, which suggest that individuals have different studies and interpretations of desires and drives at different times respectively, constantly creating new possibilities for mankind to understand more about their own motivations and desires.



R.E. Skinner  
Radical Behavioural Modification

B.F. 斯金纳  
个体化动机

斯金纳认为，人类的所有行为都是为了追求个体化动机。他认为，这些本能是人类行为的基础，也是心理冲突的根源。

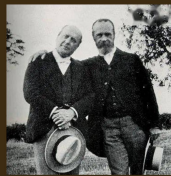
Skinner proposed that all human behaviour is driven by a desire for individualized motivation. He believed that the conscious mind is only a small part of the psyche, and that the unconscious mind is the source of all our thoughts and actions.



Carl Rogers  
Self-actualisation acceptance

卡尔·罗杰斯  
自我实现和自我接纳

Rogers believed that individuals have different studies and interpretations of desires and drives at different times respectively, constantly creating new possibilities for mankind to understand more about their own motivations and desires.

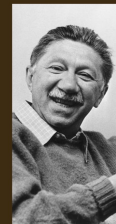


William James and William James  
Hierarchy of Needs Theory

威廉·詹姆斯  
本能欲望列表

詹姆斯认为，人类的所有行为都是为了追求本能欲望。他认为，这些本能是人类行为的基础，也是心理冲突的根源。

James proposed the theory of a hierarchy of needs, which suggest that individuals have different studies and interpretations of desires and drives at different times respectively, constantly creating new possibilities for mankind to understand more about their own motivations and desires.



Abraham Maslow  
Hierarchy of Needs Theory

亚伯拉罕·马斯洛  
需求层次理论

马斯洛认为，人类的所有行为都是为了追求需求层次理论。他认为，这些本能是人类行为的基础，也是心理冲突的根源。

Maslow proposed the theory of a hierarchy of needs, which suggest that individuals have different studies and interpretations of desires and drives at different times respectively, constantly creating new possibilities for mankind to understand more about their own motivations and desires.



Steven Koss  
Basic Human Needs

史蒂文·科斯特  
基本欲望体系

The basic human needs proposed by Koss emphasize the top of the hierarchy, the desire to belong, to be accepted, and to be loved, which suggest that individuals have different studies and interpretations of desires and drives at different times respectively, constantly creating new possibilities for mankind to understand more about their own motivations and desires.

# Book Design — Chapter 4 / Distillation

## Chapter Four / Distillation

### 蒸馏 第四章

Distillation in alchemy is a process of integration, combining elements into one to create new entities. The distillation stage of desire can be understood as a process where the individual refines and purifies their desires. The individual begins to examine and adjust their desires, examining themselves by understanding the 7 foundational desires.

蒸馏在炼金术中是一个整合的过程，将各种元素融合为一，创造出新的实体。欲望的蒸馏阶段可以理解为个体对欲望进行提炼和净化的过程，个体开始审视和调整自己的欲望，通过了解7个基础欲望审视自身的欲望。



#### 权力

#### POWER

权力欲望是指个体希望影响和控制他人，或获得对他人的支配权。这种欲望通常与地位、权力和影响力有关。在组织中，权力欲望可能表现为追求更高的职位或更大的决策权。适度的权力欲望可以促进个人的成长和组织的进步，但过度的权力欲望可能导致腐败和滥用职权。

In social groups, power is first expressed in dominant behavior. Individuals with the power to dominate can often easily reach the first level from the distillation stage, thus increasing their likelihood of survival. There is more an opportunity in animals, although animals are better than this view may be open to debate.

在组织中，权力首先表现为支配行为。具有支配能力的个体通常更容易从蒸馏阶段达到第一水平，从而提高其生存的可能性。在动物界，这种观点更有意义，尽管动物比这个观点可能更开放于辩论。

#### 秩序

#### ORDER

秩序欲望是指个体希望生活和工作在一个有序、稳定和可预测的环境中。这种欲望通常与规则、结构和程序有关。在组织中，秩序欲望可能表现为遵守规章制度和追求效率。适度的秩序欲望可以促进组织的稳定和效率，但过度的秩序欲望可能导致僵化和缺乏创新。

每个人都有不同程度的秩序欲望。秩序感强烈的人通常更喜欢有明确规则和程序的工作环境。适度的秩序欲望可以帮助个体更好地管理时间和资源，提高工作效率。然而，过度的秩序欲望可能会导致个体过于拘泥于细节，而忽略了大局。

When we coordinate our efforts, organize our plans, set our standards, keep track of our work, set rules, and work to keep things neat and clean, we are manifesting a desire for order.

每个人都有不同程度的秩序欲望。秩序感强烈的人通常更喜欢有明确规则和程序的工作环境。适度的秩序欲望可以帮助个体更好地管理时间和资源，提高工作效率。然而，过度的秩序欲望可能会导致个体过于拘泥于细节，而忽略了大局。



#### 安全

#### SAFETY

安全欲望是指个体希望避免受到伤害、损失或危险。这种欲望通常与保护、稳定和保障有关。在组织中，安全欲望可能表现为追求稳定的工作环境和避免高风险决策。适度的安全欲望可以促进个体的心理稳定和工作效率，但过度的安全欲望可能导致个体过于保守和缺乏冒险精神。

安全是一种深层的心理需求。它源于对生存和发展的本能渴望。在组织中，安全欲望可能表现为对稳定工作环境的追求，以及对潜在风险的规避。适度的安全欲望可以帮助个体更好地应对压力和不确定性，提高工作效率。然而，过度的安全欲望可能会导致个体过于保守，错失发展机遇。

Security is a deep psychological state that encompasses the protection of oneself and the environment and the ability to cope with threats. This state is expressed not only in the maintenance and tranquility of the internal environment, but also in inner peace and contentment. The source of security lies in the lack of external disturbances and chaos, as well as internal anxiety, stress and fear.

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#### 理想

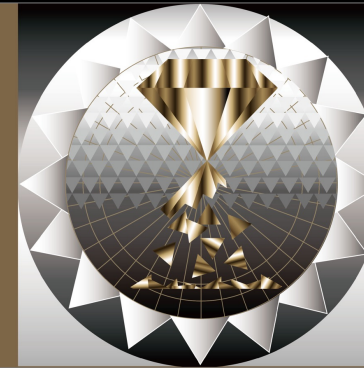
#### IDEALITY

理想欲望是指个体希望实现某种崇高的目标或理想。这种欲望通常与抱负、追求和成就有关。在组织中，理想欲望可能表现为追求创新和卓越。适度的理想欲望可以促进个人的成长和组织的进步，但过度的理想欲望可能导致个体过于好高骛远和缺乏现实感。

理想是人类特有的高级心理需求。它源于对自我实现和超越的渴望。在组织中，理想欲望可能表现为对创新和卓越的追求。适度的理想欲望可以帮助个体更好地应对挑战和困难，提高工作效率。然而，过度的理想欲望可能会导致个体过于好高骛远，忽视现实基础。

The desire for social justice and equality motivates people to participate in and work for the betterment of the world. In the desire for justice, individuals are more likely to participate in public service organizations, to work voluntarily for the needy, to donate in charitable causes, or to work for the improvement of public problems in society.

理想是人类特有的高级心理需求。它源于对自我实现和超越的渴望。在组织中，理想欲望可能表现为对创新和卓越的追求。适度的理想欲望可以帮助个体更好地应对挑战和困难，提高工作效率。然而，过度的理想欲望可能会导致个体过于好高骛远，忽视现实基础。



Distillation in alchemy is a process of integration, combining elements into one to create new entities.

The distillation stage of desire can be understood as the process by which the individual refines and purifies their desires. The individual begins to examine and align their desires, examining themselves through an understanding of the 7 foundational desires.

#### 生存

#### SURVIVAL

生存欲望是指个体希望满足基本的生理需求，如食物、水和住所。这种欲望通常与本能、安全和保障有关。在组织中，生存欲望可能表现为追求稳定的工作环境和合理的薪酬。适度的生存欲望可以促进个体的心理稳定和工作效率，但过度的生存欲望可能导致个体过于功利和缺乏奉献精神。

生存是人类最基本的生理需求。它源于对生命延续的本能渴望。在组织中，生存欲望可能表现为对稳定工作环境和合理薪酬的追求。适度的生存欲望可以帮助个体更好地应对生活压力，提高工作效率。然而，过度的生存欲望可能会导致个体过于功利，忽视工作的意义和价值。

We all want some kind of power, which is really a desire for influence. To impose our desires on others or the environment. There often the need to be control and dominate every one in a while, and the cycle never ends. To impose people to control our challenges, to be ambitious, to solve for resilience, and to create behavior.

生存是人类最基本的生理需求。它源于对生命延续的本能渴望。在组织中，生存欲望可能表现为对稳定工作环境和合理薪酬的追求。适度的生存欲望可以帮助个体更好地应对生活压力，提高工作效率。然而，过度的生存欲望可能会导致个体过于功利，忽视工作的意义和价值。



#### 挑战

#### CHALLENGE

挑战欲望是指个体希望面对和克服各种困难和障碍。这种欲望通常与冒险、成长和突破有关。在组织中，挑战欲望可能表现为追求创新和突破。适度的挑战欲望可以促进个人的成长和组织的进步，但过度的挑战欲望可能导致个体过于冒险和缺乏谨慎。

挑战是人类特有的高级心理需求。它源于对自我实现和超越的渴望。在组织中，挑战欲望可能表现为对创新和突破的追求。适度的挑战欲望可以帮助个体更好地应对困难和挫折，提高工作效率。然而，过度的挑战欲望可能会导致个体过于冒险，忽视现实风险。

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#### 爱意

#### LOVE

爱意欲望是指个体希望与他人建立深厚的情感联系。这种欲望通常与爱、关怀和陪伴有关。在组织中，爱意欲望可能表现为追求团队合作和和谐氛围。适度的爱意欲望可以促进组织的凝聚力和成员的幸福感，但过度的爱意欲望可能导致个体过于依赖他人和缺乏独立性。

爱意是人类特有的高级心理需求。它源于对归属感和爱的渴望。在组织中，爱意欲望可能表现为对团队合作和和谐氛围的追求。适度的爱意欲望可以帮助个体更好地应对工作压力，提高工作效率。然而，过度的爱意欲望可能会导致个体过于依赖他人，缺乏独立思考的能力。

Love and belonging encompasses the desire for well-being and health.

爱意是人类特有的高级心理需求。它源于对归属感和爱的渴望。在组织中，爱意欲望可能表现为对团队合作和和谐氛围的追求。适度的爱意欲望可以帮助个体更好地应对工作压力，提高工作效率。然而，过度的爱意欲望可能会导致个体过于依赖他人，缺乏独立思考的能力。



# Book Design — Chapter 5 / Calcinatio

## Chapter Five / Calcinatio

煅烧  
第五章

Calcinatio is the alchemical process of raising the state of matter, transforming a solid into a gas and recombining it from a higher dimension.

The calcinatio stage of desires can be understood as a sublimation of the mind. This chapter uses tests to grasp how to identify these base desires, understand yourself, and evaluate your desires.

**TEST**

Safety is important to you if your situation generally fits the description of the following points:

You are afraid of the unknown and prefer to stay in familiar surroundings. You have a history of repeated past events.

You are timid and shy under new circumstances.

You have a history of repeated pain attacks and feel anxious and uneasy.

You are afraid of the unknown and prefer to stay in familiar surroundings. You have a history of repeated past events.

You are timid and shy under new circumstances.

You have a history of repeated pain attacks and feel anxious and uneasy.

**安全 SAFETY**

如果你对未知感到恐惧并倾向于待在熟悉的环境中，那么你通常符合以下描述：

你害怕未知，更喜欢待在熟悉的环境中。你经历过重复的过去事件。

你在新的环境中感到害羞和胆怯。

你有一系列重复的痛苦经历，感到焦虑和不安。

你对未知感到恐惧，更喜欢待在熟悉的环境中。你经历过重复的过去事件。

你在新的环境中感到害羞和胆怯。

你有一系列重复的痛苦经历，感到焦虑和不安。

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你害怕未知，更喜欢待在熟悉的环境中。你经历过重复的过去事件。

你在新的环境中感到害羞和胆怯。

你有一系列重复的痛苦经历，感到焦虑和不安。

**安全 SAFETY**

**TEST**

Love and belonging are important to you if your situation generally fits the description of the following points:

You feel that you are only happy when you are loved.

Other people think you are a person who likes to help.

You feel happy raising children.

Love and belonging are not important to you if your situation generally fits the following description:

You are a person who likes to be alone.

You are not very interested in other people other than your family and close dear friends.

Love and belonging are not important to you if your situation generally fits the following description:

You are a person who likes to be alone.

You are not very interested in other people other than your family and close dear friends.

**爱意 LOVE**

如果你对爱和归属感感到重要，那么你通常符合以下描述：

你只有在被爱时才感到快乐。

其他人认为你是一个乐于助人的人。

你感到快乐抚养孩子。

如果你对爱和归属感不重要，那么你通常符合以下描述：

你喜欢独处。

除了家人和亲密的朋友，你对其他人没有太大兴趣。

如果你对爱和归属感不重要，那么你通常符合以下描述：

你喜欢独处。

除了家人和亲密的朋友，你对其他人没有太大兴趣。

**爱意 LOVE**

Calcinatio is the alchemical process of raising the state of matter, transforming a solid into a gas and recombining it from a higher dimension. The calcinatio stage of desires can be understood as a sublimation of the mind. This chapter uses tests to grasp how to identify these base desires, understand yourself, and evaluate your desires.

煅烧是炼金术中提高物质状态的过程，将固体转变为气体，从更高的维度重新组合。欲望的煅烧阶段可以理解为心灵的升华。本章利用测试掌握如何识别这些基础欲望，理解自己，对自己的欲望进行评估。

**秩序 ORDER**

**TEST**

The desire for power is very important to you if your situation generally fits the description of the following points:

You are extremely ambitious compared to your peers.

You usually take on the role of leader.

You generally take the lead in social situations with your peers.

The desire for power is not important to you if your situation generally fits the following description:

You lack ambition more than your peers.

Typically, you prefer to be in a subordinate position in social situations.

The desire for power is not important to you if your situation generally fits the following description:

You lack ambition more than your peers.

Typically, you prefer to be in a subordinate position in social situations.

**权力 POWER**

如果你对权力感到重要，那么你通常符合以下描述：

与同龄人相比，你非常雄心勃勃。

你通常担任领导角色。

你在社交场合通常带头。

如果你对权力不重要，那么你通常符合以下描述：

你比同龄人缺乏雄心。

通常，你更喜欢在社交场合处于从属地位。

如果你对权力不重要，那么你通常符合以下描述：

你比同龄人缺乏雄心。

通常，你更喜欢在社交场合处于从属地位。

**权力 POWER**

**TEST**

Ideals are important to you if your situation generally fits the description of the following points:

You have made personal definition and set criteria for most offers or humanistic issues.

You have volunteered many times for community service organizations.

Ideals are not important to you if your situation generally fits the following description:

You are not interested in the great things happening around you.

You don't follow in philosophy.

Ideals are important to you if your situation generally fits the description of the following points:

You have made personal definition and set criteria for most offers or humanistic issues.

You have volunteered many times for community service organizations.

Ideals are not important to you if your situation generally fits the following description:

You are not interested in the great things happening around you.

You don't follow in philosophy.

**理想 IDEALITY**

如果你对理想感到重要，那么你通常符合以下描述：

你对大多数提议或人道主义问题都有明确的个人定义和标准。

你多次自愿为社区服务组织提供服务。

如果你对理想不重要，那么你通常符合以下描述：

你对周围发生的大事不感兴趣。

你不遵循哲学。

如果你对理想感到重要，那么你通常符合以下描述：

你对大多数提议或人道主义问题都有明确的个人定义和标准。

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如果你对理想不重要，那么你通常符合以下描述：

你对周围发生的大事不感兴趣。

你不遵循哲学。

**理想 IDEALITY**

**TEST**

Order is important to you if your situation generally fits the description of the following points:

You are significantly more organized than most people.

You have a list of rules and try your best to follow them meticulously.

You like to tidy up and clean up.

Order is not important to you if your situation generally fits the following description:

Your workplace is usually messy.

You hate making plans.

If your desire for Order is neither "very important" nor "unimportant" or only partially fits both descriptions, there it can be used as "average".

如果你对秩序感到重要，那么你通常符合以下描述：

你比大多数人更有条理。

你有一系列规则，并努力一丝不苟地遵守它们。

你喜欢整理和打扫。

如果你对秩序不重要，那么你通常符合以下描述：

你的工作场所通常很乱。

你讨厌制定计划。

如果你的秩序欲望既不是“非常重要”也不是“不重要”，或者只部分符合两个描述，那么它可以用作“平均”。

**秩序 ORDER**

**TEST**

Challenges are important to you if your situation generally fits the description of the following points:

You are impatient and love to try the unknown.

Compared to your peers, you are an open body.

You often wonder what's next.

Challenges are not important to you if your situation generally fits the following description:

You don't like to try new things.

You seldom question existing things and rarely subvert them.

If your desire for Challenges are neither "very important" nor "unimportant" or only partially fits both descriptions, there it can be used as "average".

如果你对挑战感到重要，那么你通常符合以下描述：

你不耐烦，喜欢尝试未知的事物。

与同龄人相比，你更开放。

你经常想知道接下来会发生什么。

如果你对挑战不重要，那么你通常符合以下描述：

你不喜欢尝试新事物。

你很少质疑现有事物，也很少颠覆它们。

如果你的挑战欲望既不是“非常重要”也不是“不重要”，或者只部分符合两个描述，那么它可以用作“平均”。

**挑战 CHALLENGE**

**TEST**

Survival (philosophical) is important to you if your situation generally fits the description of the following points:

You spend significantly more time satisfying your physical desires than your peers.

You spend significantly more time than your peers on food, clothing, and shelter.

Survival (philosophical) is not important to you if your situation generally fits the following description:

You have never had a weak problem.

You're almost never had an irregular lifestyle or lack of moderation.

If your desire for Survival (philosophical) is neither "very important" nor "unimportant" or only partially fits both descriptions, there it can be used as "average".

如果你对生存（哲学）感到重要，那么你通常符合以下描述：

你比同龄人花费更多时间满足你的物质欲望。

你比同龄人花费更多时间在食物、衣服和住所上。

如果你对生存（哲学）不重要，那么你通常符合以下描述：

你从未有过健康问题。

你几乎没有过不规律的生活方式或缺乏节制。

如果你的生存（哲学）欲望既不是“非常重要”也不是“不重要”，或者只部分符合两个描述，那么它可以用作“平均”。

**生存 SURVIVAL**

# Book Design — Chapter 6 / Sublimation

## Chapter Six / Sublimation

第六章 升华

Sublimation is a unifying stage in alchemy where the elements are fused together to form a complete entity.

The sublimation stage of desire can be understood as a harmonious unification of the inner and outer worlds, and this chapter will map out your own personal desires in conjunction with the distillation and corruption stages of understanding and assessing the importance of desire.

Sublimation is a unifying stage in alchemy where the elements are fused together to form a complete entity. The sublimation stage of desire can be understood as a harmonious unification of the inner and outer worlds, and this chapter will map out your own personal desires in conjunction with the distillation and corruption stages of understanding and assessing the importance of desire.

升华是炼金术中一个统一的阶段，各个元素被融合在一起，形成一个完整的实体。欲望的升华阶段可以理解为对内和在外的世界的和谐统一。本章将结合蒸馏和腐化阶段对欲望的理解和重要程度的评估，绘出属于自己的个人欲望图谱。

Desire Mapping is really about personalization, and that is the best option for you in order to achieve a lasting sense of inner happiness and fulfillment. Scatching your most important desires will give you a sense of meaning in life, a deeper sense of fulfillment beyond the superficial joys and sorrows of life.

Even if you don't achieve your most important goals in life, the process of striving for them is enough to make life fulfilling and meaningful. Conversely, if you don't fight for your most important basic desires, life can often seem empty and boring.

With that said, how exactly do we assess our current level of happiness based on value-based experiences?

Firstly, identify those that are most important to you from the basic desires and then assess whether you are fulfilling this aspect of yourself in real life.

If you feel that one of your desires is not being met, then think about what the problem is, whether it's an excess or a deficiency, and then work out a practical plan for improvement to address the specific problem. What would actually make you happy? Is it making more friends, or increasing the number of friends you have? Do you give yourself more challenges or fewer?

By asking yourself questions like these, you'll be able to understand what you really need to achieve a worthwhile sense of well-being, and set specific, achievable goals for yourself.

欲望图谱其实是在首先梳理并为了得到持久的内在幸福感和满足感这个方面进行自我选择。梳理自己的重要欲望可以让我们更清楚地认识自己的需求，从而更清楚地认识到自己的需求和愿望。通过梳理自己的需求和愿望，我们可以更清楚地认识到自己的需求和愿望。

即使你没有实现你的人生中最重要目标，追求这些目标的过程本身足以让生活变得充实而有意义。相反，如果你不追求自己最重要的基本欲望，生活往往会显得空虚而无聊。

首先，找出对你来说最重要的那些基本欲望，然后评估你在现实生活中是否正在满足这一方面。

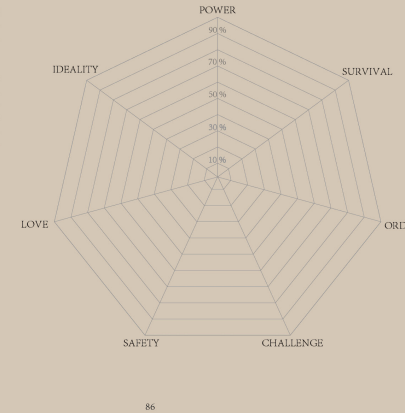
如果你觉得你的某个欲望没有得到满足，那么想想问题在哪里，是过剩还是不足，然后制定一个切实可行的计划来解决这个具体问题。什么才能真正让你快乐？是结交更多朋友，还是增加朋友的数量？你给自己更多的挑战还是更少的挑战？

通过问自己类似这样的问题，你将能够理解你真正需要什么才能获得一种有意义的生活，并设定具体、可实现的目标。

### Mapping Your Desires

By assessing how important each desire is to you, you can map your own personal desires.

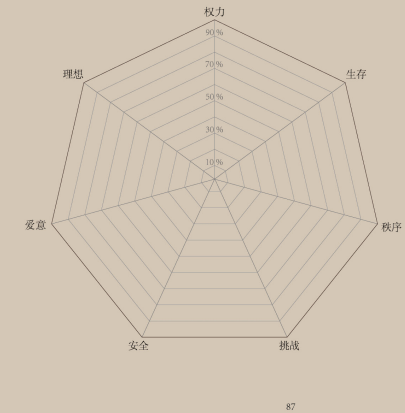
Based on the importance of the basic desires you recorded in the Calculation chapter, mark your answers in the chart below and connect the dots to create a map.



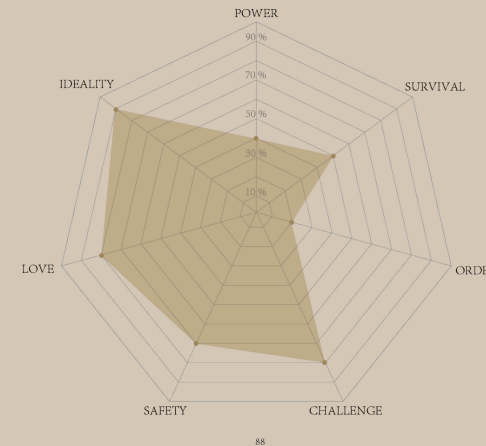
### 绘制欲望图谱

通过评估每项欲望对你的重要程度，就可以绘出属于自己的个人欲望图谱。

根据图表章节中你记录下的基本欲望的重要程度，将你的答案在下方图中标注出来，并连起来画出图谱。



### 欲望图谱示例



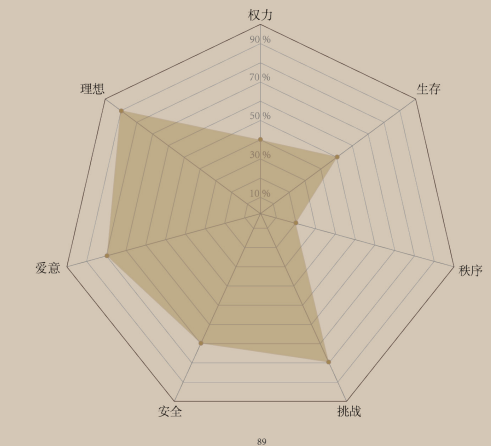
绘制过程：我们将重要程度评估为自己目前满足该欲望的幸福感和快乐程度。

理想：从基本欲望中找出对你来说最重要的那个欲望，并评估你在现实生活中是否正在满足这一方面。

如果你觉得你的某个欲望没有得到满足，那么想想问题在哪里，是过剩还是不足，然后制定一个切实可行的计划来解决这个具体问题。什么才能真正让你快乐？是结交更多朋友，还是增加朋友的数量？你给自己更多的挑战还是更少的挑战？

通过问自己类似这样的问题，你将能够理解你真正需要什么才能获得一种有意义的生活，并设定具体、可实现的目标。

### Example of Desire Mapping





# Book Design — Chapter 7 / Dissolve

## Chapter Seven / Dissolve

第七章 溶解

Dissolution is the process of liberation in alchemy, the breaking down of an entity into its essential components in order to rebuild and evolve.

With this you have come to the stage of dissolution of desire, which means the liberation of inherent patterns and limitations in order to embrace greater development and growth. What is the answer to the question, "Who am I to be?"

Basic desires make our lives meaningful. When you wake up every morning, your desires automatically start influencing your behaviour and they motivate you to do things. When you fulfil them, you get a sense of well-being based on the experience of value, and that deep and long-lasting feeling fills your life with purpose and meaning. Your desires are what set you apart from everything else in the universe, and without them, you become what Aristotle called a "thing" or an "object". With them, you are a unique person. Nourish them and you will realise your true self.

基本欲望让我们的人生变得充满意义。当你每天清晨醒来，你的欲望就自动地开始影响你的行为，它们促使你去做事。当你满足它们的时候，就会获得基于价值体验的幸福感，而那种深沉悠远的感受会让你的人生充满目标和意义。你的欲望是使你与宇宙中其他一切都有所区别的根源，失去它们，你就会成为亚里士多德所说的那种“东西”或“物体”。拥有它们，你就是一个独一无二的人。滋养它们，你才能实现真正的自我。

Dissolution is the process of liberation in alchemy, the breaking down of an entity into its essential components in order to rebuild and evolve. With this you have come to the stage of dissolution of desire, which means the liberation of inherent patterns and limitations in order to embrace greater development and growth. What is the answer to the question, "Who am I to be?"

溶解是炼金术中解放的过程，将实体分解为其基本组成部分，以便重建和进化。你也随着来到了欲望溶解阶段，欲望溶解意味着对固有模式和限制的解放，以便迎接更大的发展和成长。“我是谁是我”的答案到底是什么。

"Who am I?" is a Zen question. I am afraid that all of us have inevitably asked ourselves this age-old question: "Who am I?". Use these 7 basic desires to analyse your inner cravings and ask yourself honestly: "Who am I? What do I want?" Take off your masks and leave behind the heaviness of your life for a while. Leave the world behind, go inside yourself, look at the you that you have forgotten, draw a picture of him and ask him what he really needs.

Go and find your own answers!

“我是谁是我”这是一个禅宗问题。恐怕我们每个人都不可避免地曾经问过自己这个老掉牙的问题：“我是谁”。运用这7种基本欲望去分析内心的渴求，老老实实地问问自己：“我是谁？我想要什么？”摘下面具，抛开那些沉重的生活，一会儿就好。离开这世界到自己心里去，看看那个被你遗忘了的你，为他画一张图，问问他到底需要什么。

去找到属于你自己的答案吧！

# WHO AM I AM WHO

An Alchemical Journey to Discover the Desires  
of the Human Mind

## PART 3

Communication and Interaction Zone:

"The Desires of One's Soul are the Prophets of Destiny

# Content Presentation Communication and Interaction Zone:

The audience writes the story they want to share behind the desire card.

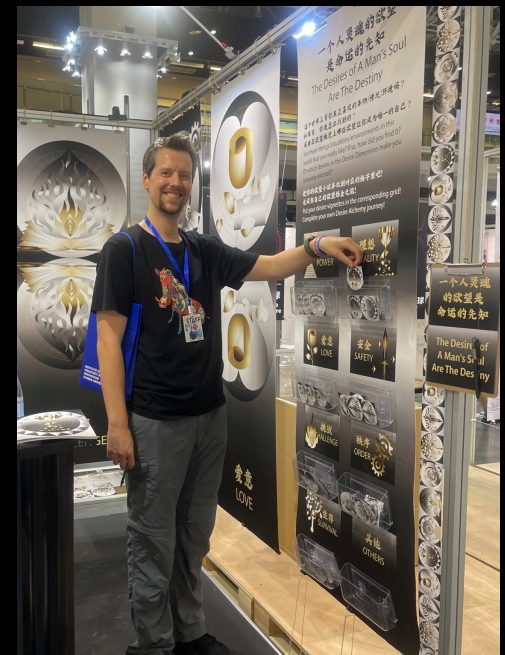
Is there anything/situation/environment that you truly enjoy in this world? If so, how did you find it? Or in the dimension of desire, which desires make you the only self?

Write down the story you want to share behind this desire card based on your desires!

The audience can also spin the twisted egg to randomly create a warm desire story and desire gift (design peripheral derivatives)!



# Audience communication and interactive photos



# 书籍设计内页细节展示

Inside Page Details for Book Design

欲望 手册  
炼金 册

Book Cover

THE ALCHEMY  
OF DESIRE  
HANDBOOK

# Preface 序言

Who am I?

What are basic desires?

Basic desires determine human behavioural patterns, and this book outlines basic desires in seven categories: survival, power, change, affection, protection, challenge, and order. Understanding the basic desires of human beings will give you a deeper understanding and appreciation of your self.

Basic desires will allow you to analyse your behaviour from a whole new perspective. When you understand the 16 basic desires, you will find that your behaviour and life goals are closely related to them. It is your desires that play a decisive role in guiding you towards your ideal self. They help you figure out exactly what will bring you a worthwhile sense of well-being.

The seven steps of alchemy: dyeing, condensation, putrefaction, distillation, calcination, sublimation, and dissolution. Representing the process of transformation of matter, they can also be used to symbolise the inner growth of human beings and the transformation of their desires.

This book takes you through your own alchemical journey of desire in seven chapters based on the seven steps of alchemy.

The ideas as well as the academic content of this book are taken from Steven Reiss's Who Am I The 16 Essential Desires for a Fulfilled Life.

我是谁？

什么是基本欲望？

基本欲望决定了人类的行为模式，本书将基本欲望概括为 7 种：生存、权力、改变、爱意、保护、挑战、秩序。了解人类的基本欲望会让你对自我有更深层次的认识和了解。

基本欲望会让你从全新的视角来分析自己的行为。当你了解 16 种基本欲望后，你会发现自己的行为和生活目标与它们是密切相关的。在向理想自我进发的过程中，正是你的欲望起着决定性的指导作用。它们能帮你弄明白到底什么才能带给你有价值的幸福感。

炼金术的七个步骤：染色、凝结、腐化、蒸馏、煅烧、升华、溶解。代表了物质的转化过程，也可以用来象征人类内在的成长和欲望的转变。

本书以炼金术的七个步骤为七个章节，带你完成自己的欲望炼金之旅。

本书观点以及学术内容来自于 Steven Reiss 的《我是谁 成就人生的 16 种基本欲望》。

# 目录

## Content

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	Colouring
02	凝结
	Condensation
03	腐化
	Corruption
04	蒸馏
	Distillation
05	煅烧
	Calcination
06	升华
	Sublimation
07	溶解
	Dissolve



染色  
第一章

# Chapter One / Colouring

Colouring is the starting point of alchemy and represents the initial state, a dark ignorance and confusion. The staining stage of desire can be understood as this is a process of exploring the depths of the self and the heart, where we begin to think about the roots of desire and how it shapes us into the unique individuals we are.

染色是炼金术的起点，代表着最初的状态，一种黑暗的无知和混乱。欲望的染色阶段可以理解为这是一个探索自我和内心深处的过程，我们开始思考欲望的根源，以及它是如何塑造我们成为独特的个体。

## The Roots of Desire

The Roots of Desire allows us to think about how desire arises. William James and William McDonald believed that our basic needs are genetically determined. This means that our needs in life are an unconscious choice, and that those desires that are hidden deep down are automatic, and as soon as we satisfy one, the other surfaces, and we fall back into wanting again.

William McDonogh writes that Every human being is destined in life to pursue, to strive, to have desires of the heart, and that the pursuits of all mankind are similar, and that the only way to satisfy and eliminate those impulses, cravings, and desires that drive us is to achieve our goals. These goals ..... are not only found everywhere in human society, but also in animal populations that are in close proximity to the human spectrum. We all need food, a safe place to hide, the company of friends, intimacy with the opposite sex, success by beating our rivals and leadership in our organisations, to name a few.

The seven basic desires I have mentioned all seem to fall into these common human goals mentioned by McDonald. For example, almost everyone wants success (desire for power) autonomy (desire for independence) and knowledge (desire for curiosity), to name a few. Of course, there are a few exceptions that can't be included in the universal goals, but I've found that almost everyone has these basic desires with few exceptions.

## 欲望 的根源

让我们思考一下，欲望是如何产生的。威廉·詹姆斯和威廉·麦独孤认为，我们的基本需求都是由遗传基因决定的。这意味着我们对生活的需求是一种无意识的选择，那些隐藏在深处的欲望都是自动出现的，只要我们满足了其中一个，另一个就会浮现出来，于是我们又再度陷入了欲求不满。

威廉·麦独孤这样写道，

每个人一出生下来就注定了要追求，要奋斗，要心怀欲望，全人类的追求都是相似的，唯有实现目标，才能满足和消除那些驱动我们的冲动、渴求和欲望。这些目标……不仅在人类社会中处处可见，而且与人类谱系邻近的动物种群中也同样存在。我们都需要食物、安全的藏身之所、朋友的陪伴、与异性的亲密关系、击败对手取得成功和在组织中获得领导权，等等。

我所提到的7种基本欲望看起来都属于麦独孤提到的这些人类共有目标。比如，几乎每个人都想要成功（对权力的欲望）自主（对独立的欲望）和知识（对好奇心的欲望），等等。当然，也有少数不能纳入普遍目标的例外情况，但我发现几乎每个人都有这些基本欲望，鲜有例外。

# Basic desires set us apart from each other as unique individuals

Although almost everyone has basic desires, the degree to which different individuals crave each desire varies widely. This difference reflects, in part, genetic variation among individuals. For example, some people are born highly aggressive (meaning the desire to seek to fight back), while others are naturally unprovocative. Some people are born as curious babies, while others have a hard time taking an interest in anything. No two people in the world can be found who will have exactly the same underlying need for a particular desire. There are significant differences in the intensity of people's cravings for various basic desires, influenced by a combination of the characteristics of the individual and of the desires themselves.

Basic desires distinguish us from each other as unique individuals. Each person has his or her own structural system of basic desires, which, in a way, reflects the different influences of each desire on personal well-being. When we recognise our own desire structure, we can determine how we order our different basic desires. In which areas our needs are stronger than average and in which areas we seem to lack interest. If you want to understand yourself in relation to others, it is most important that you recognise the different desire preferences of each person and how they differ from each other. We are all unique individuals, and there is a wider range of differences between people than most people can realise. Based on the genetic variation that occurs in basic desires, no two people can feel the same thing in exactly the same way.

尽管几乎每个人都有基本欲望，但不同个体对每种欲望的渴求程度却相差甚远。这种差异在一定程度上反映了个体间的基因变异。比如，有些人生来就具有很强的攻击性（意味着寻求反击的欲望），而另一些人则天生不爱挑畔。有些人生下来就是一个好奇宝宝，而另一些人则很难对任何事物产生兴趣。这世界上找不到哪两个人会对某种欲望有完全相同的潜在需求。受到个体和欲望本身特点的共同影响，人们对各种基本欲望的渴求强度存在着显著差异。

基本欲望让我们区别于彼此，成为独特的个体。每个人都有自己的基本欲望结构体系，从某种程度上来说，这反映了每种欲望对个人幸福感的不同影响力。当我们认识自己的欲望结构后，就能判断自己是如何将不同的基本欲望排序。在哪些方面我们的需求比一般人强，在哪些方面则显得缺乏兴趣。如果想要理解自己和他人的关系，最重要的是你要认识到每个人的不同欲望偏好，以及彼此之间的差别。我们都是独一无二的个体，人与人之间的差异比多数人能够意识到的更广泛。基于基本欲望上出现的基因变异，没有任何两个人能够以完全相同的方式感受同一件事。

**基本欲望让我们  
区别于彼此成为独特的个体**

凝結  
第二章

# Chapter Two / Condensation

The stage of condensation represents in alchemy the baptism and purification of the stained state, separating the chaotic elements and making them clear. The condensation stage of desire can be understood as an individual's gaze and perception of desire. We recognise the influence of culture and knowledge on the underlying desires based on an understanding of the source and form of the desires within.

凝结阶段在炼金术中代表着对染色状态的洗礼和净化，将混乱的元素分离出来，使之清晰。欲望的凝结阶段可以理解为个体对欲望的凝视和认知。我们在理解内心欲望的来源和形态基础上，认识文化和知识对基础欲望的影响。

## The Role of Culture and Knowledge

How do culture and personal experiences affect basic desires? James and McDonald argue that desires are innate, but the ways in which they are fulfilled are determined by our patterns of family upbringing, cultural backgrounds and personal experiences. For example, it is instinctive for parents to love their children, but how they express that love and how they raise their offspring is not instinctive, but is influenced by cultural context and acquired habits. People have an instinctive need for sex, but the ways in which this desire is satisfied vary considerably from culture to culture. To take kissing as an example, in some cultures the point of kissing lover is to smell each other. In Mongolia, a father does not kiss son, but sniffs his head. Inuit and Polynesians rub each other's noses. French kissing, on the other hand, is elevated to a symbol of connecting two souls.

We know that culture can influence how desires are satisfied, so can it also adjust the intensity of certain desires? Are some societies more status-conscious and others more idealistic? Some experts have answered these questions in the affirmative. For example, many psychoanalysts believe that cultural differences in the way children are raised affect the level of anxiety in adults, thus enhancing the motivation to seek tranquillity. A far-reaching psychoanalytic study supports this view. John Whiting, a former professor of education at Harvard University, and Irving Child, a former professor of psychology at Yale University, examined anthropological reports from 75 different cultures and concluded that the level of anxiety and fear experienced in adulthood often depends on the way children are raised in the society in which they live.

## 文化和知识的作用

文化和个人经历对我们的基本欲望又有怎样的影响呢?詹姆斯和麦独孤认为,欲望是与生俱来的,但欲望的满足方式则是由我们的家庭养育模式、文化背景和个人经历决定的。例如,父母爱孩子是一种本能,但他们如何表达这种爱,怎样抚养后代却并非本能,而是受到文化背景和后天习得的习惯的影响。人们本能地需要性生活,但在不同的文化背景下,满足欲望的方式却有相当大的差别。举亲吻为例,在某些文化中,亲吻爱人的重点是闻彼此的气味。在蒙古,父亲不亲吻儿子,而是闻闻他的头。因纽特人和波利尼西亚人蹭蹭彼此的鼻头。法式亲吻则被升华为连接两个灵魂的象征。

我们知道文化能够影响欲望的满足方式,那么它是否也能调整某种欲望的强度呢?是不是有些社会更重视身份地位,而有些社会更理想主义呢?有些专家对这些问题给予了肯定答复。比如,许多精神分析学家认为儿童抚养方式上的文化差异会影响成人的焦虑程度,从而增强人们追求安宁的动机。一项影响深远的精神分析研究支持了这个观点。哈佛大学前教育学教授约翰·怀廷(John Whiting)和耶鲁大学前心理学教授欧文·柴德(Irving Child)对来自75种不同文化背景的人类学报告进行了研究,结论表明,成人时期体验的焦虑和恐惧程度,往往取决于所在社会的儿童抚养方式。

# The role of culture and knowledge

Individually acquired experiences can also affect the intensity of basic desires. For example, curmudgeonly parents can make adolescents feel ashamed of their sexuality. Although feelings of guilt do not reduce the intensity of an adolescent's sexual desires, they may combine in a strange way with sexual drives, so that all sex-related motivations are weakened. Adolescents may be ambivalent about sex, feeling sexual drive accompanied by strong feelings of shame. This is not unlike someone who is born with a low sex drive, but in this case we may see that the stronger someone's sex drive, the colder they act instead.

A person's beliefs can significantly affect their desires. In fact, some experts believe that if one wants to weaken or strengthen a certain desire, the most convenient way is to test how deeply we believe in it. Albert Ellis, one of the founders of cognitive therapy, proposed a type of irrational belief called "necessity". For example, the belief that "everything must be put where it belongs" actually reinforces the desire for order, as does the belief that "rules must be followed". If the desire for order is too strong, it can lead to problems in people's lives, such as a tendency to compulsively clean. Ellis has been working with people to challenge the irrational belief in 'must' and has used cognitive therapy to help many clinical patients with their problems.

The factors discussed above show that people's motivation is a complex matter. Our basic desires are governed by our evolutionary origins, but they are also significantly influenced by culture, beliefs and personal experience, and the process by which these factors influence us has not yet been fully clarified. Where our desires are directed is largely genetically determined, but how we fulfil them is determined more by cultural context and personal experience.

个体习得的经验也会影响基本欲望的强度。比如，古板的父母会让青少年对自己的性欲感到羞愧。尽管负疚感并不能降低青少年的性欲强度但它们可能以一种奇怪的方式和性驱力相结合，于是所有与性有关的动机都被削弱了。青少年可能会对性产生矛盾心理，在感受性驱力的同时伴有强烈的羞愧感。这和天生性驱力低的人并不一样，但在这种情况下我们可能会看到，某人的性驱力越强，他的表现反而越冷淡。

一个人的信仰会显著地影响他的欲望。事实上，一些专家认为，如果想削弱或加强某种欲望，最便捷的方法就是检验一下我们对它的相信程度有多深。认知疗法的创始人之一阿尔伯特·艾利斯 (Albert Ellis) 就提出了一种称为“必须”的不合理信念。比如，“每件东西都必须放在属于它的地方”的信念实际上是增强了对有序的欲望，类似的还有“必须守规矩”。如果对有序的欲望太强，就会导致人们的生活出现问题，比如有强迫性打扫的倾向。艾利斯一直致力于帮助人们挑战“必须”这个不合理的信念，他运用认知疗法帮助了许多临床患者解决他们的问题。

上文谈及的这些因素都显示出人们的动机是一件相当复杂的事。我们的基本欲望受到进化起源的制约，但又同时受到文化、信仰和个人经历的显著影响，而这部分因素对我们的影响过程尚未完全厘清。我们的欲望指向在很大程度上是由基因决定的，但我们如何满足欲望则更多地由文化背景和个人经历所决定。

## 文化和知识的作用



腐化  
第三章

# Chapter Three / Corruption

Colouring is the starting point of alchemy and represents the initial state, a dark ignorance and confusion. The staining stage of desire can be understood as this is a process of exploring the depths of the self and the heart, where we begin to think about the roots of desire and how it shapes us into the unique individuals we are.

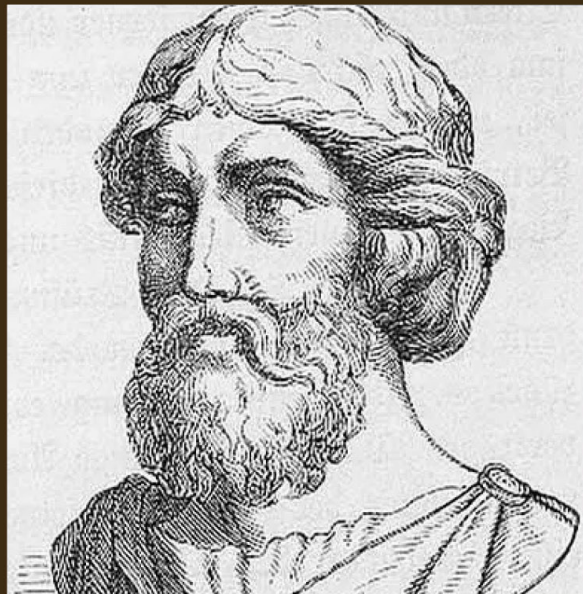
腐化在炼金术中是一个变革的阶段，旧自我观念被破坏，以创造新的可能性。欲望的凝结阶段可以理解不同的个体在不同的时期对欲望和驱动力有着不一样的研究和诠释，不断创造新的可能让人类更了解自己的动机和欲望。

## 柏拉图 真理之欲

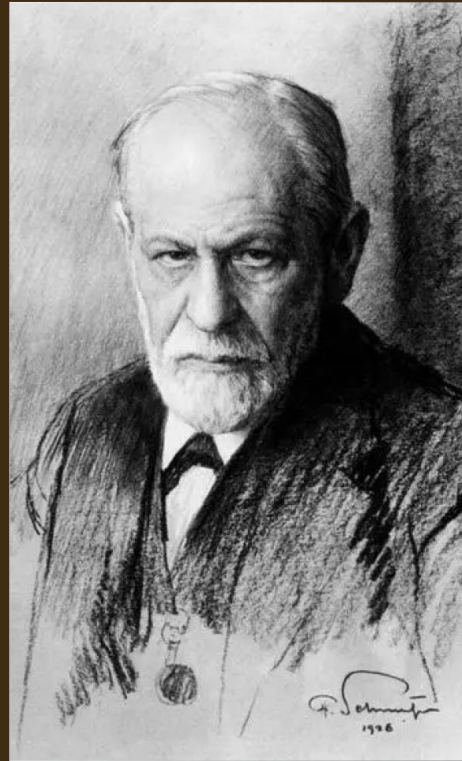
Plato believed that the desire for truth is one of the strongest drives in life. He believed that the ultimate goal of people was the pursuit of wisdom and truth, a joy that transcends pleasure and pain.

柏拉图认为，追求真理的欲望是人生最强烈的驱动力之一。他认为人们的最终目标是追求智慧和真理，这是一种超越快乐和痛苦的欢愉。

## Plato The desire for truth



## 西格蒙德·弗洛伊德 性欲冲动和攻击冲动



Sigmund Freud  
Sexual and aggressive impulses

弗洛伊德认为，人类从摇篮到坟墓只需要性。他认为我们对性冲动的认知往往是无意识的。后来，他修订了自己的理论，认为性冲动和攻击冲动都会驱动我们的行为。

Freud believed that all humans need from cradle to grave is sex. He believed that our perceptions of sexual urges were often unconscious. Later, he revised his theory to suggest that both sexual and aggressive impulses drive our behaviour.

荣格认为，求生欲望是人类最基本的动机之一。这种欲望来源于个体的本能，保证了生命的延续和生存。

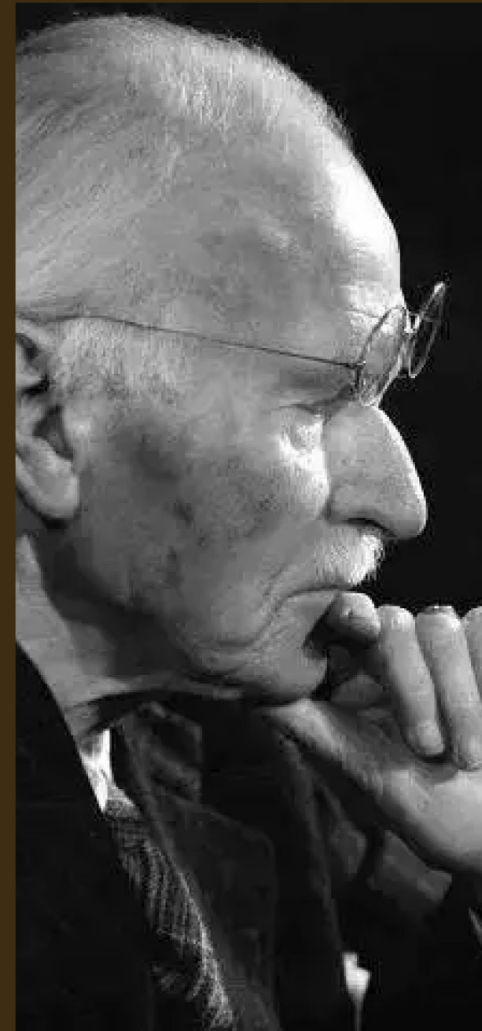
在荣格看来，人类内在的本能决定了我们对生存的渴望和努力。而且，求生欲望不仅是简单的生理需求，也包括对心理安全和稳定的追求。

## 卡尔·荣格 求生的欲望

## Carl Jung The Desire to Survive

According to Jung, the desire to survive is one of the most basic human motivations. This desire stems from an individual's instincts and ensures the continuation and survival of life.

In Jung's view, the instincts inherent in human beings determine our desire and endeavour to survive. Moreover, the desire to survive is not only a simple physiological need, but also includes the quest for psychological security and stability.

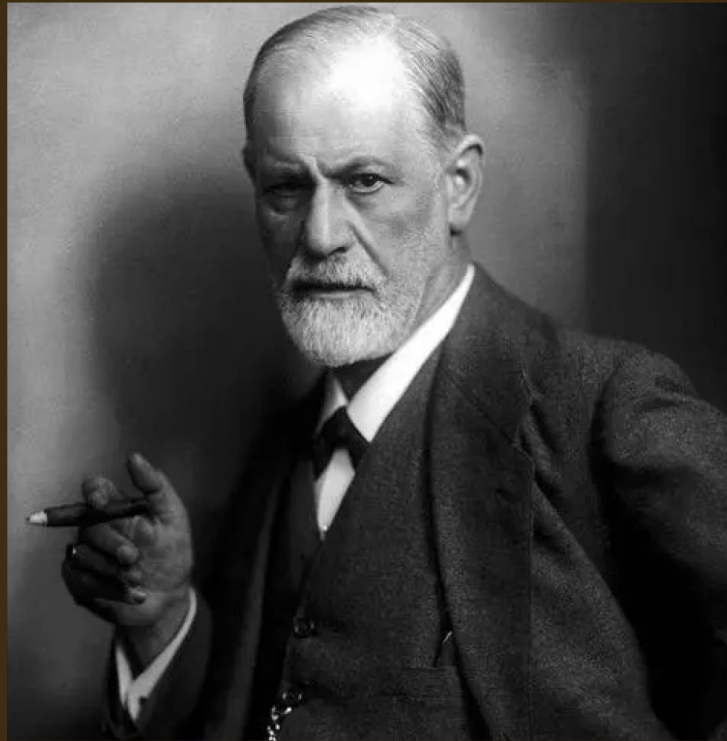


## 阿尔弗雷德·阿德勒 优越感和权力

阿德勒认为，人类追求优越感和权力是因为内心的不安全感和自卑感。他的个体心理学理论强调了个体如何通过追求优越感来弥补自身的不足，并在社会中找到认同感。阿德勒的理论提出了“攀比心理”、“复仇心理”等概念，认为这些心理动机推动着人们的行为。

Adler believed that humans seek superiority and power because of internal insecurities and feelings of inferiority. His theory of individual psychology emphasises how individuals can compensate for their own inadequacies and find identity in society through the pursuit of superiority. Adler's theory introduced concepts such as the "psychology of comparison" and the "psychology of revenge", which were believed to drive people's behaviour.

## Alfred Adler Superiority and power



埃里克森提出了自我发展理论,认为个体在不同的生命阶段会面临不同的心理发展任务。

他认为,人们会受到一系列生活事件的影响,不断地探索自我、建立身份,并寻找生活的意义。他的理论突出了个体在成长过程中的内在驱动力,以及个体如何应对生活中的挑战。

## 埃里克·埃里克森 自我发展理论



## Erik Erikson Ego Development Theory

Erikson proposed the theory of ego development, which argues that individuals face different psychological developmental tasks at different life stages.

He believed that people are influenced by a series of life events and are constantly exploring themselves, building their identity, and searching for meaning in their lives. His theory highlights the intrinsic drive of individuals as they grow and how they cope with life's challenges.



## B.F. Skinner Individualised Motivation

斯金纳认为，个体的动机是个体化的，只有个体了解自己的动机才能更好地控制和改变自己的行为。他的观点突出了个体内在心理过程的重要性，以及个体如何通过认知和反思来理解自己的动机。

## B.F. 斯金纳 个体化动机

Skinner argued that an individual's motivation is individualised and that only individuals who understand their motivation can better control and change their behaviour. His view highlights the importance of internal mental processes within the individual and how the individual understands his or her own motivation through cognition and reflection.



## 卡尔·罗杰斯 自我实现和自我接纳



Carl Rogers  
Self-actualisation acceptance

罗杰斯认为，个体追求自我实现和自我接纳是为了寻求内心的真实和自由。他的理论强调了个体内在的成长和发展需求，以及个体如何通过建立积极的自我形象来实现内心的满足。

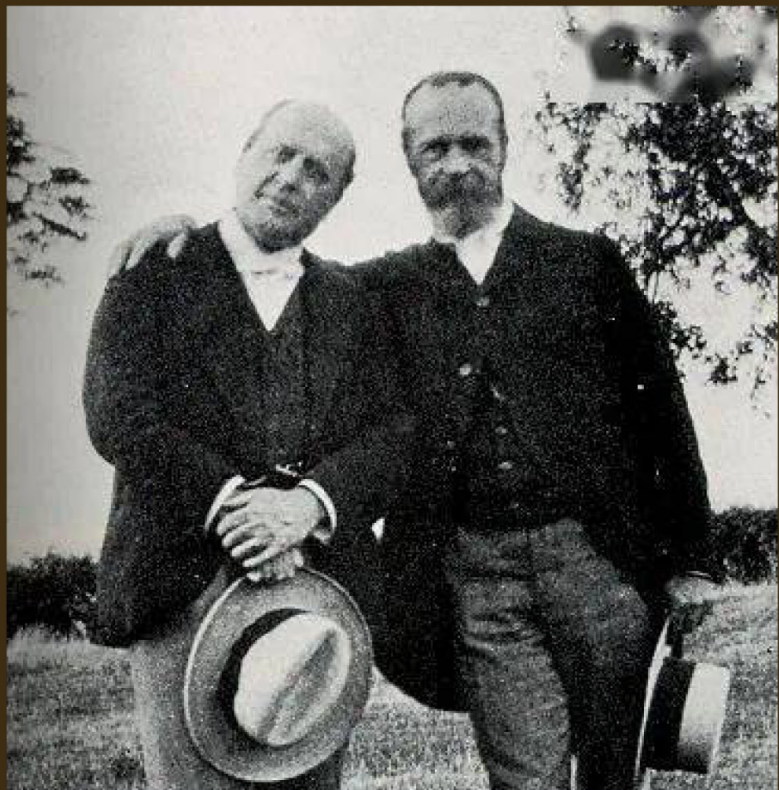
Rogers believed that individuals pursue self-actualisation and self-acceptance in order to seek inner truth and freedom. His theory emphasises the need for growth and development within the individual and how the individual can achieve inner fulfilment by building a positive self-image.

## 威廉·詹姆斯、威廉·麦独孤 本能欲望列表

詹姆斯和麦独孤认为，个体的本能欲望是多样化的，个体在不同情境和生活阶段表现出不同的欲望和需求。这些本能欲望可以包括生存欲望、探索欲望、社交欲望等，它们共同推动着个体的行为。

They argued that the instinctual desires of individuals are diverse and that individuals exhibit different desires and needs in different situations and life stages. These instinctual desires can include the desire to survive, the desire to explore, the desire to socialise, etc., which together drive an individual's behaviour.

## William James - and William List of Instinctual Desires



马斯洛的需求层次理论认为，人们的需求是按照一定的层次结构组织的，从基本的生理需求到更高级别的自我实现需求。

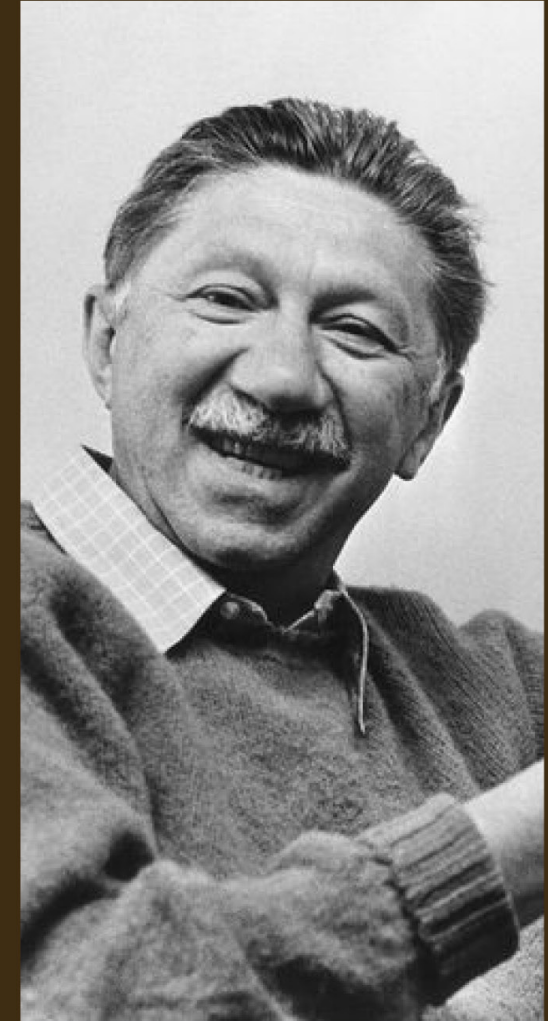
他的理论强调了需求对个体行为的影响，并提出了满足不同层次需求的重要性。

## 亚伯拉罕·马斯洛 需求层次理论

## Abraham Maslow Hierarchy of Needs Theory

Maslow's Hierarchy of Needs theory suggests that people's needs are organised according to a certain hierarchy, ranging from basic physiological needs to higher level self-actualisation needs.

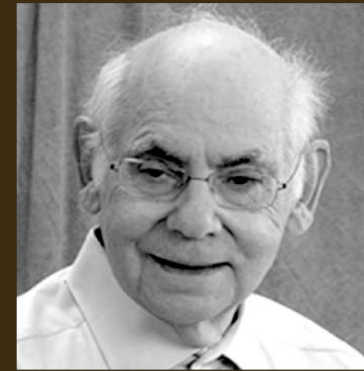
His theory emphasises the impact of needs on individual behaviour and suggests the importance of satisfying needs at different levels.



Reiss 提出的基本欲望体系强调了个体基本欲望对行为的驱动作用。这些基本欲望包括了对物质、社交、认知、情感等方面的需求，这些需求共同塑造了个体的行为和价值观。

每个人在这些欲望中的重要程度各不相同，而个体的行为往往是由其所重视的欲望驱动的。这些欲望影响着个体的决策、行为和生活选择，同时也塑造了他们的价值观和人格特征。

## 史蒂文·赖斯 基本欲望体系



## Steven Reiss Basic Desire System

The basic desires system proposed by Reiss emphasises the role of the individual's basic desires in driving behaviour. These basic desires include the need for material, social, cognitive, and emotional needs, which together shape an individual's behaviour and values.

Each individual varies in the importance of these desires, and an individual's behaviour is often driven by the desires they value. These desires influence an individual's decisions, behaviours and life choices, as well as shaping their values and personality traits.

蒸餾  
第四章

# Chapter Four / Distillation

Distillation in alchemy is a process of integration, combining elements into one to create new entities. The distillation stage of desire can be understood as a process where the individual refines and purifies their desires. The individual begins to examine and adjust their desires, examining themselves by understanding the 7 foundational desires.

蒸馏在炼金术中是一个整合的过程，将各种元素合而为一，创造出新的实体。欲望的蒸馏阶段可以理解为个体对欲望进行提炼和净化的过程。个体开始审视和调整自己的欲望，通过了解 7 个基础欲望审视自身的欲望。



## 权力

我们都想得到某种权力，这其实是对影响力（将自己的愿望施加于他人或环境）的渴求。权力驱使人每隔一段时间就需要感受到控制力和支配权，循环往复，永无休止。它激发人们努力去面对挑战，充满野心，追求卓越，渴望荣誉。

在动物群体中，权力首先是从支配行为中表现出来。拥有统治权的个体往往可以轻易地从被统治者手中抢掠为数不多的食物，从而增加自己存活的可能性。权力被视为动物的催情剂，尽管现在科学家们认为这种观点可能还有待商榷。

## POWER

We all want some kind of power, which is really a desire for influence (to impose our desires on others or the environment). Power drives the need to feel control and dominance every once in a while, and the cycle never ends. It inspires people to strive to face challenges, to be ambitious, to strive for excellence, and to crave honour.

In animal groups, power is first expressed in dominant behaviour. Individuals with the power to dominate can often easily snatch the few food items from the dominated, thus increasing their likelihood of survival. Power is seen as an aphrodisiac in animals, although scientists now believe that this view may be open to debate.

## 理想

理想的欲望，是对社会公正和平等的欲望，它促使人们参与并致力于改良世界的活动。就人类而言，理想促使人们参加公益组织，自为有需要的人服务，捐助慈善事业，或是为改善社会公共问题而努力。

理想会使人们看重平等和公正的内在价值。理想型的人会极度重视社会平等，以至于他们生活中每件事的重要程度都取决于与社会公正之间的联系的紧密度。理想型的人会认为，生命中最重要的事，就是改良社会，或者为某些社会事业而努力。

## IDEALITY

The desire for social justice and equality, motivate people to participate in and work for the betterment of the world. In the case of human beings, ideals motivate people to participate in public service organisations, to serve themselves to the needy, to donate to charitable causes, or to work for the improvement of public problems in society.

Ideals lead people to value the intrinsic value of equality and justice. Idealists place such a high value on social equality that the importance of everything in their lives depends on the strength of the connection to social justice. Ideal people will believe that the most important thing in life is to improve society or to work for some social cause.







## 爱意

爱意与归属包含社交和家庭的欲望。

社交是与身边的人或朋友们待在一起的欲望。这个欲望中有一部分是寻求快乐，很多研究显示，人和他人待在一起时更容易感到快乐。社会型的人需要置身于人群中，并不仅仅是为了寻欢，而是为了得到一种基本的幸福感。

对家庭的欲望，是对抚养和关爱后代的欲望。父母本能是与种族繁衍相关的一项基本需求，它是具有共性的。

## LOVE

Loving and belonging encompasses the desire for socialising and family.

Socialising is the desire to spend time with those around you or with friends. Part of this desire is to seek pleasure, and many studies have shown that people are more likely to be happy when they spend time with others. The social type needs to be in a crowd, not just to seek pleasure, but to get a basic sense of well-being.

The desire for family is the desire to raise and care for offspring. The parental instinct is a basic need associated with racial reproduction, and it is communal in nature.

## 安全

安全是一种深层的心理状态，它包含了对自身和环境的保护以及应对威胁的能力。这种状态不仅表现为外部环境的平稳与安宁，更包括内心的平静与安逸。安全的本质在于缺乏外界的干扰和混乱，以及内在的焦虑、压力和恐惧。

它源于人类生物本能中对逃离危险、寻求安全的追求。在这个定义下，安全不仅是指身处一个没有危险的环境，更是指人们对于生活的信心和掌控感。对安全的渴求程度与个体对没有压力生活的向往息息相关。

## SAFETY

Security is a deep psychological state that encompasses the protection of oneself and the environment and the ability to cope with threats. This state is expressed not only in the smoothness and tranquillity of the external environment, but also in inner peace and contentment. The essence of security lies in the lack of external disturbances and chaos, as well as internal anxiety, stress and fear.

It stems from the quest to escape danger and seek safety in human biological instincts. In this definition, safety is not just about being in an environment free from danger, but also about people's confidence and sense of control over their lives. The degree of desire for safety is closely related to the individual's desire to live a stress-free life.





## 挑战

挑战新事物是对学习本身的欲望，是生活中的巨大乐趣之一。它促使动物去探索环境，并从经验中学习。通过探索环境，动物可以找到食物、水和其他维持生存必需的基本材料。习得的经验帮助它们更有效地获取食物和躲避危险。

对人类来说除了最原始的探索欲望之外，挑战新事物还包括阅读、写作和思考的欲望。探索挑战新想法的欲望，造就了现代科技的大部分成果。即使在日常生活中，人们也喜欢思考人生的意义，或争论政治问题，这些都是挑战欲望的体现。

## CHALLENGE

We all want some kind of power, which is really a desire for influence (to impose our desires on others or the environment). Power drives the need to feel control and dominance every once in a while, and the cycle never ends. It inspires people to strive to face challenges, to be ambitious, to strive for excellence, and to crave honour.

In animal groups, power is first expressed in dominant behaviour. Individuals with the power to dominate can often easily snatch the few food items from the dominated, thus increasing their likelihood of survival. Power is seen as an aphrodisiac in animals, although scientists now believe that this view may be open to debate.

## 秩序

在我们统筹事务、安排计划、设定日程、记录工作、设置规则，想把东西收拾整齐干净的时候，是在表现对有序的欲望。

每个人都有不同水平的有序需求。组织性强的人喜欢严格缜密的有序，而灵活的人则喜欢宽松一点。如果我们所面对的有序水平和个人喜好并不一致，就会促使我们去改变自己的欲望水平。

如果有序要求比我们的需求更严格，我们就会选择一些不确定的行为，就像玩一个碰运气的游戏；如果有序要求比我们的需求更宽松，我们就会试着减少生活中的不可预测因素，比如做个计划。

## ORDER

When we co-ordinate our affairs, organise our plans, set our schedules, keep track of our work, set rules, and want to keep things neat and clean, we are manifesting a desire for order.

Everyone has different levels of need for orderliness. Highly organised people like strict and meticulous orderliness, while flexible people like to be looser. If the level of orderliness we are dealing with is not consistent with our personal preferences, we are prompted to change our level of desire.

If the ordering requirements are stricter than our needs, we will choose behaviours that are uncertain, like playing a game of chance; if the ordering requirements are looser than our needs, we will try to reduce the unpredictability in our lives, like making a plan.





## 生存

我们都想得到某种权力，这其实是对影响力（将自己的愿望施加于他人或环境）的渴求。权力驱使人每隔一段时间就需要感受到控制力和支配权，循环往复，永无休止。它激发人们努力去面对挑战，充满野心，追求卓越，渴望荣誉。

在动物群体中，权力首先是从支配行为中表现出来。拥有统治权的个体往往可以轻易地从被统治者手中抢为为数不多的食物，从而增加自己存活的可能性。权力被视为动物的催情剂，尽管现在科学家们认为这种观点可能还有待商榷。

## SURVIVAL

We all want some kind of power, which is really a desire for influence (to impose our desires on others or the environment). Power drives the need to feel control and dominance every once in a while, and the cycle never ends. It inspires people to strive to face challenges, to be ambitious, to strive for excellence, and to crave honour.

In animal groups, power is first expressed in dominant behaviour. Individuals with the power to dominate can often easily snatch the few food items from the dominated, thus increasing their likelihood of survival. Power is seen as an aphrodisiac in animals, although scientists now believe that this view may be open to debate.

煅烧  
第五章

# Chapter Five / Calcination

Calcination is the alchemical process of raising the state of matter, transforming a solid into a gas and recombining it from a higher dimension. The calcination stage of desires can be understood as a sublimation of the mind. This chapter uses tests to grasp how to identify these base desires, understand yourself, and evaluate your desires.

煅烧是炼金术中提高物质状态的过程，将固体转变为气体，从更高的维度重新组合。欲望的煅烧阶段可以理解为是对心灵的升华。本章利用测试掌握如何识别这些基础欲望，理解自己，对自己的欲望进行评估。

# TEST

The desire for power is very important to you if your situation basically fits the description of the following points:

You are extremely ambitious compared to your peers.

You usually take on the role of leader.

You generally take the lead in social situations with your peers.

Desire for power is not important to you if your situation basically fits the following description:

You lack ambition more than your peers.

Typically, you prefer to be in a submissive position in social situations.

If your desire for power is neither "very important" nor "unimportant" or only partially meets both descriptions, then you can rate it as "average. It can be rated as "average."

如果你的情况基本符合下面几点描述  
那么权力对你来说是非常重要的：

与同龄人相比，  
你极具野心。

你通常会扮演  
领导者的角色。

在与同龄人的社  
交情境中，你一  
般会起主导作用。

如果你的情况基本符合以下几点描述，  
那么权力对你来说并不重要：

与同龄人相比，  
你更缺乏野心。

通常情况下，你  
喜欢在社交情境  
中处于顺从的地  
位。

如果你的权力欲望既不属于“非常重要”，也不属于“不重要”，或是对这两类描述都只是部分符合，那么就可以将它评为“一般”。



权力  
POWER



# TEST

Ideals are important to you if your situation generally fits the description of the following points.

You have made personal dedication and sacrifices for social affairs or humanitarian causes.

You have volunteered many times for community service organisations.

You regularly give generously to those in need.

Ideals are not important to you if your situation basically fits the following descriptions

You are not interested in the great things happening in society.

You don't believe in philanthropy.

If your desire for an ideal is neither "very important" nor "unimportant" or only partially fits both descriptions, then it can be rated as "average".

如果你的情况基本符合下面几点描述  
那么理想对你来说是非常重要的：

你为社会事务或人道事业做出了个人的奉献牺牲。

你多次志愿参加社区服务组织。

你经常为有需要的人慷慨解囊。

如果你的情况基本符合以下几点描述，  
那么理想对你来说并不重要：

你对社会上发生的大事并不感兴趣。

你并不相信慈善事业。

如果你对理想的欲望既不属于“非常重要”，也不属于“不重要”，或是对这两类描述都只是部分符合，那么就可以将它评为“一般”。



理想  
IDEALITY

## TEST

Loving and belonging are important to you if your situation generally fits the description of the following points:

You feel that you are only happy when you are in a crowd.

Other people think you are a person who likes to have fun.

You feel happy raising children.

Loving and belonging are not important to you if your situation basically fits the following descriptions:

You are a person who likes to be alone.

You are not very interested in other people other than your family and some close friends.

If your desire for love and belonging is neither "very important" nor "unimportant" or only partially fits both descriptions, then it can be rated as "average".

如果你的情况基本符合下面几点描述，那么爱意与归属对你来说是非常重要的：

你觉得你在人群中才会感到快活。

别人都觉得你是一个喜欢找乐子的人。

你觉得养育子女是幸福的。

如果你的情况基本符合以下几点描述，那么爱意与归属想对你来说并不重要：

你是一个喜欢独处的人。

除了家人和一些亲密的朋友之外，你对别人不太感兴趣。

如果你对爱意与归属的欲望既不属于“非常重要”，也不属于“不重要”，或是对这两类描述都只是部分符合，那么就可以将它评为“一般”。



爱意  
LOVE

## TEST

Safety is important to you if your situation generally fits the description of the following points:

You are afraid of the unknown and prefer to stay in familiar surroundings. You have a history of repeated panic attacks.

You are timid and shy under normal circumstances.

You have a history of repeated panic attacks and feel anxious and upset easily.

Safety is not important to you if your situation basically fits the following descriptions:

You are a brave person and you are clearly bolder than your peers.

You enjoy adventure and challenge and are more excited than fearful of unfamiliar situations and new experiences.

If your desire for safety is neither "very important" nor "unimportant" or only partially fits both descriptions, then it can be rated as "average".

如果你的情况基本符合下面几点描述那么安全感对你来说是非常重要的:

你对未知的事物感到害怕,更喜欢待在熟悉的环境中。

在通常情况下,你是胆小羞涩的。

你有过重复的惊恐发作史,很容易会感觉到焦虑和不安。

如果你的情况基本符合以下几点描述,那么安全感对你来说并不重要:

你是一个勇敢的人,你明显比同龄人胆子大。

你喜欢冒险和挑战对陌生环境和新经历感到兴奋,而不是恐惧。

如果你对安全的欲望既不属于“非常重要”,也不属于“不重要”,或是对这两类描述都只是部分符合,那么就可以将它评为“一般”。



安全  
SAFETY

# TEST

Challenges are important to you if your situation generally fits the description of the following points:

You are inquisitive and love to try the unknown.

Compared to your peers, you are an inquisitive baby.

You often wonder what's real.

Challenges are not important to you if your situation basically fits the following descriptions:

You don't like to try new things.

You seldom question existing things and rarely ask questions.

If your desire for Challenges are neither "very important" nor "unimportant" or only partially fits both descriptions, then it can be rated as "average".

如果你的情况基本符合下面几点描述那么挑战对你来说是非常重要的:

你求知若渴, 喜欢尝试未知的事物。

与同龄人相比, 你简直就是个好问宝宝。

你常常去想什么才是真实的。

如果你的情况基本符合以下几点描述, 那么挑战对你来说并不重要:

你不喜欢尝试新事物。

你很少对现有的事物提出质疑, 很少提问。

如果你对挑战的欲望既不属于“非常重要”, 也不属于“不重要”, 或是对这两类描述都只是部分符合, 那么就可以将它评为“一般”。



**挑战**  
**CHALLENGE**

# TEST

Order is important to you if your situation generally fits the description of the following points:

You are significantly more organised than most people.

You have a lot of rules and try your best to follow them religiously.

You like to tidy up and clean up.

Order is not important to you if your situation basically fits the following descriptions:

Your workplace is usually a mess.

You hate making plans.

If your desire for Order is neither "very important" nor "unimportant" or only partially fits both descriptions, then it can be rated as "average".

如果你的情况基本符合下面几点描述  
那么秩序对你来说是非常重要的：

与大多数人相比，  
你明显更加具条  
理性。

你有很多规则，  
尽力度诚地遵循  
这些规则行事。

你喜欢整理打扫  
各种事物。

如果你的情况基本符合以下几点描述，  
那么秩序对你来说并不重要：

你的工作场所通  
常都乱糟糟的。

你讨厌做计划。

如果你对秩序的欲望既不属于“非常  
重要”，也不属于“不重要”，或是对  
这两类描述都只是部分符合，那么就  
可以将它评为“一般”。

秩序  
OEDER



## TEST

Survival (physiological) is important to you if your situation generally fits the description of the following points:

You spend significantly more time satisfying your physical desires than your peers.

You spend significantly more time than your peers on food, clothing, and shelter.

Survival (physiological) is not important to you if your situation basically fits the following descriptions:

You have never had a weight problem.

You've almost never had an irregular lifestyle or lack of moderation.

If your desire for Survival (physiological) is neither "very important" nor "unimportant" or only partially fits both descriptions, then it can be rated as "average".

如果你的情况基本符合下面几点描述，那么生存（生理）对你来说是非常重要的：

你花在满足生理欲望上的时间明显要比同龄人多得多。

你花在衣食住行上的时间明显要比同龄人多得多。

如果你的情况基本符合以下几点描述，那么生存（生理）对你来说并不重要：

你从未有过体重问题。

你几乎从来没有过不规律生活、不节制的情况。

如果你对生存（生理）的欲望既不属于“非常重要”，也不属于“不重要”，或是对这两类描述都只是部分符合，那么就可以将它评为“一般”。

生存  
SURVIVAL



升  
华  
第  
六  
章

Chapter Six / Sublimation

Sublimation is a unifying stage in alchemy where the elements are fused together to form a complete entity. The sublimation stage of desire can be understood as a harmonious unification of the inner and outer worlds, and this chapter will map out your own personal desires in conjunction with the distillation and corruption stages of understanding and assessing the importance of desire.

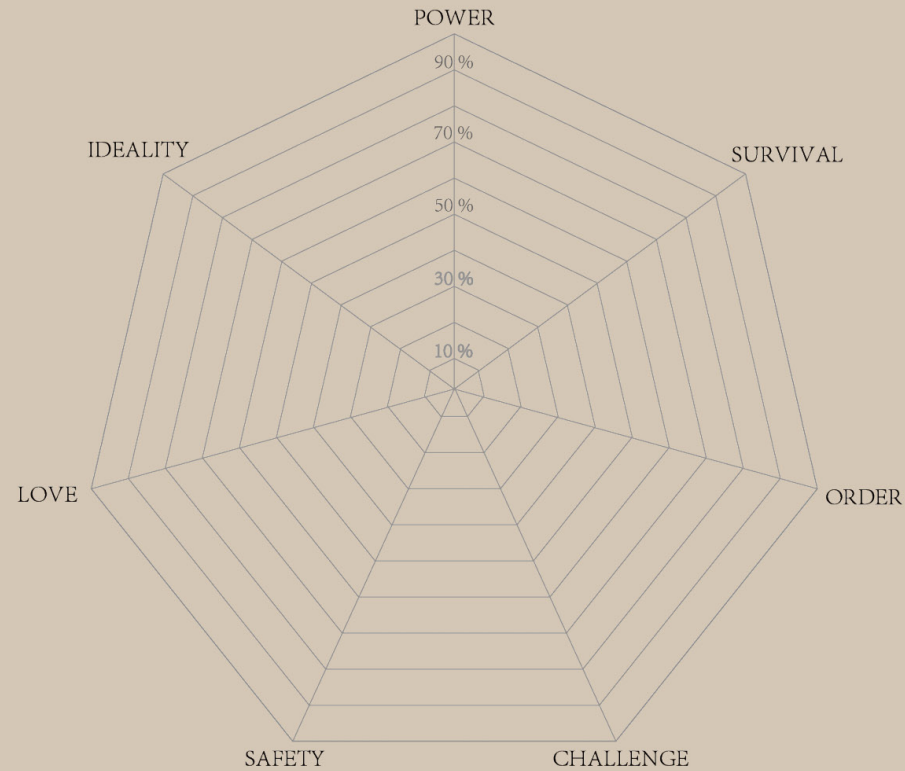
升华是炼金术中一个统一的阶段，各个元素被融合在一起，形成一个完整的实体。欲望的升华阶段可以理解为对内在和外在世界的和谐统一，本章将结合蒸馏和腐化阶段对欲望的理解和重要程度的评估，绘出属于自己的个人欲望图谱。



## Mapping Your Desires

By assessing how important each desire is to you, you can map your own personal desires.

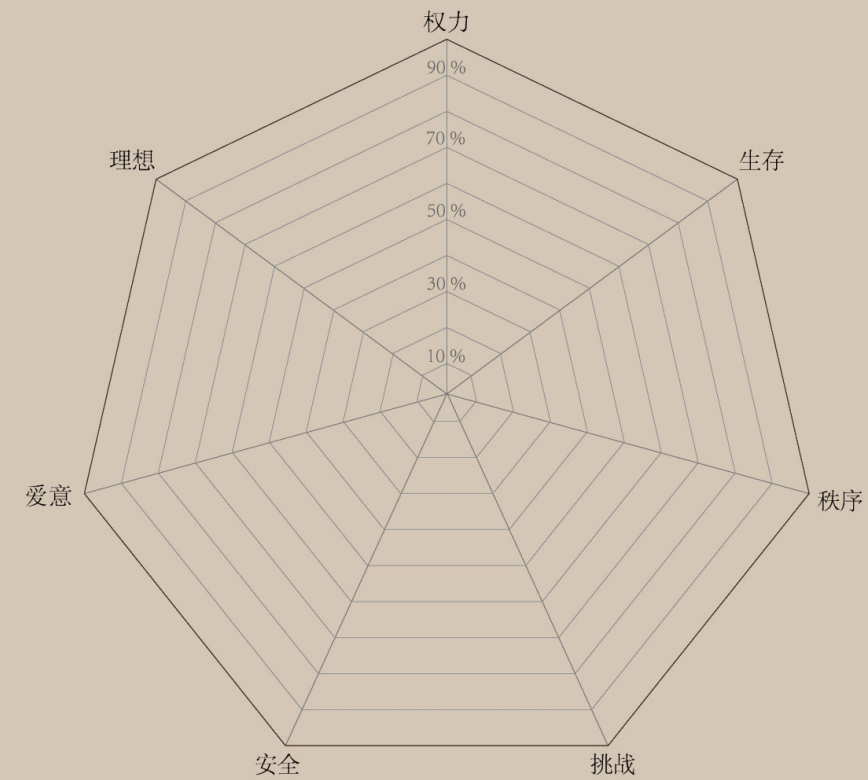
Based on the importance of the basic desires you recorded in the Calculation chapter, mark your answers in the chart below and connect the dots to create a map.



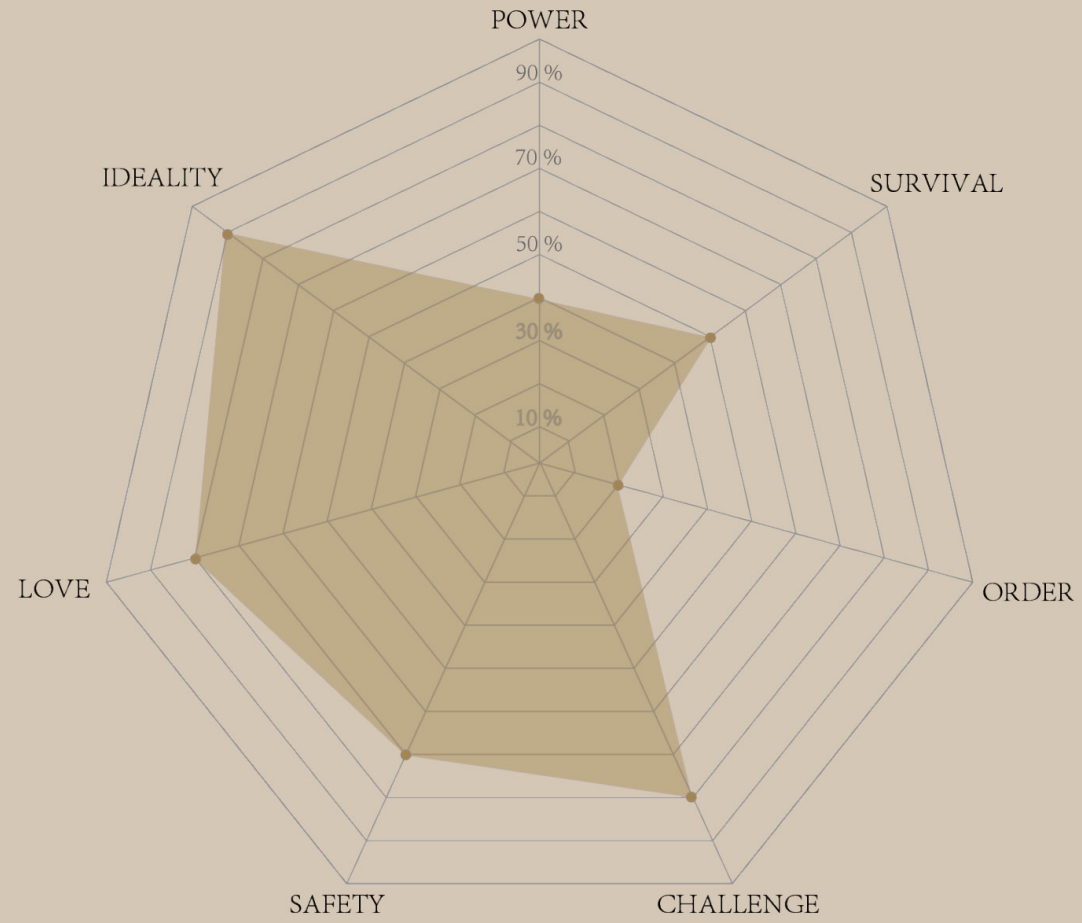
## 绘制欲望图谱

通过评估每项欲望对你的重要程度，就可以绘出属于自己的个人欲望图谱。

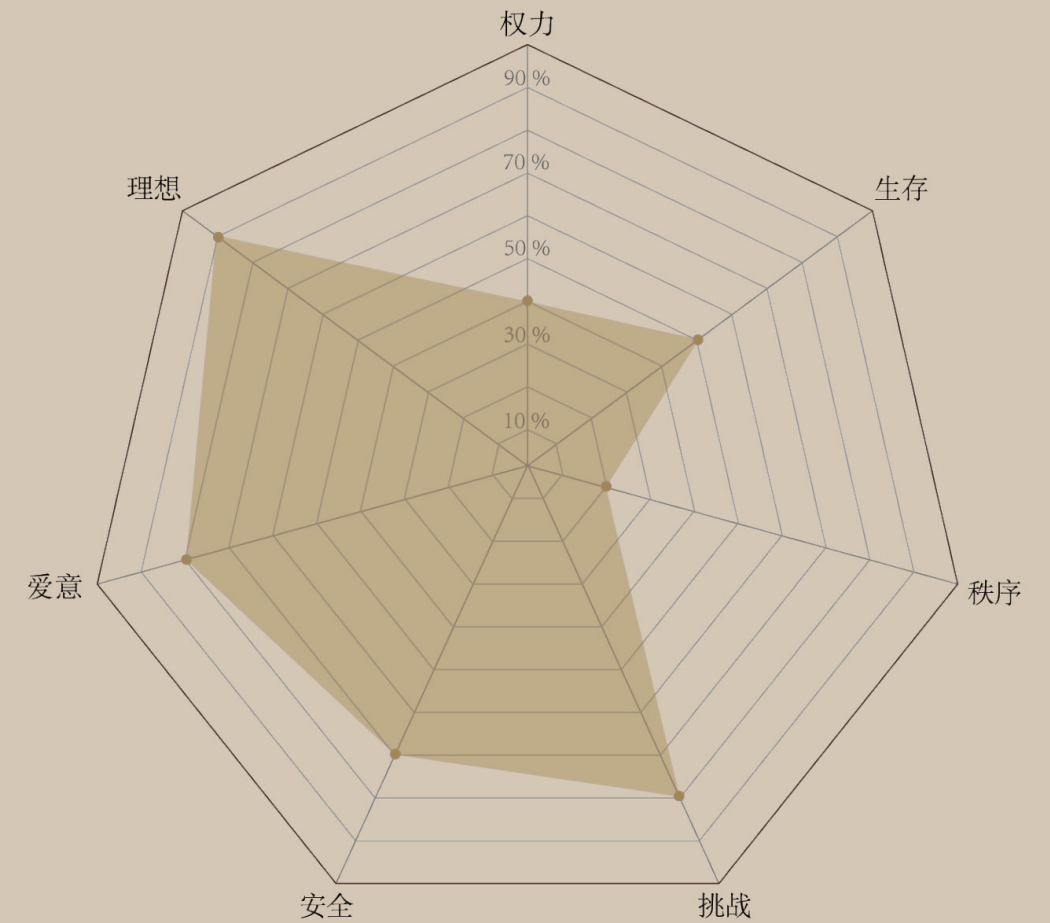
根据燃烧章节中你记录下的基本欲望的重要程度，将你的答案在下图中标注出来，并连起来画出图谱。



## 欲望图谱示例



## Example of Desire Mapping



Desire Mapping is really about prioritisation, and this is the best option for you in order to achieve a lasting sense of inner happiness and fulfilment. Satisfying your most important desires will give you a sense of meaning in life, a deeper sense of fulfilment beyond the superficial joys and sorrows of life.

Even if you don't achieve your most important goals in life, the process of striving for them is enough to make life fulfilling and meaningful. Conversely, if you don't fight for your most important basic desires, life can often seem empty and boring

With that said, how exactly do we assess our current level of happiness based on value-based experiences?

Firstly, identify those that are most important to you from the basic desires and then assess whether you are fulfilling this aspect of yourself in real life.

If you feel that one of your desires is not being met, then think about what the problem is, whether it's an excess or a deficiency, and then work out a practical plan for improvement to address the specific problem. What would actually make you happy? Is it making more friends, or streamlining the number of friends you have? Do you give yourself more challenges, or fewer?

By asking yourself questions like these, you'll be able to understand what you really need to achieve a worthwhile sense of well-being, and set specific, achievable goals for yourself.

欲望图谱其实就是优先级排序，为了获得持久的内在幸福感和满足感这个方案是你的最佳选择。满足自己最重要的欲望，可以让你感受到生活的意义，超越于人生中那些仅仅是浮于表面的喜怒哀乐，从而获得更深层的满足感。

即使你最终并没有实现人生中最重要的目标，但为之努力奋斗的过程已经足以让人生变得充实且有意义。反之，如果你不曾为了自己最重要的基本欲望奋力一搏，那么人生往往会显得空虚和无聊。

说到这里，我们究竟该如何评估自己目前基于价值体验的幸福感水平呢？

首先，从基本欲望中找出那些对你而言最重要的，然后评估一下你在现实生活中是否满足了自己这方面的需求。

如果你觉得自己的某个欲望没有得到满足，那么，请思考一下问题究竟出在哪儿，是过量还是不足，然后针对具体问题制订出实际的改善计划。究竟怎样才能让你开心？是再多交点朋友，还是精简一下自己朋友的数量？是给自己更多的挑战，还是少点？

通过类似这样的自问自答，你就能明白自己究竟需要什么才能获得有价值的幸福感，针对个人设定具体可行的目标。

溶解  
第七章

# Chapter Seven / Dissolve

Dissolution is the process of liberation in alchemy, the breaking down of an entity into its essential components in order to rebuild and evolve. With this you have come to the stage of dissolution of desire, which means the liberation of inherent patterns and limitations in order to embrace greater development and growth. What is the answer to the question, "Who am I to be?"

溶解是炼金术中解放的过程，将实体分解为其基本组成部分，以便重建和进化。你也随着来到了欲望溶解阶段，欲望溶解意味着对固有模式和限制的解放，以便迎接更大的发展和成长。“我是谁是我”的答案到底是什么。

Basic desires make our lives meaningful. When you wake up every morning, your desires automatically start influencing your behaviour and they motivate you to do things. When you fulfil them, you get a sense of well-being based on the experience of value, and that deep and long-lasting feeling fills your life with purpose and meaning.

Your desires are what set you apart from everything else in the universe, and without them, you become what Aristotle called a "thing" or an "object". With them, you are a unique person. Nourish them and you will realise your true self.

基本欲望让我们的人生变得充满意义。当你每天清晨醒来，你的欲望就自动地开始影响你的行为，它们促使你去做事。当你满足它们的时候，就会获得基于价值体验的幸福感，而那种深沉悠远的感受会让你的人生充满目标和意义。

你的欲望是使你与宇宙中其他一切都有所区别的根源，失去它们，你就会成为亚里士多德所说的那种“东西”或“物体”。拥有它们，你就是一个独一无二的人。滋养它们，你才能实现真正的自我。

"Who am I?" is a Zen question. I am afraid that all of us have inevitably asked ourselves this age-old question: "Who am I?". Use these 7 basic desires to analyse your inner cravings and ask yourself honestly: "Who am I? What do I want?" Take off your masks and leave behind the heaviness of your life for a while. Leave the world behind, go inside yourself, look at the you that you have forgotten, draw a picture of him and ask him what he really needs.

Go and find your own answers!

“我是谁是我”这是一个禅宗问题。恐怕我们每个人都不可避免地曾经问过自己这个老掉牙的问题：“我是谁”。运用这7种基本欲望去分析内心的渴求，老老实实地问问自己：“我是谁？我想要什么？”摘下面具，抛开那些沉重的生活，一会儿就好。离开这世界，到自己心里去，看看那个被你遗忘了的你，为他画一张图，问问他到底需要什么。

去找到属于你自己的答案吧！

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**Book Back Cover**

