

EI CYCLE 3



GREETINGS FROM
LETTING ROTTERDAM EMBRACE TOURISM

DESIGN GOAL

“I want to let locals, visiting KingKong Hostel, show what Rotterdam really is about, to the growing amount of hipster tourists (18-35), by using their pride of the city.”

INTERACTION VISION



SPONTANEOUS

about and with participating

NATURAL

in the contact they have with tourists

PERSONAL

in what they write on the card

MEANINGFUL

in helping a tourist in this way



EXPLORATIVE

about discovering a new place

SPONTANEOUS

about participating

APPRECIATIVE

towards the local that wrote
the card

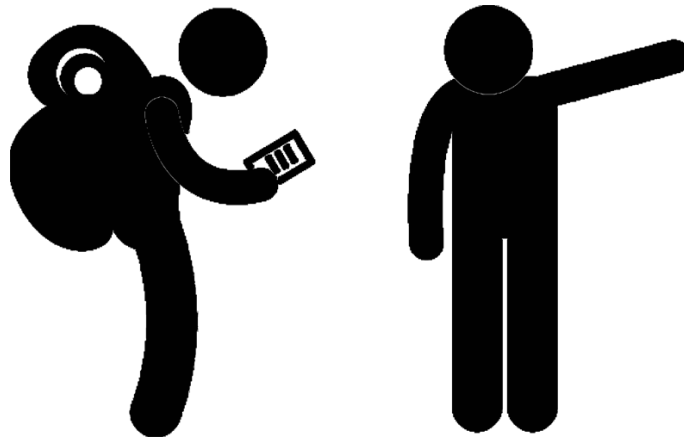
WELCOME

in the city of Rotterdam

MAIN INSIGHTS

CYCLE 1

The interaction as it is now:



indifferent / superficial / polite
friendly / helpful / hurried / reticent

MAIN INSIGHTS

CYCLE 1

Rotterdamers are proud,
honest and have a no non-sense mentality



MAIN INSIGHTS

CYCLE 1

'De populariteit van Rotterdam moet worden afgeremd'

Stelling van de week

Amsterdammers verhuisden naar Rotterdam omdat ze geen huis meer konden vinden, maar nu stijgen ook hier de huizenprijzen.

✦ Frank van Dijk © 24 november 2016

Het vorige week verschenen boek *Heel de stad is populair!* bevat verhalen over de renaissance die Rotterdam de afgelopen vijf jaar doormaakte. De populariteit van Rotterdam brengt bezoekers uit de hele wereld naar de stad - toerisme is voor Rotterdamse begrippen een nieuw fenomeen. Op Rotterdamse verjaardagen wordt gegniffeld over Amsterdammers die in de straat kwamen wonen omdat ze in de stad van de toekomst konden vinden.

“Verhipstering”,
a more generalized
city.



MAIN INSIGHTS

CYCLE 2

A real-life meet-up is too ambitious..



MAIN INSIGHTS

CYCLE 2

A more original and meaningful way of helping.



1e middellandsestraat

MAIN INSIGHTS

CYCLE 2

With some contribution of the local..



GREETINGS FROM UNIQUE LOCAL PLACES IN ROTTERDAM

1. TRAM STOP FOR
LOCALS

3. DISPLAY FOR
TOURISTS

2. POSTCARD

4. INSTAGRAM FEED



MAIN INSIGHTS

CYCLE 3

A location in which the locals have the right mindset.



MAIN INSIGHTS

CYCLE 3

A more obvious stand, with bright colours and moving parts.

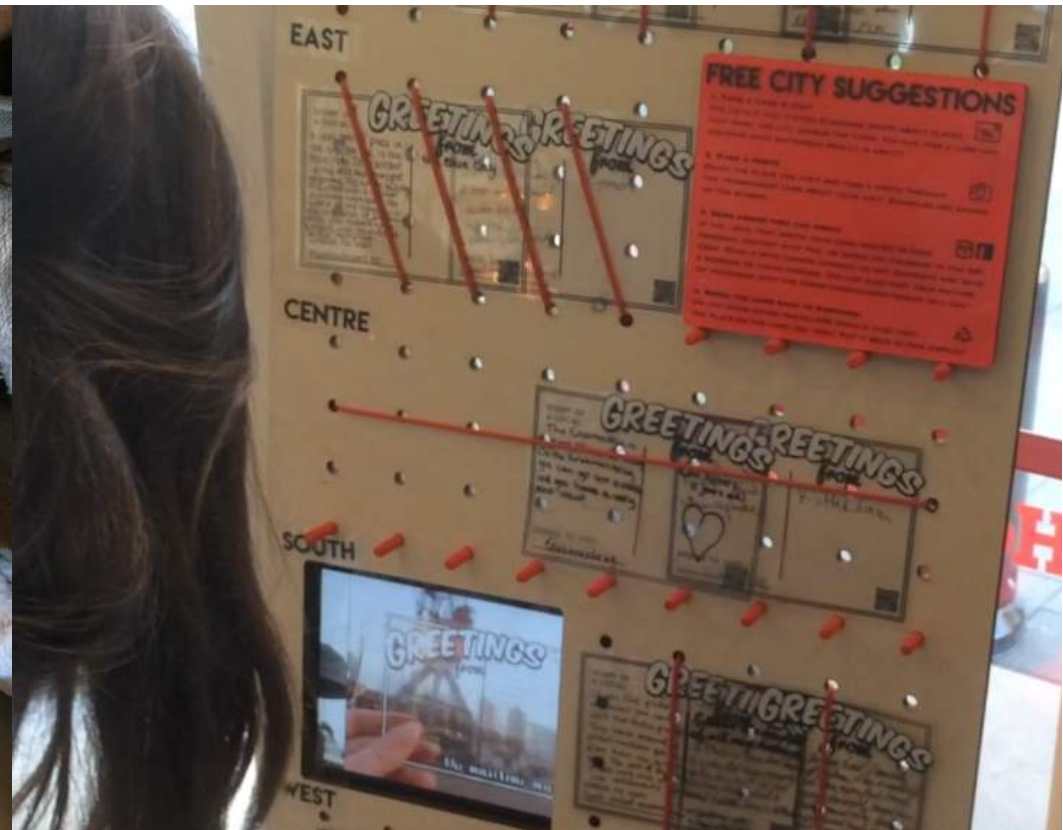


FINAL DESIGN



DESIGN EVALUATION

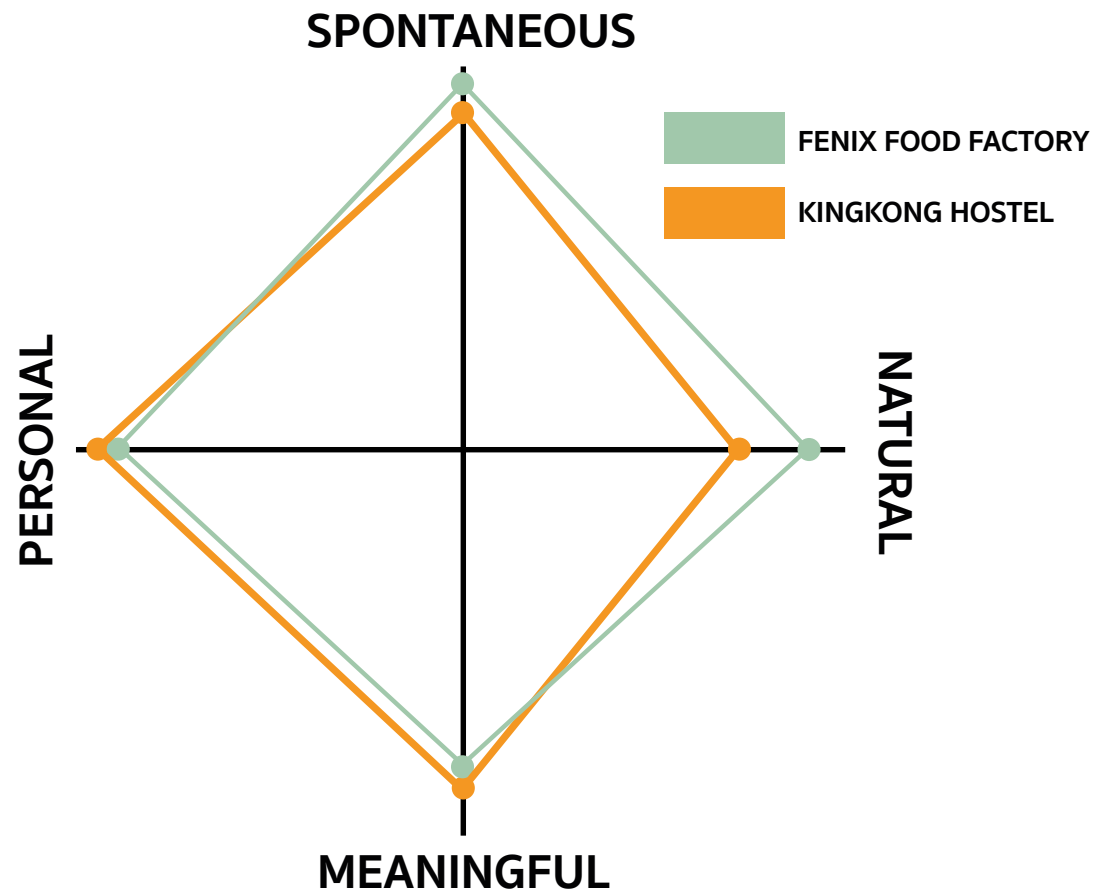
- + A non-digital solution
- + A non-commercial solution
- + Connecting to real Rotterdam(merts) and express your own view on the city
- + A prominent board that attracts attention
- + It fits very well with the location



DG AND IV EVALUATION

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RECOMMENDATIONS

1



1 PUT THE CARDS & PENS ON THE TABLE

2



2 PUT EMPTY CARDS & PENS IN DISPLAY

3

3 MAKE IT MORE CLEAR THAT ITS FREE

4



4 MAKE QR CODE EXPLANATION MORE VISUAL

HOW TO CONNECT

LOCALS
with tourists



TOURISTS
with locals

Anyone with iOS 11 or higher?
A QR-scanner app?



@greetings_from_rotterdam

GREETINGS

from
the Blue City

STORY OF A LOCAL:

A very special place in the city for me is the Blue city. It is settled in the old swimmingpool tropicana. The whole building is turned into a circular economy workspace, the waste of one company is the resource of another. Also you should eat a kroket with mushrooms at the "Aloha" bar.

ADDRESS TO VISIT:

Maasboulevard 100

