

**Number One**





# #Surprise

(Well, we certainly hope so)



A magazine from Tchai, that's a nice surprise! Well, we certainly hope so. We felt like sharing some of the things that have inspired us for so long. One thing led to another and we ended up making this 116 page magazine. Actually, we've already got plans to make another one, but first let's see if you like this first release. Please let us know what you think via [we@tchai.nl](mailto:we@tchai.nl)!

Your first thought may be: why not make a really flashy digital magazine I can read on my smart phone? The answer is simple: at Tchai we are all about instore experiences; mainly physical stuff you can actually touch. We wanted to create a magazine that has some of that tactical feel to it, using different sorts of paper. Inside you will find a lot of visuals alongside some in-depth articles about things we find really interesting in the world of retail today.

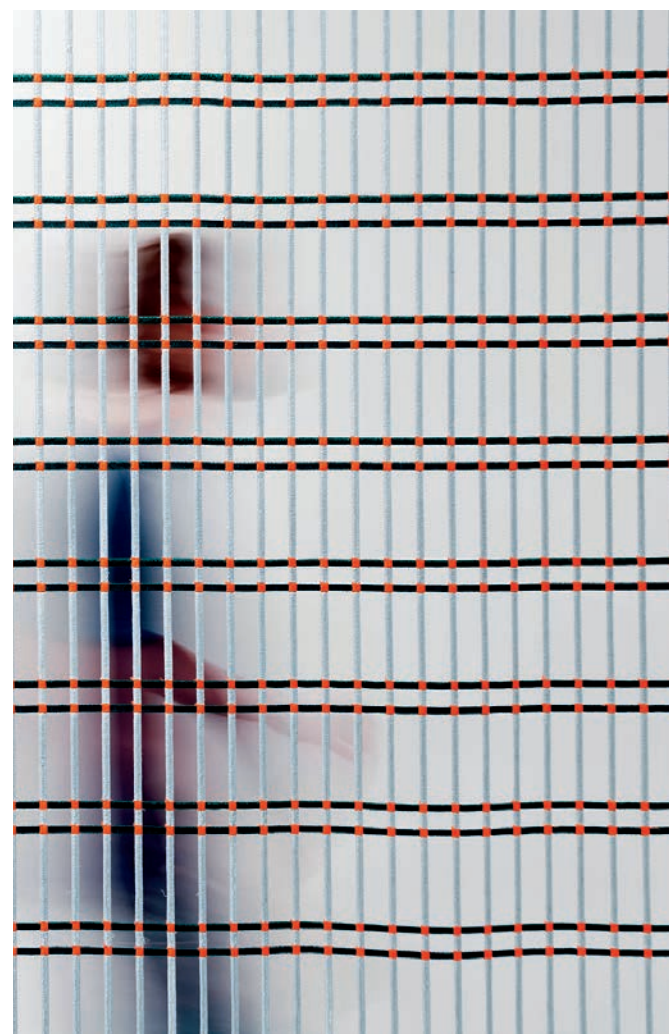
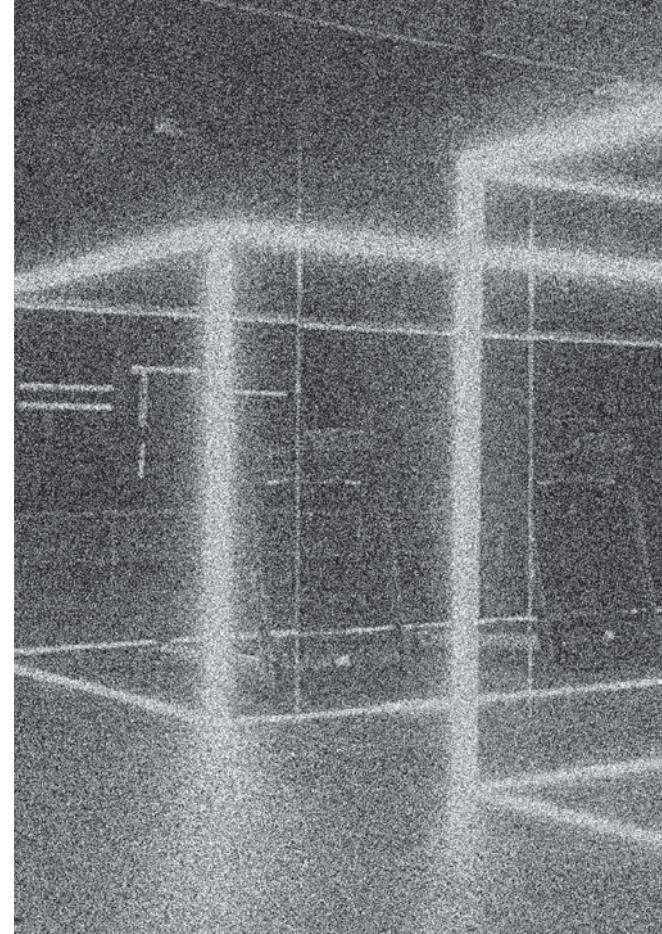
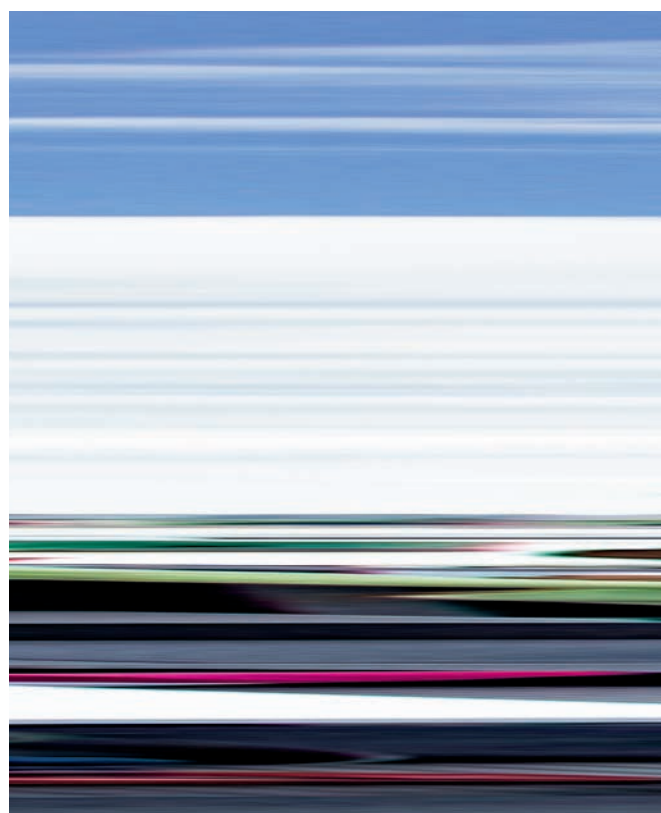
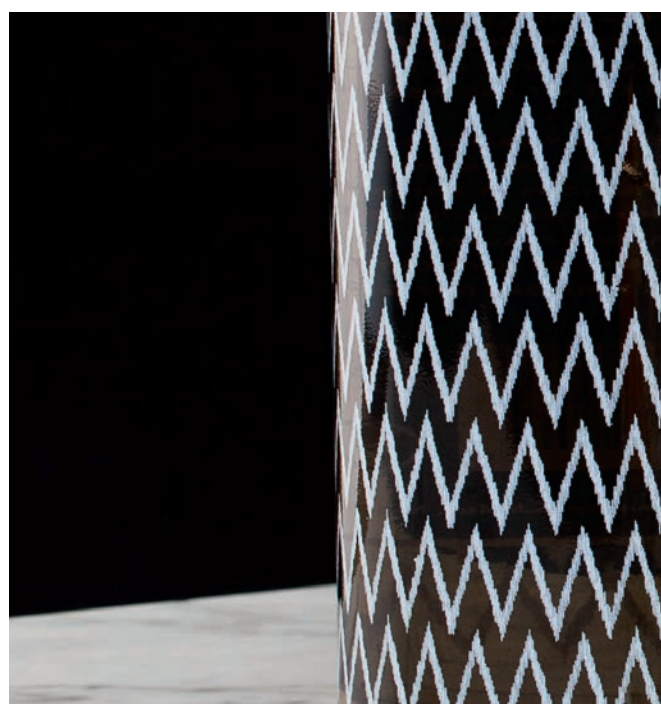
If there is a theme to this first issue it is Rotterdam, the city that we absolutely love. There are so many great things happening there right now and we are not just talking about the Markthal, the new Central Station or the giant stairway commemorating 75 years of post-war reconstruction. This whole year Rotterdam will be celebrating it's rise from the ashes.

We share the same roll-up-your-sleeve mentality as Rotterdam and have recently discovered that the city's new tagline is 'Make it happen'. That's right, the same theme we have been using for some time now. But hey, we are happy to share it with our beloved city.

I hope you enjoy our magazine and that it gives you some fresh new ideas or insights. Please be invited to share your inspiration with us, we are thinking about a second issue, remember?

Bye now,

Kim Tchai



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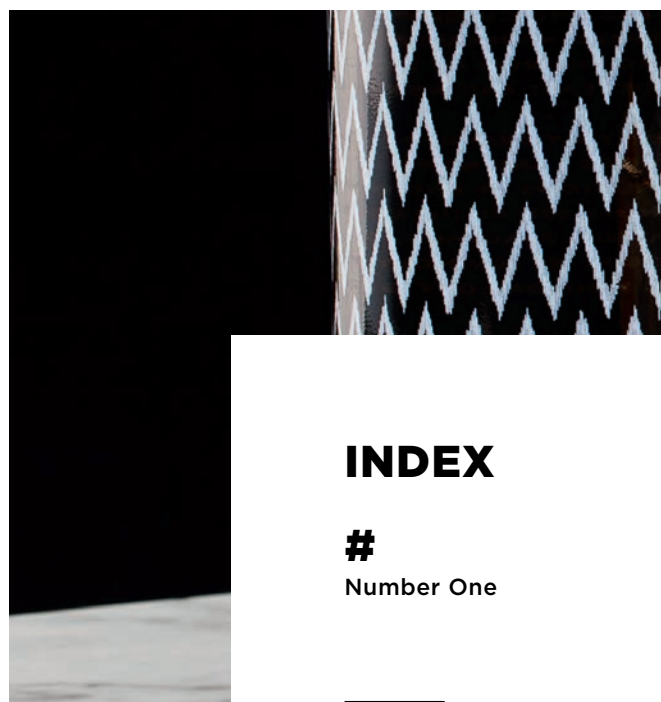
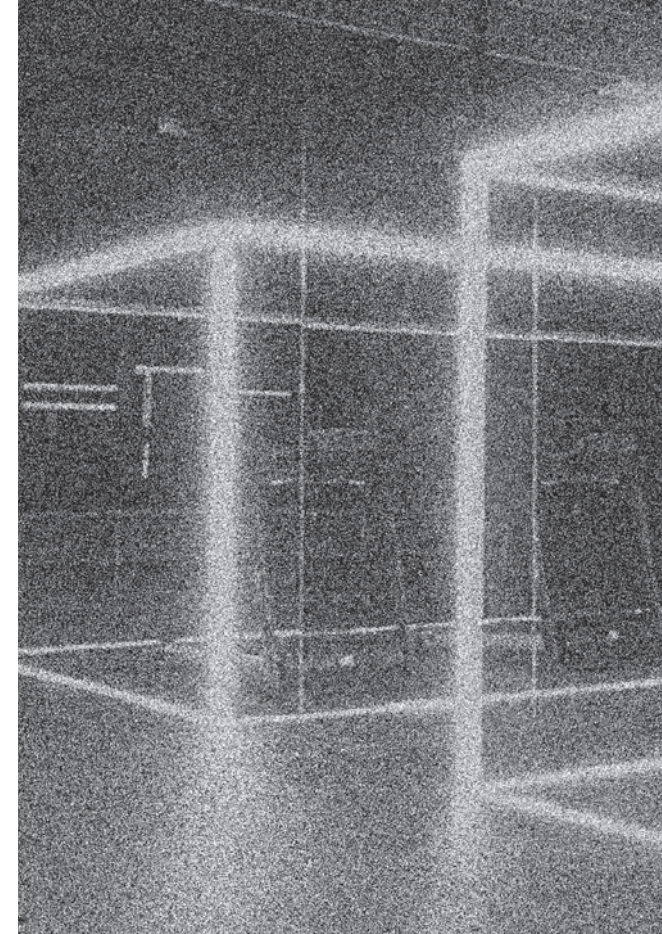
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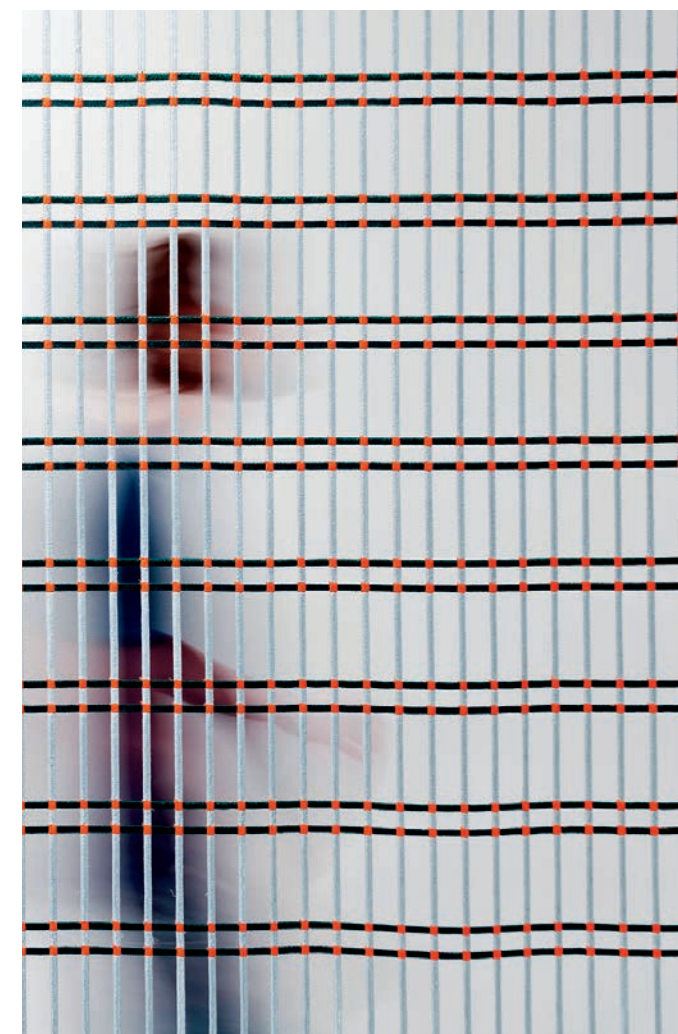
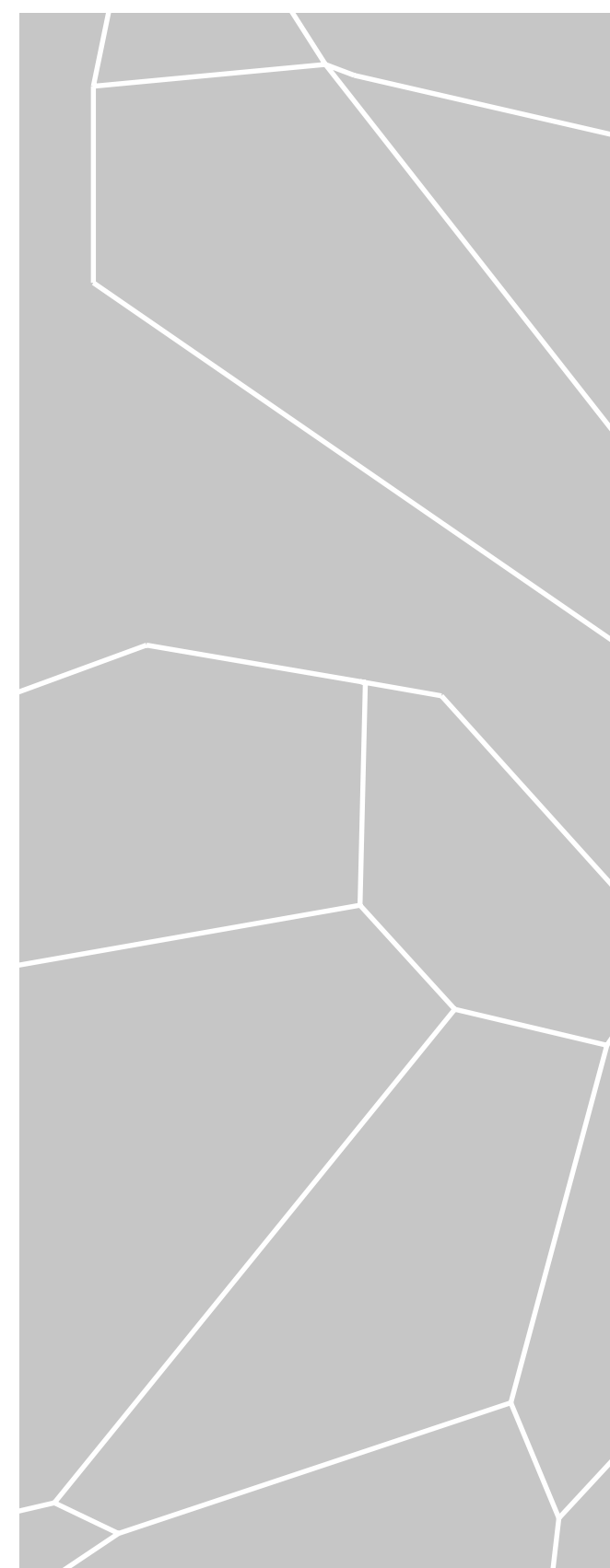
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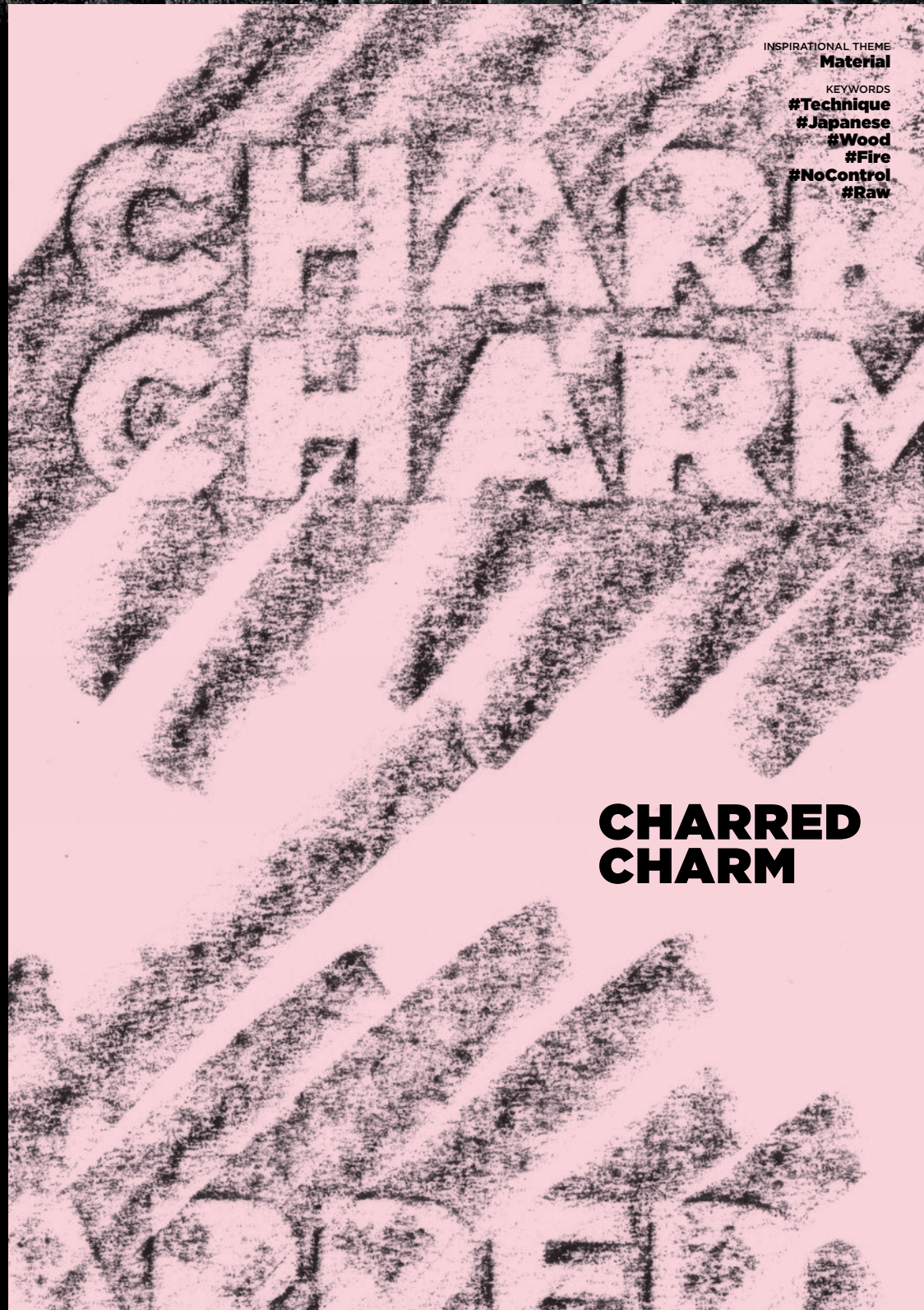
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INSPIRATIONAL THEME  
**Material**  
KEYWORDS  
**#Technique**  
**#Japanese**  
**#Wood**  
**#Fire**  
**#NoControl**  
**#Raw**

# CHARRED CHARM



## CHARRED CHARM

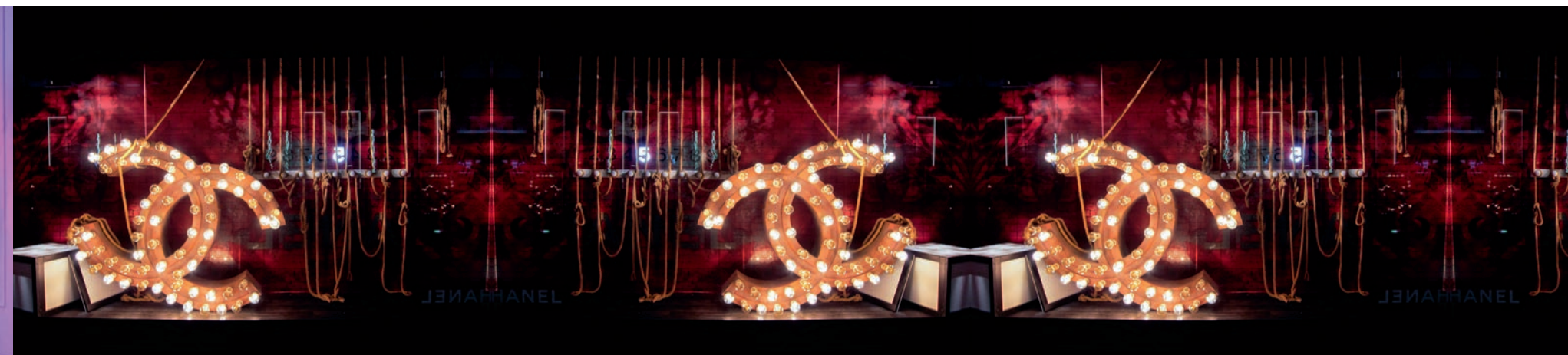
### SHOU-SUGI-BAN

Shou-Sugi-Ban is the ancient Japanese technique of cedar preservation where the wood is burned to form a layer of charcoal and then finished with natural oil. The result is both beautiful and practical: after treatment, the timber requires zero maintenance and is fire resistant too.

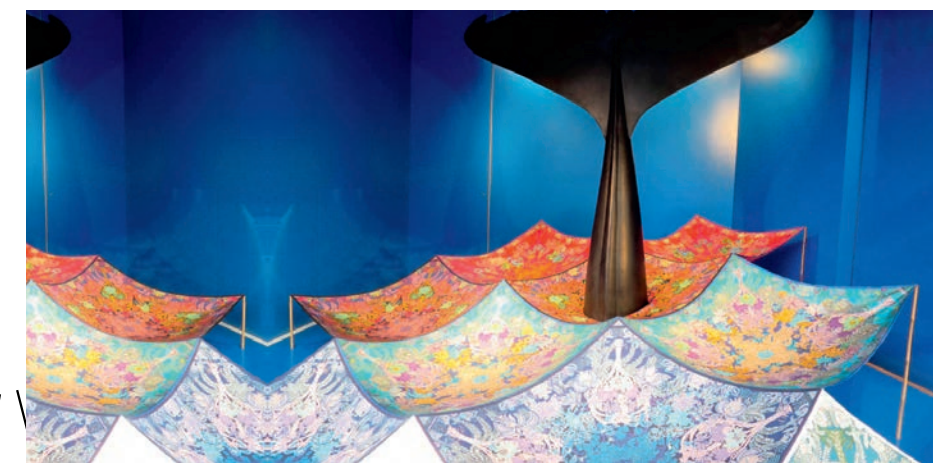
**What we find cool:**  
There's no controlling the outcome of this process - which makes each plank of wood uniquely rich in texture, colour and grain.





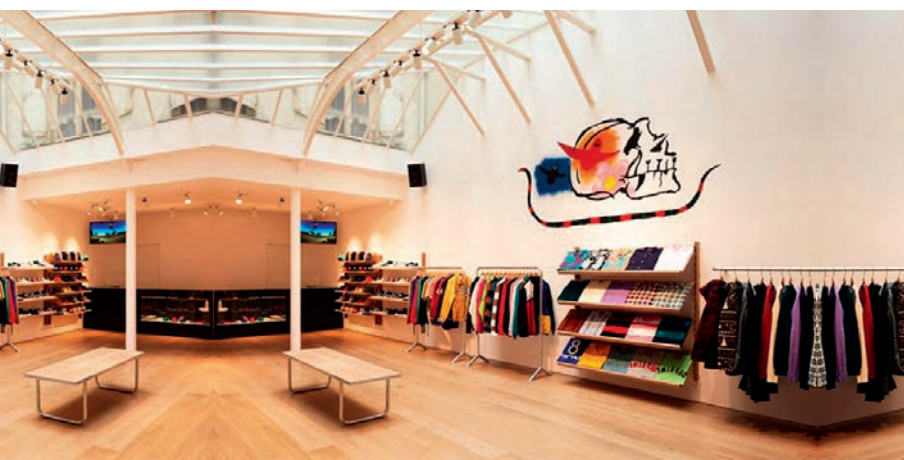
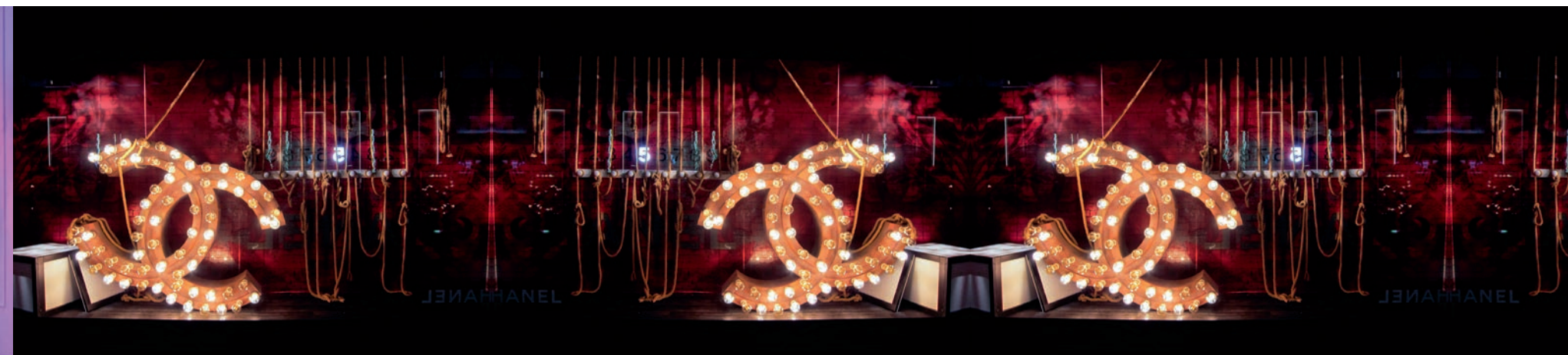


INSPIRATIONAL THEME  
**Strategy**  
READING TIME  
**3:06**  
KEYWORDS  
**#WindowDressing**  
**#Versus**  
**#VisualMerchandising**  
**#StandOut**  
**#BoostingSales**  
**#BeBrave**



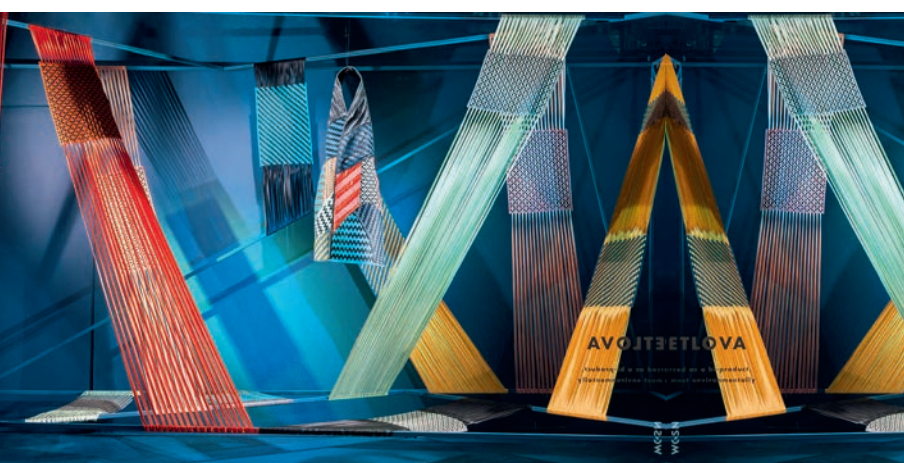
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IN A TIME WHEN SHOPKEEPERS HAVE TO GO ALL OUT TO LURE CUSTOMERS INTO THEIR BRICKS-AND-MORTAR STORES, JAW-DROPPING STORE WINDOWS AND INSTORE PRESENTATIONS ARE AN ABSOLUTE MUST.

OR ARE THEY?



We put two industry experts in a room to debate about today's state of visual merchandising. Does it get the attention it deserves or is it still largely underrated by marketers and brand managers?

A provocative chat with Raymond Both, owner of Etalogisch and Martijn de Groot, Sales Director of Vlemmix Mannequins & Fashion Supplies.

**VISUAL MERCHANDISING (VM), ISN'T THAT JUST AN INTERESTING WAY OF SAYING 'WINDOW DRESSING'?**

Raymond: "If that's the way you look at it, you will never know what VM can do for your store."

Martijn: "Let me break it down for you straight away: VM is indeed still one of the most underestimated aspects of retail strategy. There is so much more to it than creating a nice window presentation. It is about building a brand, creating a unique shopping experience, offering in-store navigational assistance, inspiring cross-selling and ultimately about increasing per square feet returns."

Raymond: "The point is: if you've never really given it serious strategic attention you simply do not know what you're missing. Once a new client of mine sees his sales going up, sometimes even with just minor in-store adaptations, he's convinced. Believe me."

**SO VISUAL MERCHANDISING (VM) IS BASICALLY ABOUT BOOSTING SALES?**

Martijn: "You make it sound like that's something dirty? Of course it is! Were not in the art business. But it's all about balance and creating product presentations that align with your

VM IS STILL ONE OF THE MOST UNDERESTIMATED ASPECTS OF RETAIL STRATEGY

retail formula. You can't go screaming it's 'sale' all year round and expect people to still look at you as a high quality, luxury brand."

Raymond: "That sounds really simple, but you have to ask yourself: what is my core strength? What makes me stand out from all the other stores? How am I relevant? That leads you to the brand DNA you built your VM strategy upon."

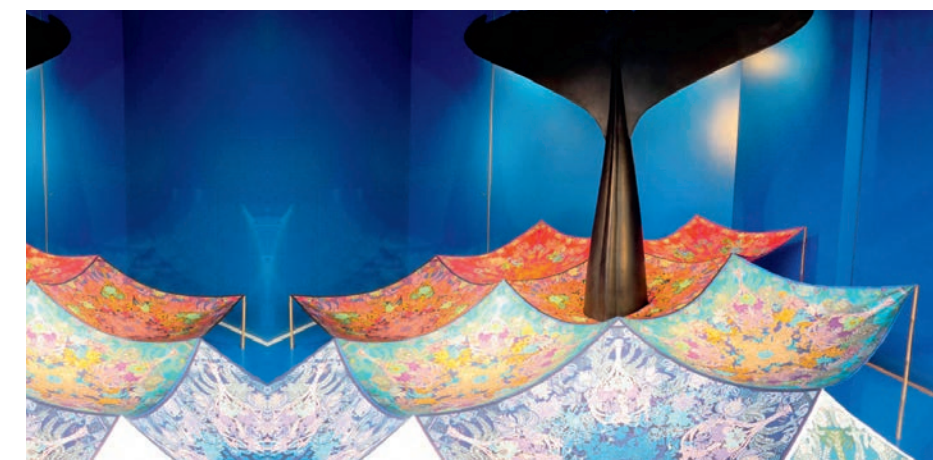
Martijn: "You go to discount stores because they offer the lowest possible price. There is no need for an amazing shopping experience there. If they were to start adding atmospheric lighting people get confused and even suspicious, thinking the prices will probably go up soon."

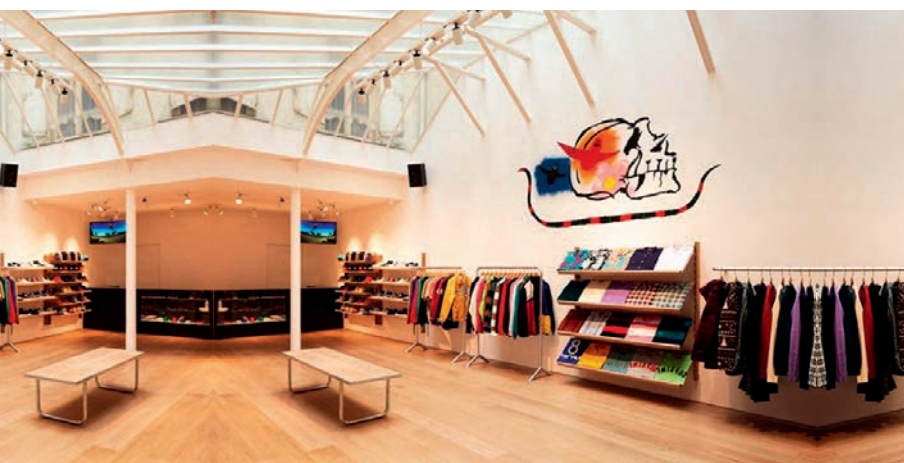
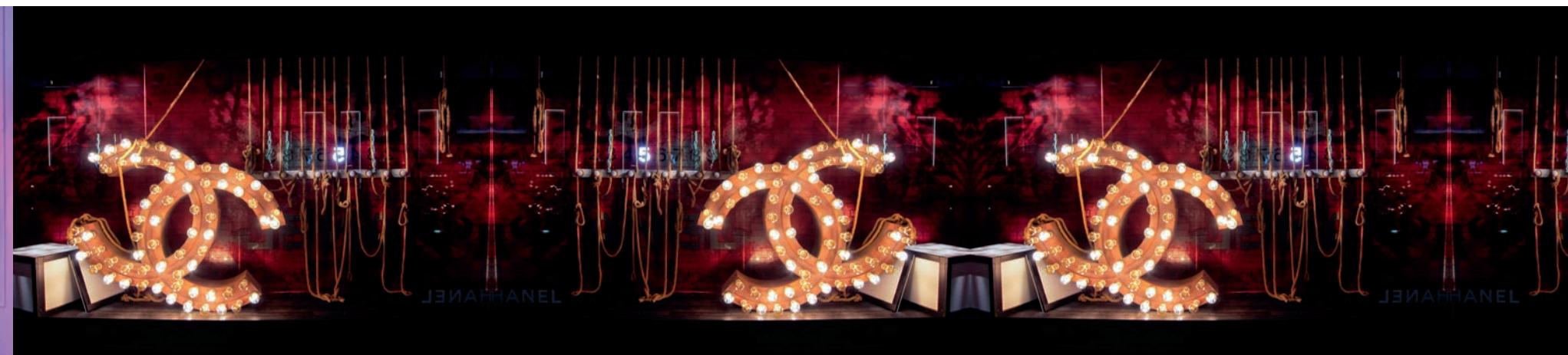
Raymond: "You can play with pre-suppositions though, if you're smart.

Look at Zara. Their clothing is really affordable, but their stores look more luxurious than you would expect. They have created brands and in-store worlds for different target groups to make everyone feel pretty classy while buying really wholesale stuff."

Martijn: "That's what it's about isn't it? Of course it is great if you can cause a stir with an amazing storefront every now and then, but it's the ongoing attention to VM, being able to positively surprise, continuously change and at the same time stay recognizable, that's what creates a meaningful shopping experience."

Raymond: "True, but recognizable doesn't mean copying the same formula over every city center you are in. Look at Aesop, the successful skin, hair and body care company from Australia. They create a totally unique





and different store every single time, using different architects. But still every store is unmistakably an Aesop store. That's amazing."

Martijn: "Balance is the key word here and it affects every little detail. You don't sell a 200 euro backpack by putting it on a 30 year old mannequin with zero appeal."

**IT DOES SOUND LIKE SERIOUS VISUAL MERCHANDISING IS SOMETHING FOR BIG BRANDS WITH BIG BUDGETS.**

Martijn: "No! It's not just about budget! Big brands often have a better understanding of their DNA and therefore make smarter strategic decisions, but big brands can also be cumbersome and unwieldy. It can be a lot harder to really do something out of the box if you're a million dollar company with rigid brand guidelines."

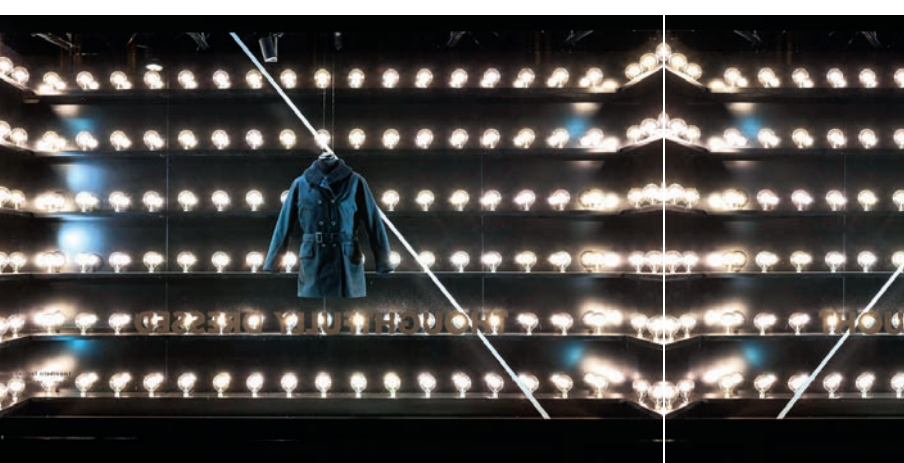
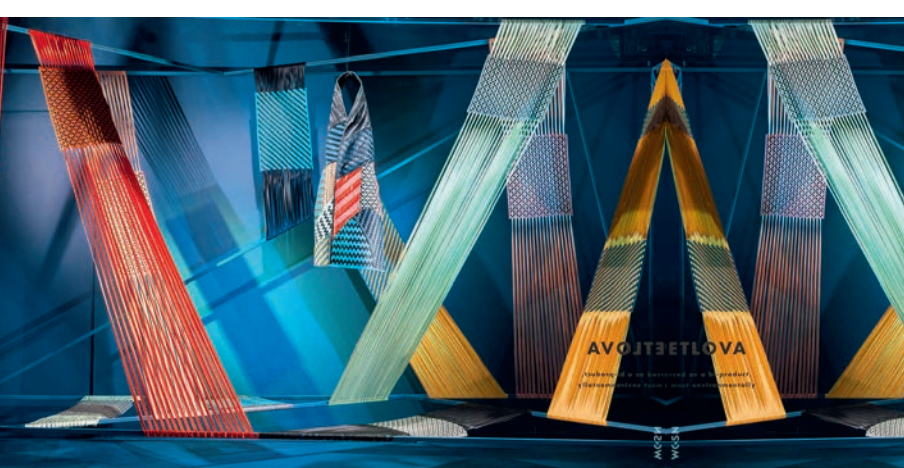
"LOCAL ENTREPRENEURS CAN REALLY STEP UP TO THE GAME"

Raymond: "Here's where the local entrepreneurs can really step up to the game, especially in middle-sized cities. Sure the big brands will always have amazing storefronts in London, Paris and Berlin, but what

about Portsmouth, Auxerre, and Wolfsburg? Take a look at what Van Westen Menswear did. In the small Dutch town of Zaamslag of all places! He made it to every Dutch retail blog with the awesome in-store experience he created."

"IT'S BETTER TO BE BRAVE THAN FORGOTTEN"

Martijn: "It's better to be brave than forgotten. With middle-sized city centres going through seriously difficult times visual merchandising might well be the answer to rejuvenating inner-city retail and actually making shopping fun again!"





INSPIRATIONAL THEME  
**Re-use**  
KEYWORDS  
**#Color**  
**#SkateCulture**  
**#Church**  
**#Transformation**  
**#Go**  
**#Graffiti**

RAMP  
REVAMP  
RAMP  
REVAMP



## RAMP REVAMP

Santa Barbara Church, Asturias Spain

A village church - abandoned since the Spanish Civil War - has been revived by a group of skaters known as La Church Brigade. They invited graffiti artist Okuda San Miguel to transform its walls with his signature street art.

**WHAT WE FIND COOL:**  
The artwork took just seven days to complete.



INSPIRATIONAL THEME  
**Food**  
 READING TIME  
**2:38**  
 KEYWORDS  
**#Restaurants**  
**#Dining**  
**#Rotterdam**  
**#TalentedChefs**  
**#Charming**  
**#AmazingFood**

# COOL DINING 010

WHERE TO GO?



## ALOHA

Former swimming pool Tropicana transformed into a restaurant/ bar/ coffee roaster. It has the best terrace in Rotterdam with a view over the Maas. Creative menu for lunch and dinner with a sustainable philosophy. Also great for having drinks or just a coffee in an inspiring environment.

[WWW.ALOHABAR.NL](http://WWW.ALOHABAR.NL)

## RESTAURANT DE JONG

One of the most talented young chefs in Rotterdam making pieces of art and he gets his inspiration from all over the world but only uses local products. He makes the most beautifully presented feel-good-food with a love for vegetables and natural wines.

[WWW.RESTAURANTDEJONG.NL](http://WWW.RESTAURANTDEJONG.NL)

## BERTMANS

For a delicious breakfast or lunch go to Bertmans especially if you need a vitamin shot. They've got a big menu which varies from pancakes with maple syrup to sweet potato fritters with poached eggs and avocado to chia seed pudding to duck salads. All very well prepared with the most healthy options. Amazing smoothies and cold pressed juices as well.

[WWW.FACEBOOK.COM/BERTMANS.ROTTERDAM](http://WWW.FACEBOOK.COM/BERTMANS.ROTTERDAM)

## RESTAURANT LUX

Amazing Italian food with influences from traditional Roman cuisine. Makes his own charcuterie and pasta and is definitely not the typical Italian Restaurant we all know with pizza's and pasta's. He uses the nose to tail principle for the most tasty Italian ever.

[WWW.RESTAURANTLUX.NL](http://WWW.RESTAURANTLUX.NL)





## PICKNICK

An all time favourite breakfast/ lunch place in Rotterdam for many years. One of the first in Rotterdam and still making the best sandwiches and lots of other amazing dishes. Charming, small and always busy near the centre of Rotterdam. Choose the Picknick platter if you're bad at making decisions, this way you get to try a lot of what's on their menu. A favorite is the roasted chicken with avocado and curry mayo sandwich. Or the smoked salmon with fresh herbs. Or maybe the acai bowl with fruit and home made granola. Love it all.

[WWW.PICKNICKROTTERDAM.NL](http://WWW.PICKNICKROTTERDAM.NL)

## DE MATROOS EN HET MEISJE

Make sure to book a table in advance because this charming restaurant is always full. It's a fun restaurant which can be found in Katendrecht, an area in the south of Rotterdam which has become quite popular over the last couple of years. Lovely staff, interesting dishes and you can choose from a three, four or five course surprise menu. Always a pleasant surprise!

[WWW.DEMATROOSENHETMEISJE.NL](http://WWW.DEMATROOSENHETMEISJE.NL)

## BISTROT DU BAC

Across the street from *De Matroos en het Meisje* but quite different. Like you're in a typical Parisian bistro with the classic French dishes perfectly executed.

[WWW.BISTROTUBAC.NL](http://WWW.BISTROTUBAC.NL)





## FENIX FOOD FACTORY

Also at Katendrecht you'll find this huge warehouse which is a gathering place for entrepreneurs. From a cheese shop to a beer brewery to a butcher to a coffee roaster to a baker. All combined in one place so you can combine the best of everything and make your own breakfast or lunch and eat it on a sunny day with a view over the Maas.

[WWW.FENIXFOODFACTORY.NL](http://WWW.FENIXFOODFACTORY.NL)

## OP HET DAK

In the centre of Rotterdam there's a rooftop garden where you can have a good breakfast or lunch with a view over the city. A charming, green place and they use ingredients from their own garden to make their delicious dishes.

[WWW.OPHETDAK.COM](http://WWW.OPHETDAK.COM)

## DE BALLENTENT

If you're not in the mood for a high class meal but just some typical Dutch food you should go here. It's not hip or fancy, it's Rotterdam at it's best. Famous for their meatballs with which they have won many prizes but you should also go to look at the people working there and visiting. Always fun, especially in the weekends.

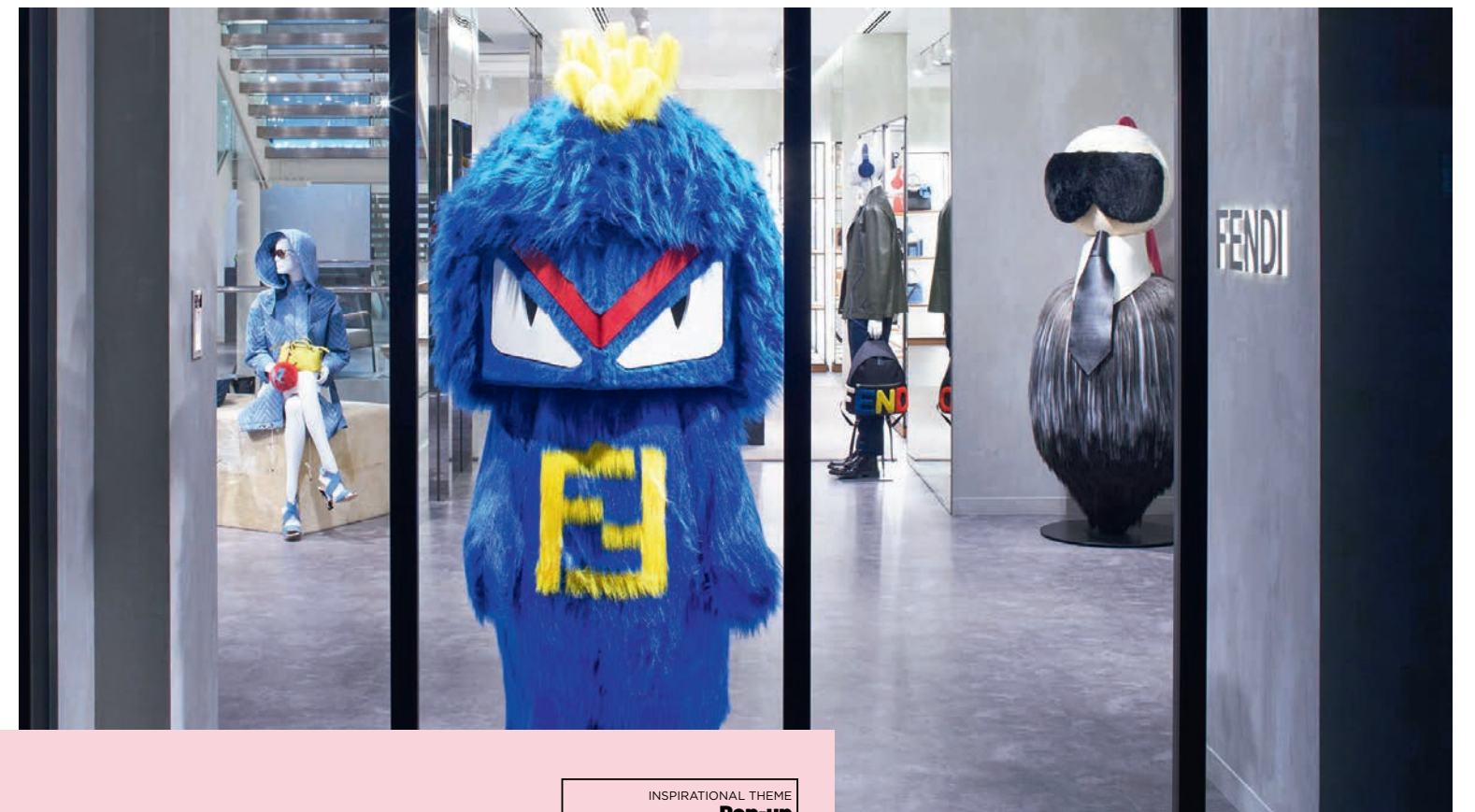
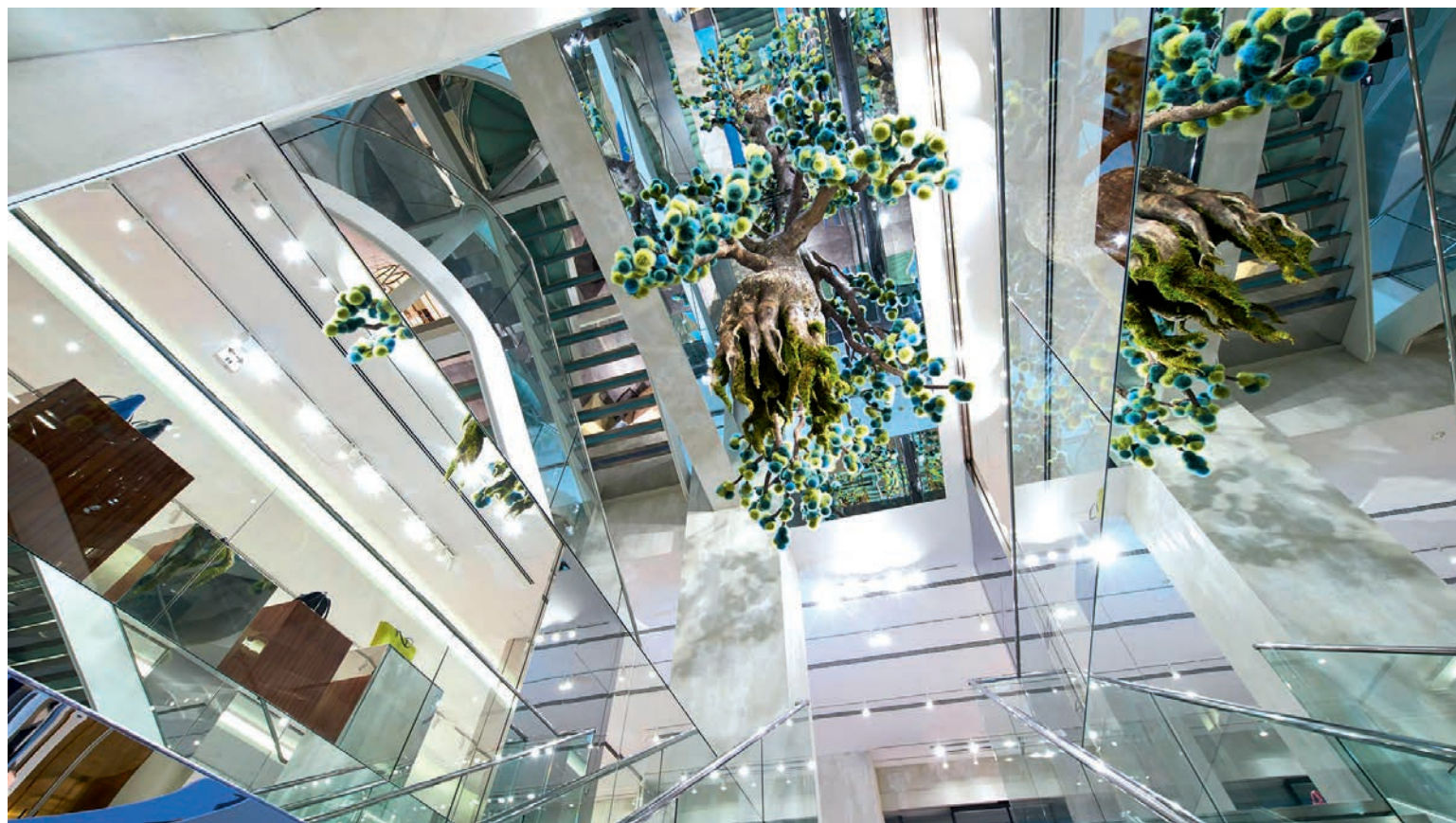
[WWW.DEBALLENTENT.NL](http://WWW.DEBALLENTENT.NL)

## THE SUICIDE CLUB

Another rooftop with a view over the city but quite different from *Op het Dak*. For this one you need to dress up a little and it includes a bar where you should definitely have a cocktail after you have tried a few of their small, interesting, delightful dishes. Invite only.

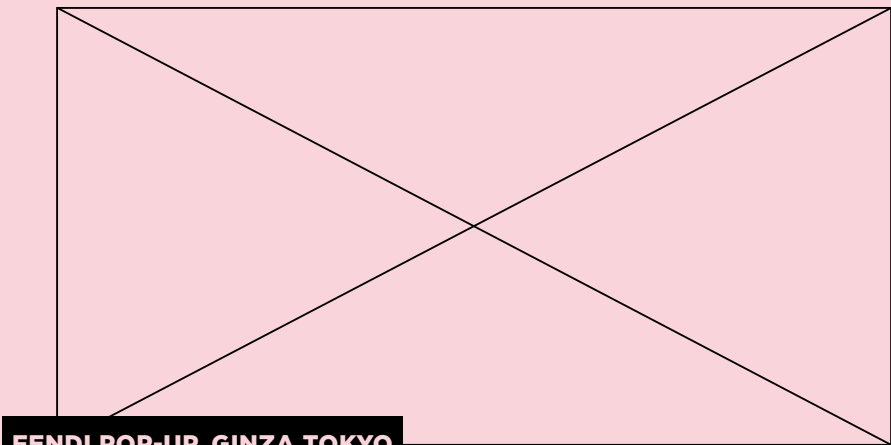
[WWW.THESUICIDECLUB.NL](http://WWW.THESUICIDECLUB.NL)





# POSH POP- UP

INSPIRATIONAL THEME  
**Pop-up**  
KEYWORDS  
**#Extravagant**  
**#Tokyo**  
**#Celebrate**  
**#FurTree**  
**#MakotoAzuma**  
**#Fendi**



FENDI POP-UP, GINZA TOKYO



To celebrate 50 years of Fendi in Japan, the Italian fashion house has opened its most extravagant pop-up to date. The Tokyo store is a contemporary interpretation of Fendi's new headquarters in Rome and features many theme park-inspired elements.

**WHAT WE FIND COOL:**  
The floating fur tree created by Japanese artist Makoto Azuma.

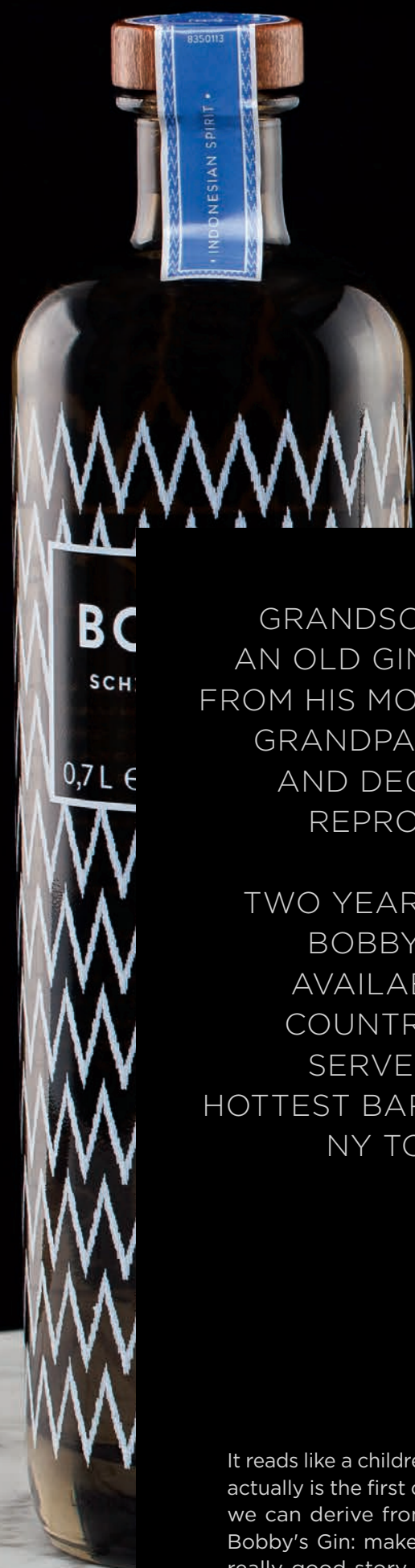


INSPIRATIONAL THEME  
**Storytelling**  
READING TIME  
**4:24**  
KEYWORDS  
**#Heritage**  
**#Niche**  
**#WayToGo**  
**#PerfectTiming**  
**#ConquerTheWorld**  
**#BrandExperience**  
**#BeNice**

# CONQUER THE WORLD? DO AS BOBBY DOES!

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10 key insights for launching an international brand



GRANDSON FINDS AN OLD GIN RECIPE FROM HIS MOLUCCAN GRANDPA 'BOBBY' AND DECIDES TO REPRODUCE IT.

TWO YEARS LATER BOBBY'S GIN IS AVAILABLE IN 16 COUNTRIES AND SERVED IN THE HOTTEST BARS FROM NY TO TOKYO.

It reads like a children's book and that actually is the first of ten key insights we can derive from the success of Bobby's Gin: make sure you have a really good story. But story telling alone doesn't do the job. Here are ten success factors for conquering the world, Bobby style.

#### 1. GET THE STORY RIGHT

People love great stories. It's the truly authentic stories that get noticed and make people love your brand. In the case of Bobby's Gin the grandson's name is Sebastiaan van Bokkel. He initially came up with the idea to create a really good jenever, the local spirit of the Rotterdam region he's from. His mother reminded him of grandpa's gin, which was all wonderful and spicy. Grandpa had long passed away and the recipe had died with him. After a search party across two continents Sebastiaan found an aunt who still had an old bottle of grandpa's gin at home! So the story begins.

#### 2. FIND THE RIGHT PARTNERS

This is the basic stuff: from day one start building your network. Begin with finding people you can trust and make sure they are in it for the long haul. Sebastiaan teamed up with his friends Jim (advertising creative) and Ben (art-director at G-Star) and began looking for a distillery that could make Bobby's Gin according to their vision. They found Herman Jansen, a distillery that has been producing spirits for over seven generations in the heart of Schiedam. The family-owned distillery immediately connected with Bobby's Gin and the concept of quality over quantity.

#### 3. TIMING IS EVERYTHING

Here's where the boys got a little lucky. Right around the time they

launched Bobby's Gin the global resurgence of gin started. Who could have guessed gin was going to be so popular in such a short time? Well, it did. Gin exploded and Bobby's Gin was right up there in the slipstream. This business insight could also have been called: 'a little luck helps'.

#### 4. CHOOSE HERITAGE OVER HYPE

Bar tenders all over the world are constantly searching for the next big thing to surprise their customers and colleagues at cocktail competitions. Obviously they are looking at vintage drinks and going through old cocktail books. Here is where they found gin, with all its rich traditions and possibilities. The lesson here is: if your product or service has a heritage or is rooted in history you immediately have a foundation to build on, making it less volatile and more hype-resistant.

#### 5. PICK A NICHE AND NAIL IT

Ever look at the market place and wonder where the middle went? Well, it's gone. Dead or dying. That leaves you with two options: you either attempt to become a low budget, mass producing moloch or you create something special people are willing to pay for. The strategy of Sebastiaan and his team has always been very clear: Bobby's Gin will only be available at high-end bars and restaurants. Not necessarily the most posh places, but the places that matter,

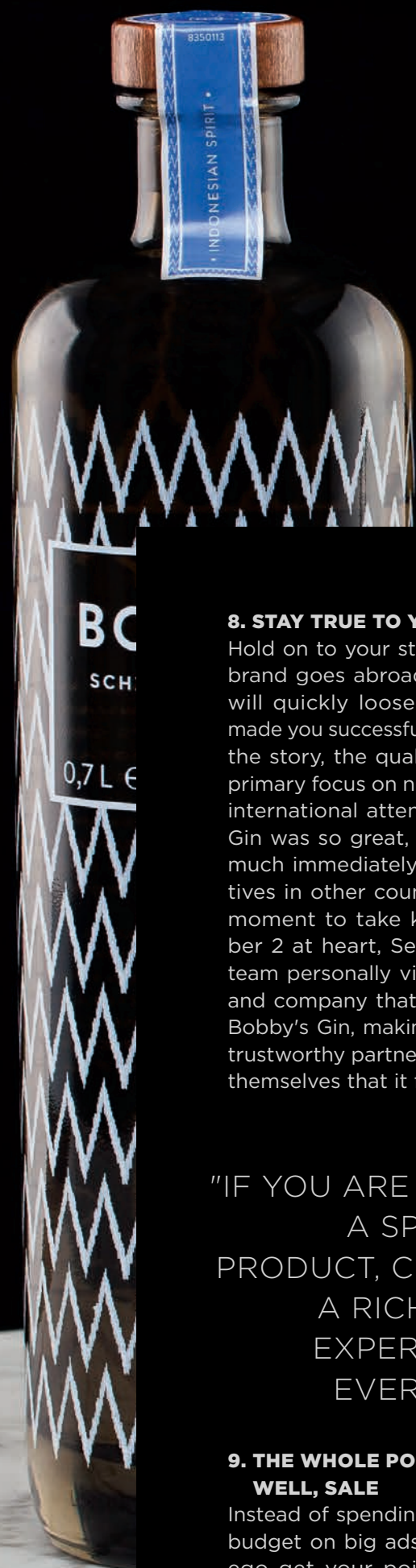
with owners and bar tenders that recognize and value quality. From this installed base of hand-picked hotspots the brand took off.

#### 6. CREATE BRAND AMBASSADORS

Focussing on a niche has another great advantage: everyone is connected, so news travels fast. In the case of Bobby's Gin: professionals from all over the world meet regularly in global bar tender competitions, sharing their latest finds, brands and ideas. Every niche has its opinion leaders and if just a few of them embrace your brand, the impact can be astonishing. Within weeks after the launch Sebastiaan received calls from Italy and Belgium, asking for Bobby's Gin. With zero advertising and zero social media effort of their own, Bobby's Gin became the next hot thing."

#### 7. NAILED THE NICHE? GET THE RETAIL MOTOR RUNNING

When all the insiders know you and the buzz gets louder it's time to consider the retail channel. This is where the story of Bobby's Gin gets more than a little enviable. One of the most popular Dutch TV shows 'Kassa' does a blind gin tasting with several experts. You've guessed it; they all point to Bobby's Gin as their favourite gin. Literally the next day Sebastiaan gets a call from Gall & Gall, one of the largest chains of liquor stores in The Netherlands.



**8. STAY TRUE TO YOUR CONCEPT**

Hold on to your strategy once your brand goes abroad. Otherwise you will quickly lose everything that made you successful in the first place: the story, the quality principle, the primary focus on niche markets. The international attention for Bobby's Gin was so great, the brand pretty much immediately had representatives in other countries. This is the moment to take key insight number 2 at heart, Sebastiaan and his team personally visit every country and company that wants to import Bobby's Gin, making sure that it's a trustworthy partner and to convince themselves that it feels right.

"IF YOU ARE SELLING A SPECIALTY PRODUCT, CREATING A RICH BRAND EXPERIENCE IS EVERYTHING"

**9. THE WHOLE POINT OF SALE IS, WELL, SALE**

Instead of spending your marketing budget on big ads that boost your ego get your point of sale right. Especially if you are selling a specialty product, creating a rich brand experience is everything. Yeah we

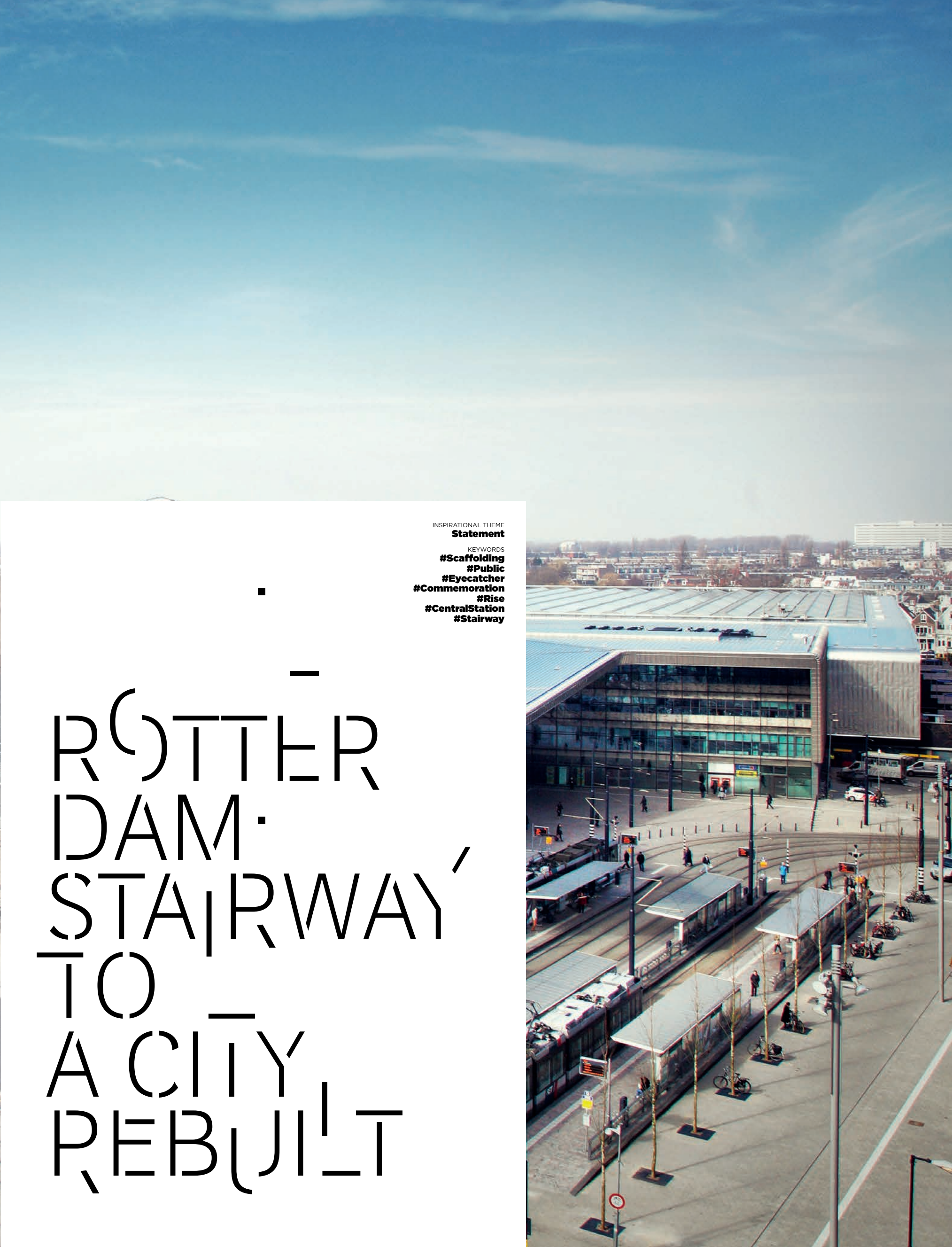
know, it's what we do at Tchai and it sounds like a cheesy sales pitch, but it did propel Bobby's Gin success. They spend all their money on great packaging and amazing point of sale material, really giving Bobby's Gin an edge. Be sure to stand out where people actually buy your product.

**10. BE NICE, DAMMIT!**

You know the saying: 'Be nice to everyone on the way up, you might need them on the way down'? Forget about it. Were not even thinking about the way down, are you kidding? The only way is up and being nice simply makes you and your brand more likeable. Talking to Sebastiaan you immediately like the guy, because he is passionate about what he does, he's sincere in his ambition of bringing something special to the market. If the product he sells is good, there is no reason NOT to do business with him.

So go on, do as Bobby does: create something special that makes the world just a little more awesome and be nice while your at it. Make it happen!





INSPIRATIONAL THEME  
**Statement**  
KEYWORDS  
**#Scaffolding**  
**#Public**  
**#Eyecatcher**  
**#Commemoration**  
**#Rise**  
**#CentralStation**  
**#Stairway**

# ROTTERDAM DAM STAIRWAY TO A CITY REBUILT



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With the city's heart reduced to rubble in the Second World War, Rotterdam has risen from the ashes to become one of the most architecturally important cities of the Netherlands. 2016 celebrates 75 years of its rebuilding, with the city playing host to a number of events and temporary installations - most notably a giant staircase erected next to Rotterdam's newly renovated (and award-winning) Central Station.

The staircase has been assembled from scaffolding - a salute to the city's reconstruction - and at 29 metres tall, offers impressive views of the cityscape and its landmarks. Climb it yourself and experience Rotterdam from astonishing new heights.





INSPIRATIONAL THEME  
**Technology**

READING TIME  
**2:32**

KEYWORDS  
**#Beacon**  
**#ProsAndCons**  
**#MobileMarketingMix**  
**#NewTechnology**  
**#GameChangers**

# TO BEACON OR NOT TO BEACON, THAT'S THE QUESTION.

THE PROS & CONS OF BEACONS

In the Tech Corner we have a closer look at new technologies that are potential retail game changers. This time we explore the pros & cons of beacons.

## TO BEACON THE PROS

### WHAT ARE THEY?

Beacons are small devices that use low-energy Bluetooth signals to communicate with an app on your phone when you are nearby. Retailers can install these relatively inexpensive hardware devices to communicate with a shopper's smartphone or tablet in a bid to enhance the in-store shopping experience.

### HOW BIG ARE THESE BEACONS ANYWAY?

Estimates are that by 2020 no less than 400 million beacons will be deployed globally. That's pretty mind-boggling, especially since really creative or successful examples of beacon-based marketing are still scarce. The fear of missing out or being too late seems to drive many retailers to simply start experimenting with beacons.

ARE YOU  
CONSIDERING  
ADDING BEACONS  
TO YOUR MOBILE  
MARKETING MIX?

HERE ARE A FEW  
PROS AND CONS  
TO CONSIDER.

### CHEAP & SIMPLE

A beacon is easy to install and costs about € 20. Why not simply give it a try? (Obviously the technology behind the beacons can be costly, depending on what you want to get out of it. But hey, you can develop that along the way).

### DATA GOLDMINES

Beacons' greatest value comes in the form of the data they can provide. What caught the customer's attention in the store? In front of which shelves did he linger or hesitate? All of this type of data is invaluable for retailers.

### THE RIGHT PLACE, THE RIGHT TIME

Marketers always talk about the importance of relevant experiences. If there's ever a time when a consumer would want to receive offers and information from a brand, it's when they're in one of its stores.

### UNIQUE PERSONALIZED COMMUNICATION

Beacons allow retailers to deliver hyper-local, contextual, and personalized messages to both existing and potential customers.

### BRIDGING THE OFFLINE - ONLINE GAP

Beacons help brands to move closer to a true omni-channel experience. Retailers can now link their beacon strategy with the social network profiles of their consumers.

## OR NOT TO BEACON

### THE CONS

#### **BEWARE OF THE SPAMMY FEEL**

There is always the risk of overdoing it. Too many messages will quickly become annoying and contributes to a bad user experience.

#### **EASY TO START WITH, DIFFICULT TO MASTER**

There are a lot of variables. Really getting the most out of the collected data is expert business.

To keep shoppers tuned in and turned on, relevancy rules. If it's done poorly, you might damage the carefully build-up brand preference.

#### **DELICACY OF PRIVACY**

Being chased around online and off-line can give customers a creepy 'big brother' experience. The growing popularity of beacons will definitely raise

the awareness of security issues and the call for strong privacy controls.

#### **PEOPLE GENERALLY DON'T LIKE PUSH MESSAGES**

Beacons rely on push notifications, which most people don't like. Customers really need to perceive added value before accepting your push notifications.

#### **QUICK WINS VS LONG-TERM STRATEGY**

There is more to beacons than delivering vouchers and coupons. Proximity marketing tools work best when used to better understand the needs and wants of your customer base. If your looking for a quick way to boost sales beacons might not be the most obvious technology after all.



INSPIRATIONAL THEME  
**Experience**

KEYWORDS  
**#AllWeatherBasement**  
**#CyclingLife**  
**#FixedCoffee**  
**#Rapha**

# B

BICYCLE BRETHREN



# BICYCLE BRETHREN

## RAPHA CYCLE CLUB, EAST LONDON

Cycle wear brand Rapha has opened its latest store in London's East End. Housed in an impressive former bank building, it's not just a place to score new gear – its cafe, film nights and cycle meets have turned Rapha Cycle Clubs into social meeting places for the city's cycling enthusiasts.

**What we find cool:**

The Rapha vault: a climate-controlled chamber in the building's basement where shoppers can test clothing under all kinds of extreme weather conditions.



# ace & tate

## How it works

### We get it

We know how important it is to change your look anytime you wish. We want to provide you with the possibility to match your frames with every occasion and all your favourite styles.

### Want prescription?

Our assistants are happy to help you order online today.

**Make a choice**  
Try our frames online

Your frames will be delivered to your home with no shipping costs.

**Can't decide?**  
You can always try them online whenever you like at aceandtate.com



INSPIRATIONAL THEME  
**Retail Concept**  
READING TIME  
**2:39**  
KEYWORDS  
**#PopPopPop**  
**#AnaloguePower**  
**#FeelIt**  
**#BePartOfIt**  
**#Ace&Tate**

make  
it pop



"ANYONE WHO'S ANYONE HAS EMBRACED THE POP-UP SHOP IN SOME SHAPE OR FORM"

Here today gone tomorrow. From Balenciaga to Brandt & Levie. Since exploding onto the retail scene well over a decade ago, anyone who's anyone has embraced the pop-up shop in some shape or form. No longer considered a fleeting trend, pop-ups have more than proven their worth and taught us some valuable lessons along way...

### LESSON #1 SIZE DOESN'T MATTER

Established brand or emerging retailer. Both have equal popping power. Because, as marketing strategies go, the pop-up has levelled the playing field - offering all types of enterprise, both big and small, a short-term route to a lasting impression. Success stories can be found at both ends of the spectrum. Wired Magazine's seasonal pop up, for instance, is now hailed a not-to-be-missed event for New York's tech-savvy shoppers. While Dutch start-up Ace & Tate have been challenging high-street opticians by bringing their affordable and oh-so-stylish frames to market through a series of strategic pop-up locations.

### LESSON #2

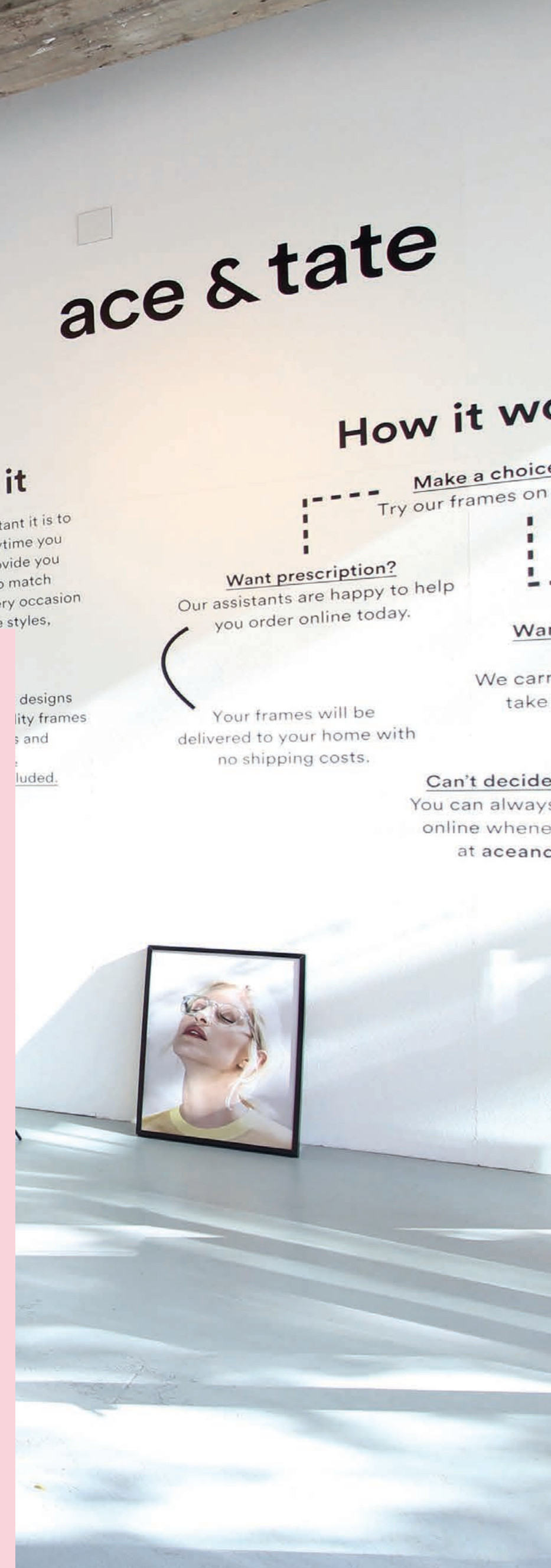
### LOOKING IS GOOD. TOUCHING IS BETTER.

Let's face it, as consumers we're spoiled for choice. There's no item Google cannot source and no shortage of online outlets offering to deliver to our door. But with so many brands and retailers having an online-only presence, the impression they make can feel a little one-dimensional. No wonder then, that pop-ups have found favour with the e-commerce crowd too - affording the chance to put a face to the name, as well as being an ideal testing ground for products and services. Even goliaths such as Amazon and eBay have brought their wares offline, offering audiences tangible brand interaction in return for real world consumer insights.

### LESSON #3

### EXPLOIT THE EXPERIENCE ECONOMY

The power of the pop-up has always been its temporary nature. The "get-it-while-you-can" urgency of being part of something exclusive is what sets pop-ups apart from traditional bricks and mortar establishments. And herein lies the fun. Simply setting up shop for a week or two is no longer what it takes to get heads turning. But by stepping out of the confines of conventional retail, pop-ups are free to engage and enthral audiences with the unexpected. Memorable pop-ups have a look and feel that's both clever and interactive - Adidas's giant shoebox, for example - which is best described as a captivating 360-degree brand experience.





LESSON  
#4

## THE POP WON'T STOP

If we've learned anything over these past years, it's that the pop-up concept can be applied absolutely anywhere. We could go as far to say that pop-up culture has not only changed our game plan when it comes to retail, but also allowed for a more flexible approach to... well, everything really! We've seen temporary nightclubs (Amsterdam club Trouw opened under the premise that its days were numbered), one-off art installations (think Banksy's Dismaland), and even a bar vowing to close its doors after its 10,000th beer has been tapped. The public desire to be part of something exciting and transient shows no sign of fading. With today's consumers ready to discover, engage and share. And with brands and retailers confident in the knowledge that the impressions they make – however short – may just last a lifetime.

### READY TO POP?

These organisations have made it their business to make your business pop.

**De Winkelmeiden**  
[www.dewinkelmeiden.nl](http://www.dewinkelmeiden.nl)

Partners Dutch property owners with (temporary) retailers. Their full service option promises everything you need to get popping – from promotion to media contacts to staffing the shop floor.

**Go-PopUp**  
[www.gopopup.com](http://www.gopopup.com)

Find your ideal pop-up location – be it a shop, shop-in-shop or event space. Go-PopUp sources available venues in a host of European cities, including Amsterdam, Berlin, Paris and Barcelona.

# ace & tate

## We get it

We know how important it is to change your look anytime you wish. We want to provide you with the possibility to match your frames with every occasion and all your favourite styles, without compromise.

Simply put, Ace & Tate designs and manufactures quality frames at a fair price. Sunglass and optical frames for €98, prescription lenses included.

[aceandtate.com](http://aceandtate.com)

## How it works

### Make a choice

Try our frames online

### Want prescription?

Our assistants are happy to help you order online today.

Your frames will be delivered to your home with no shipping costs.

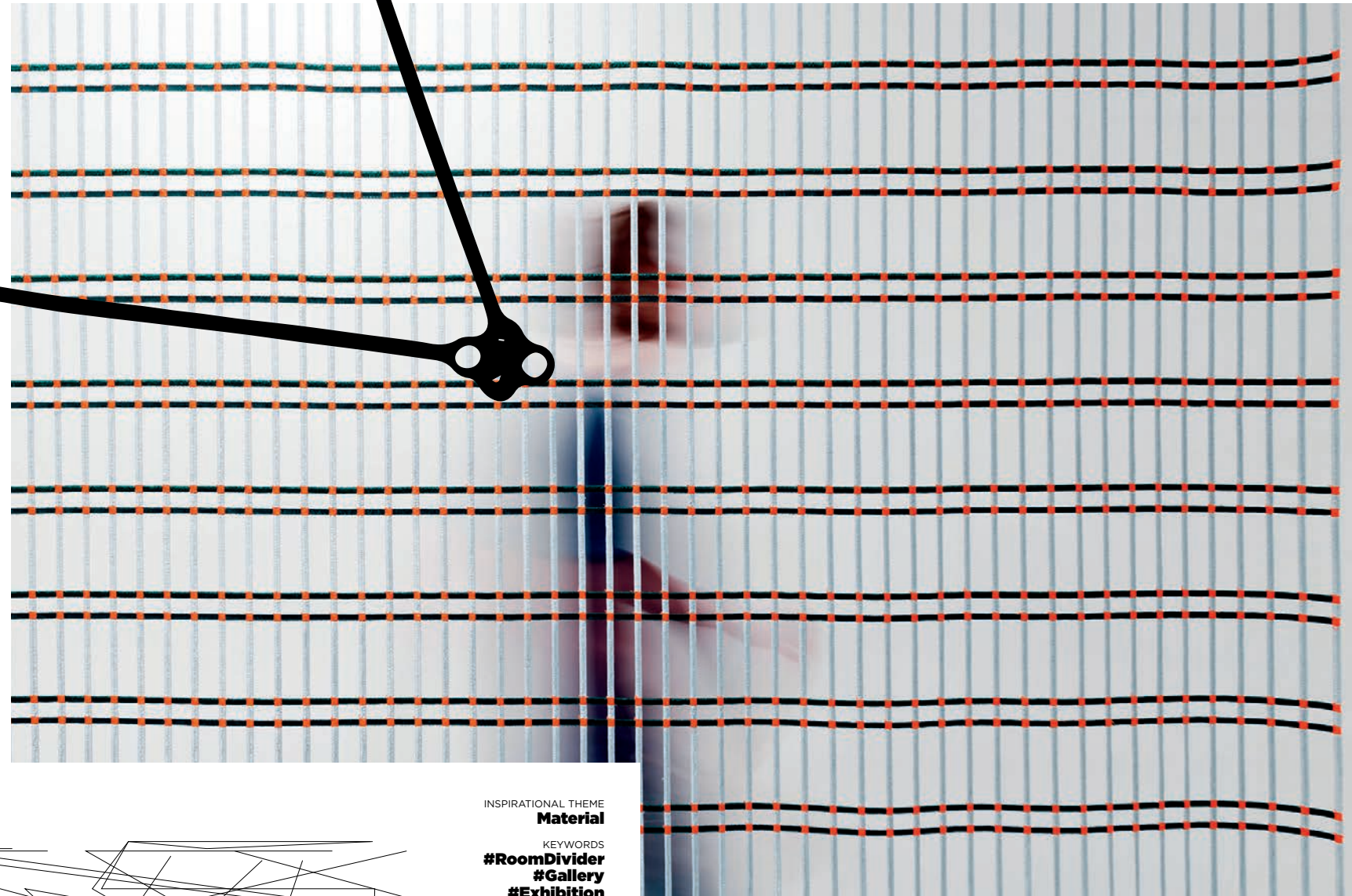
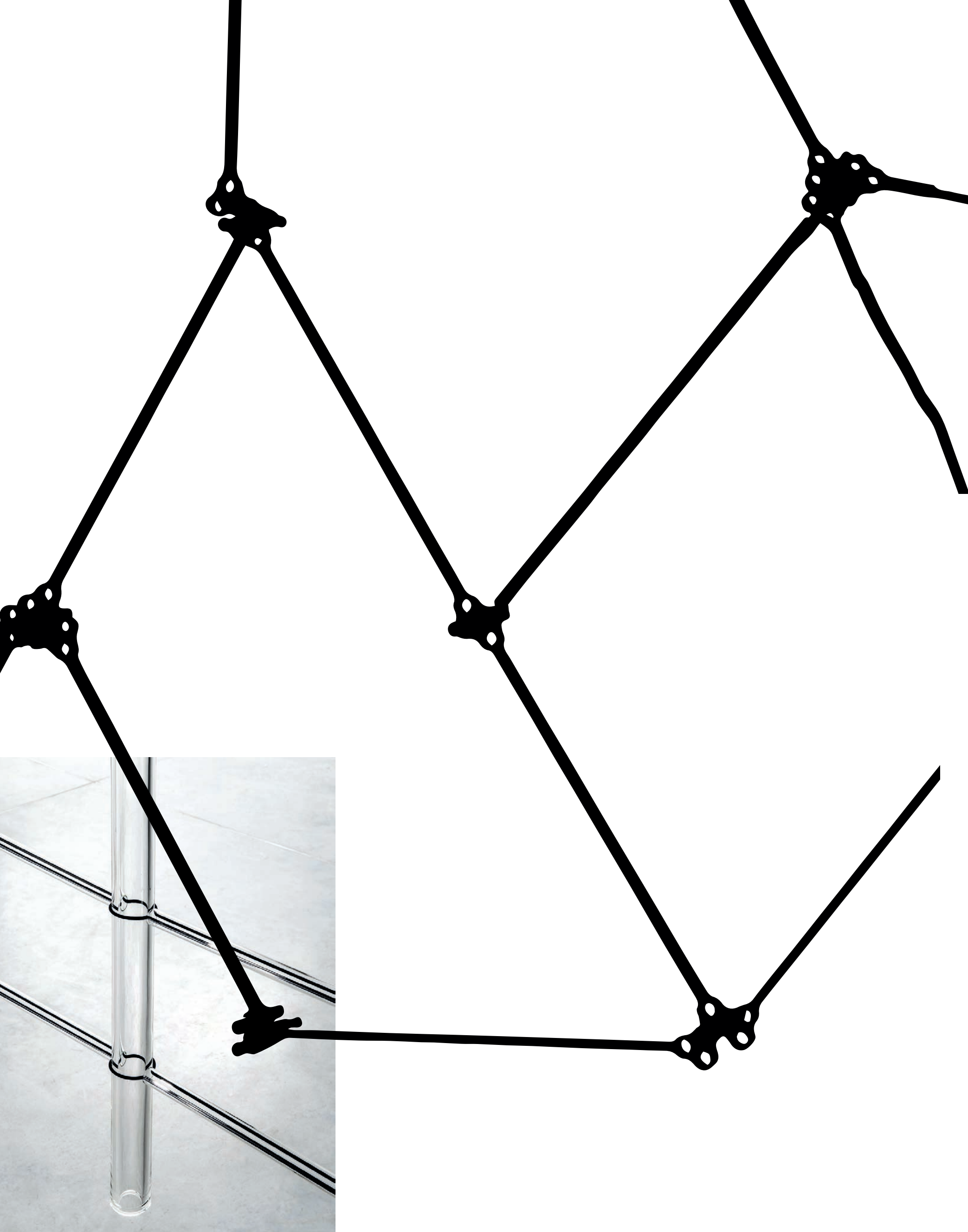
### Want to try?

We can take

### Can't decide?

You can always order online whenever you like at [aceandtate.com](http://aceandtate.com)



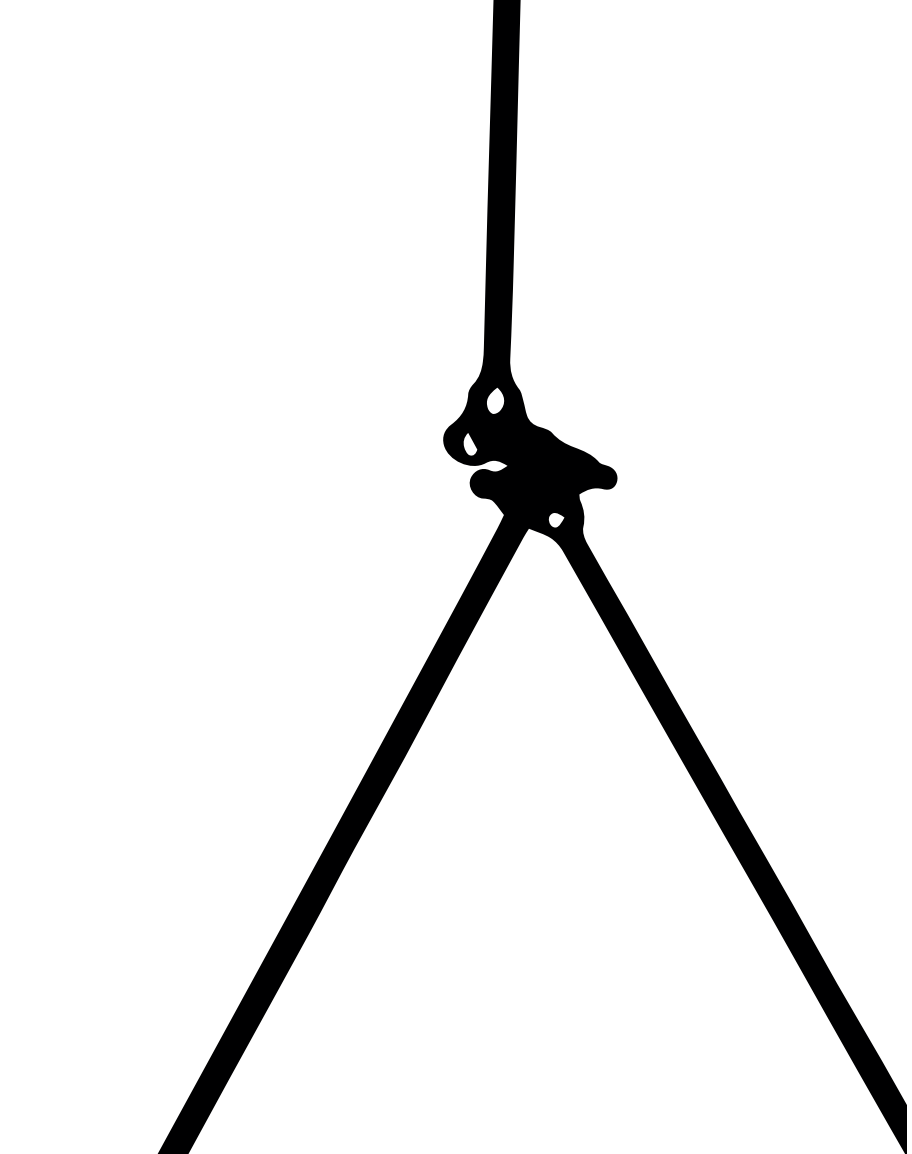


INSPIRATIONAL THEME  
**Material**  
KEYWORDS  
**#RoomDivider**  
**#Gallery**  
**#Exhibition**  
**#TelAviv**  
**#OneOfaKind**

# SCREEN SCENE

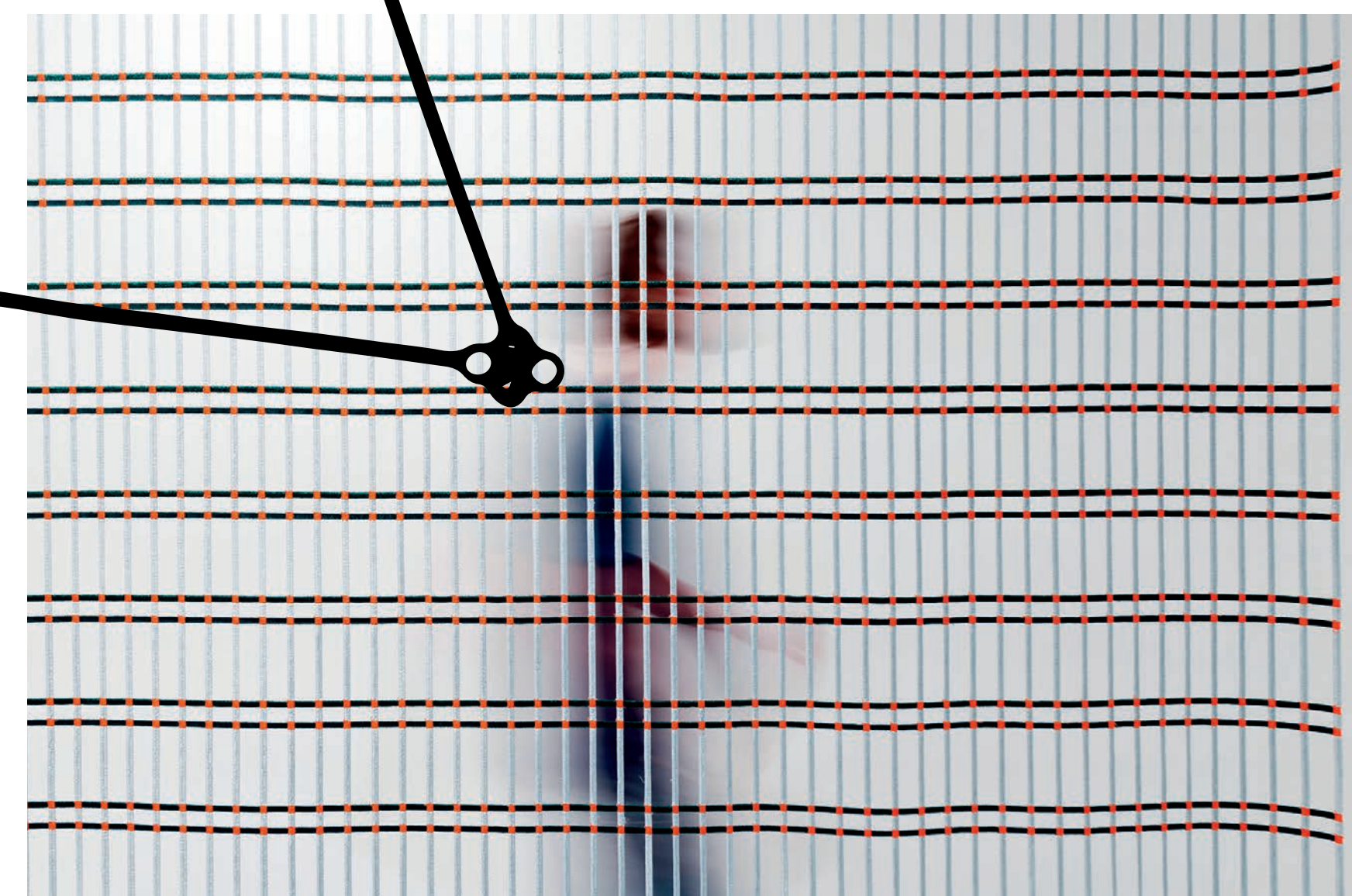
17 SCREENS  
TEL AVIV  
MUSEUM OF ART





**BROTHERS RONAN AND ERWAN BOUROULLEC CRAFTED A SERIES OF ONE-OF-A-KIND SCREENS AND ROOM DIVIDERS FOR THEIR RECENT EXHIBITION IN THE TEL AVIV MUSEUM OF ART. THE INSTALLATION WAS CREATED SPECIFICALLY FOR THE GALLERY SPACE.**

WHAT WE FIND COOL: THE UNEXPECTED MARRIAGE OF DIFFERENT MATERIALS, SUCH AS ALUMINIUM, GLASS AND TEXTILE - FOR WHICH THE ARTISTS ALSO DEVELOPED UNIQUE JOINING METHODS AND HANGING SYSTEMS.





INSPIRATIONAL THEME  
**Rotterdam**  
READING TIME  
**4:25**  
KEYWORDS  
**#Rotterdam**  
**#Architecture**  
**#Booming**  
**#Hotspot**  
**#NoBullshit**  
**#Column**

# ROTTERDAM HAPPENS TO BE THE FUTURE

according to Rupert Parker Brady an expert on retail, marketing and the DNA of cities



"FUTURISTIC ARCHITECTURE, INSPIRED INITIATIVES SUCH AS INNER-CITY CANAL SURFING, A PROLIFERATION OF ART, AND A SURGE OF DRINKING, DINING AND NIGHTLIFE VENUES MAKE ROTTERDAM ONE OF EUROPE'S MOST EXHILARATING CITIES RIGHT NOW."

*Lonely Planet, 2016*

The renowned travel guide credits Rotterdam for being a veritable open-air gallery of modern, postmodern and contemporary construction. The flattening of the original city centre in May 1940 has been incremental in shaping Rotterdam's unique post-war spirit of survival, lovingly coined by the Dutch in the phrase: 'Don't talk bullshit, just work on it' (Niet lullen, maar poetsen). This can-do mentality has attracted thousands of young people from all over The Netherlands, finding that the town is not only hip and happening, but also an affordable place to live.

#### HOTSPOT FOR ARCHITECTURE

Rotterdam propelled itself on the world stage in 2014 with the opening of indoor food market Markthal Rotterdam. Lonely Planet: 'Its extraordinary inverted-U-shaped design incorporates glass-walled apartments arcing over the food hall's fantastical 40m-high fruit- and vegetable-muraled ceiling and scores of artisan stalls and eateries.' The hard working harbour town finds itself, almost out of nowhere, in the limelight as the number one hotspot for exciting architecture and an exciting mix of cultures.

One would expect that busloads of foreign tourists flock along the Maas to see and taste the delights. There is clearly a significant growth in tourism, but they are small numbers if you compare it to the millions visiting the historic centre of Amsterdam. What has happened is that the publicity has inspired thousands of day trippers from all over Holland to pay a visit to Rotterdam. Interestingly it has also tempted the 'Rotterdamers' to learn to rejudge their centre which for many years wasn't a place to be particularly proud of, being too business-like, too modernistic; a city without a soul.

#### NO CLEAR IDENTITY

Imagine a centuries old town, which

75 years ago was physically torn apart from its historic past. The so-called 'fire border' (brandgrens) is deeply ingrained in the collective memory. The centre of Rotterdam is, in many ways, a strange part of town without a clear identity. It has no lush green parks, but it has broad avenues where the car is still king, it has quarters which have no direct relation with each other, cyclists and pedestrians are in the minority, and it lacks quality housing for people to privately own.

The municipality has seriously invested, over the past 10 years, in creating a new sense of place, preserving the rough parts and redeveloping vacant skyscrapers. The program 'Rotterdam City Lounge' aims to accommodate professionals, entrepreneurs, students and creative workers. Cyclists gradually get more space to move and park, whilst car owners have to accept the fact that there are less parking places on street level. In a few years time the Coolsingel, the main avenue, will become a one-way street, lined with trees. Here pedestrians can walk without fear of being run over. Rotterdam finally has a grand entrance with the new train station and a 'red carpet' along the Mauritsweg and Westersingel. Expats and double-income families can finally buy an apartment near highstreet locations, where real estate developers have created high quality housing.

#### EUROPE'S FIRST FLOATING PARK

The last hurdle is to create more green spaces in the centre. On land this remains a major challenge, but on water there are plenty of opportunities to place vegetation. Urban Green is Europe's first floating park, situated in Buizengat in the district of Kralingen-Crooswijk. The experiment, supported by Rijkswaterstaat and the Rotterdam municipality, is not only a success from an ecological point of view, it has also recreational value. The entrepreneur behind Urban Green is currently looking to take over other backwaters in town to create a green habitat for residents.

#### OPEN AIR SHOPPING

Rotterdam is renowned for its experiments in urban planning. The best example is Lijnbaan, stuck right in the middle of the high rise, glass and concrete jungle. Back in 1953 Europe's first inner city open air shopping centre was mind-blowingly modern. In 2016 it is extremely old fashioned.





Nevertheless, the place is too big to demolish, so it needs to be changed to stay attractive. And that takes time. The Lijnbaan will once again become a destination where shoppers love to hang out. Cut off from the other parts of the centre, it needs to connect physically with the Beurstraverse shopping centre and the Hoogstraat leading up to the Markthal. A key project is the redevelopment of a monument on the Coolingsingel avenue. In this former office building 'slow retail' bookstore Donner will become a neighbour of 'fast-retail' giant Primark. But investing in the shopping zone is nowadays no longer enough to sell the town. Visitors expect to receive the full experience, which ultimately must be shoppable.

#### AN EXCENTRIC 75-YEAR OLD

Rotterdam centre is like a good bottle of wine which gets better over the years. After three quarters of a century the beating heart has been granted a new lease of life. Once you get better acquainted with her offering, you need to let it breathe so that it tastes just right. The centre doesn't show all its secrets at once. It has been called a 'cat city'. You need to be patient. If you take your time, Rotterdam is a joy to discover with its multitude of faces, blends and spaces. Ranging from Club Annabel near het Schieblock, the local shops on Nieuwe Binnenweg, the boutiques of the Meent to the tropical atmosphere

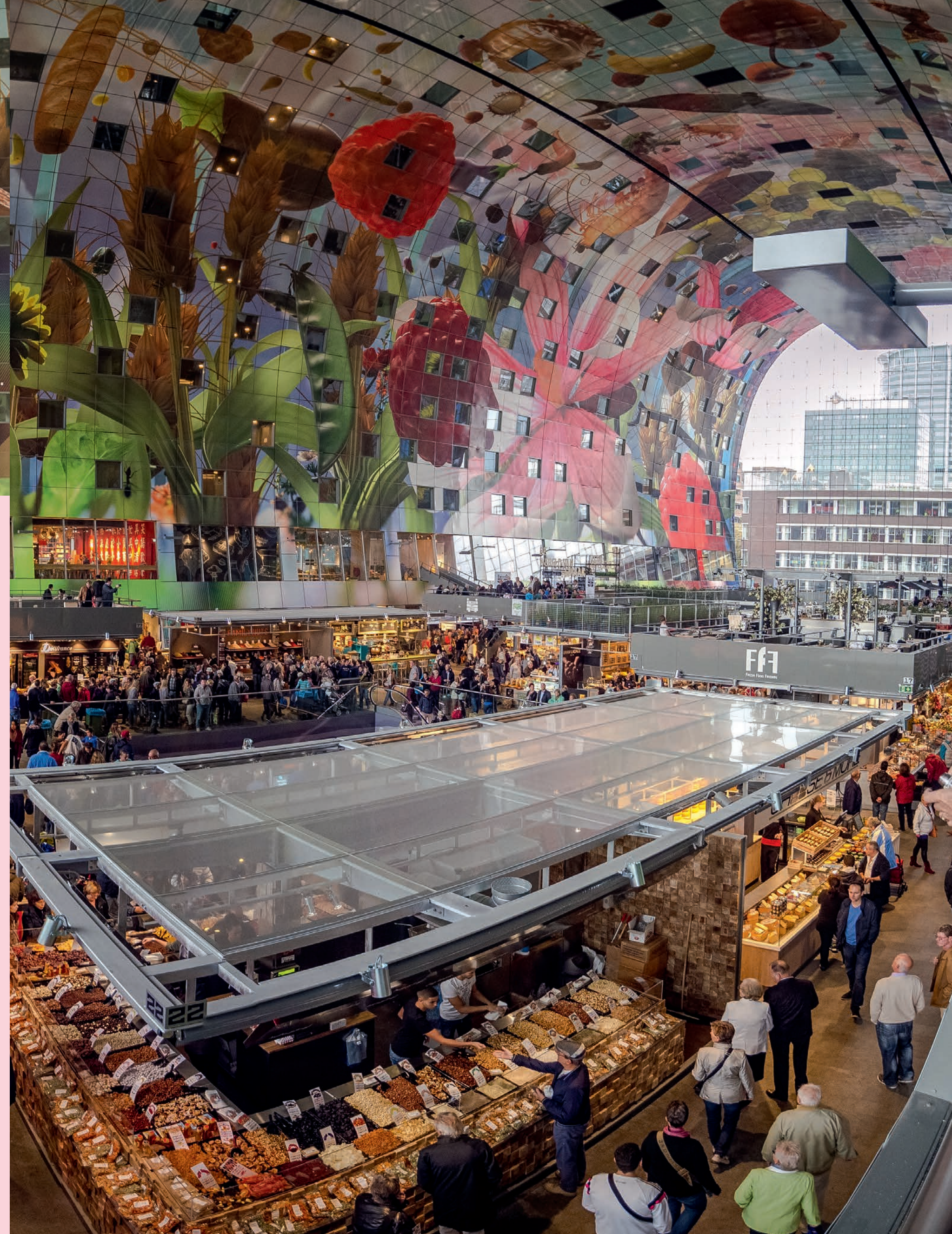
"ROTTERDAM CENTRE IS LIKE A GOOD BOTTLE OF WINE WHICH GETS BETTER OVER THE YEARS."

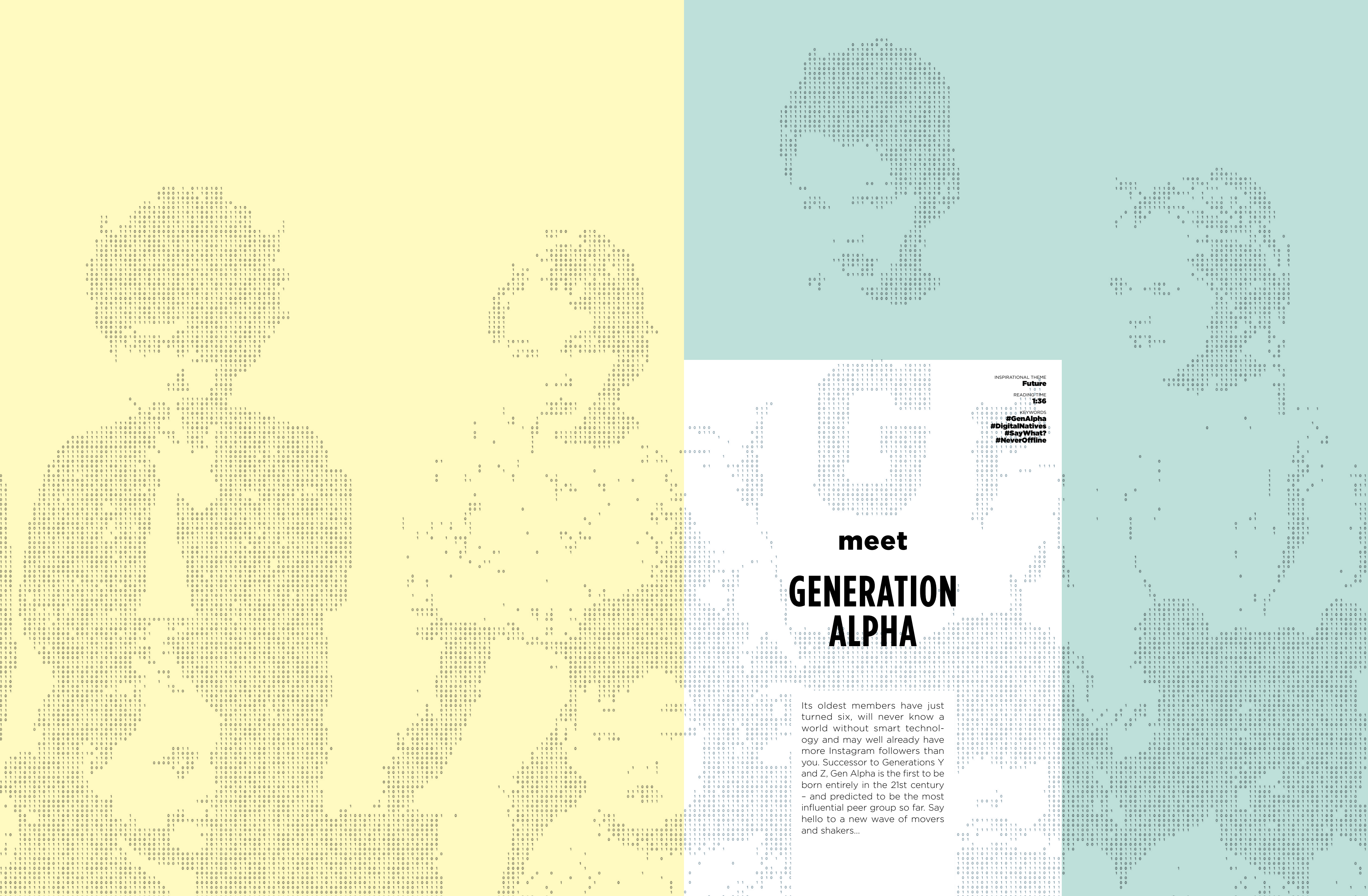
of West Kruiskade. Rotterdam is so much more than the Markthal.

A real compliment for Rotterdam is the award 'Beste Binnenstad van Nederland' which the city can proudly show off over the next two years. The reward is an incentive to go on and make it happen every day. The municipality has invested hundreds of millions in (re)building the city centre; now it's up to the thousands of entrepreneurs, companies, cultural institutions and real estate owners to make the offer even more attractive, whilst preserving the qualities the city renowned for being raw, mixed, pure, down to earth, direct and mysterious. The stakeholders of Rotterdam city must join forces and clearly sell the beating heart of the metropole.

Rotterdam is the future, and it looks promising.

*Rupert Parker Brady (48) lives in Amsterdam and secretly has a love affair with Rotterdam. The proud father of two children calls himself an expert on retail, marketing and the DNA of cities. He is also jurymember of the election Beste Binnenstad van Nederland 2015-2017.*



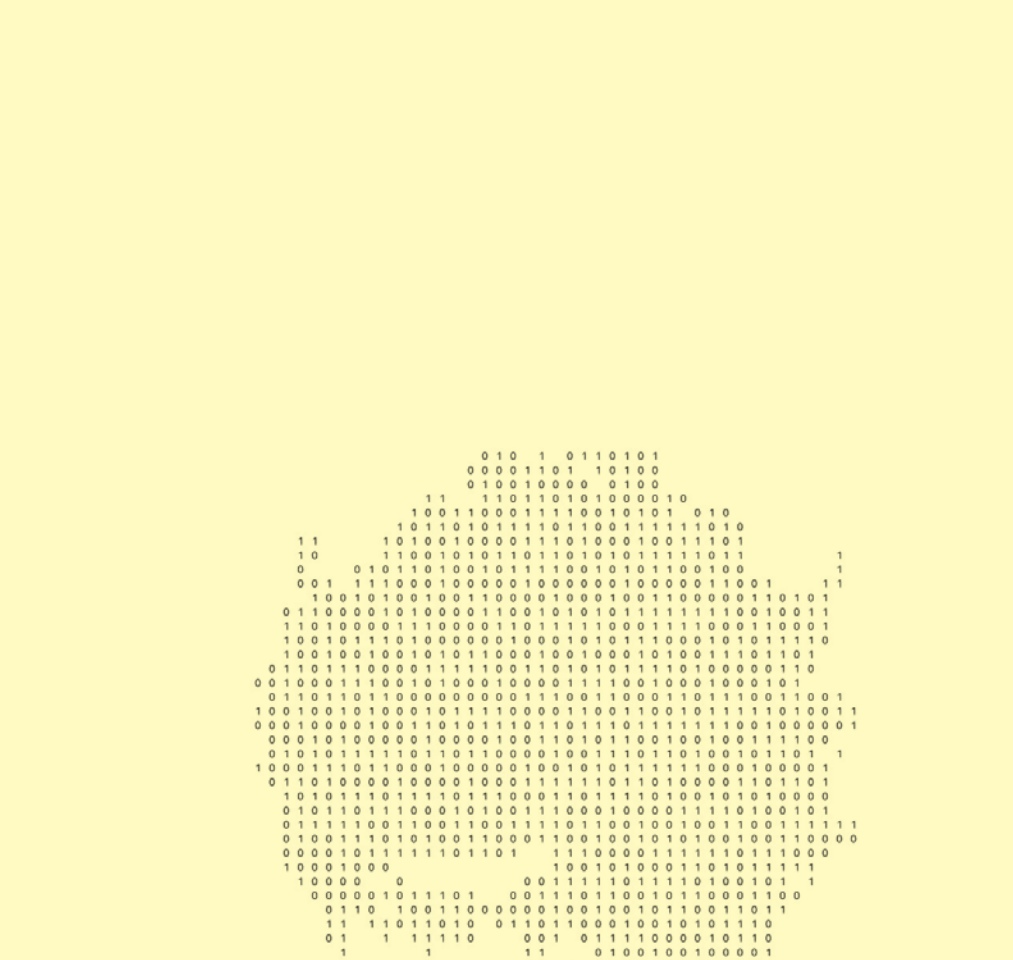


# meet GENERATION ALPHA

Its oldest members have just turned six, will never know a world without smart technology and may well already have more Instagram followers than you. Successor to Generations Y and Z, Gen Alpha is the first to be born entirely in the 21st century – and predicted to be the most influential peer group so far. Say hello to a new wave of movers and shakers...

INSPIRATIONAL THEME  
**Future**  
10.1  
READING TIME  
**1:36**  
KEYWORDS  
**#GenAlpha**  
**#DigitalNatives**  
**#SayWhat?**  
**#NeverOffline**





### There's one born every minute...

Generational researcher and futurist Mark McCrindle defines Generation Alphas as those born between 2010 and 2025. So, expectedly, their numbers are on the rise: "With more than 2.5 million Gen Alphas born every week, by 2025 they'll be almost 2 billion strong."

### ... And they really know their tech.

An iPad from birth. Coding before they're out of nappies. Gen Alphas will grow up immersed in technology. As a consequence, they won't consider it simply a tool, but an integral part of daily life. And they'll have the skills to handle it like a pro.

Today's Alphas are already trendsetters and consumers in their own right. From toddler vloggers to infant instagrammers – this youngest generation is already actively participating in social media. And what they do is being watched closely. With both forecasters and brands realising that – even at this early stage – Gen Alphas harness the power to set trends and influence consumer spending.

### And will grow up to be the most educated...

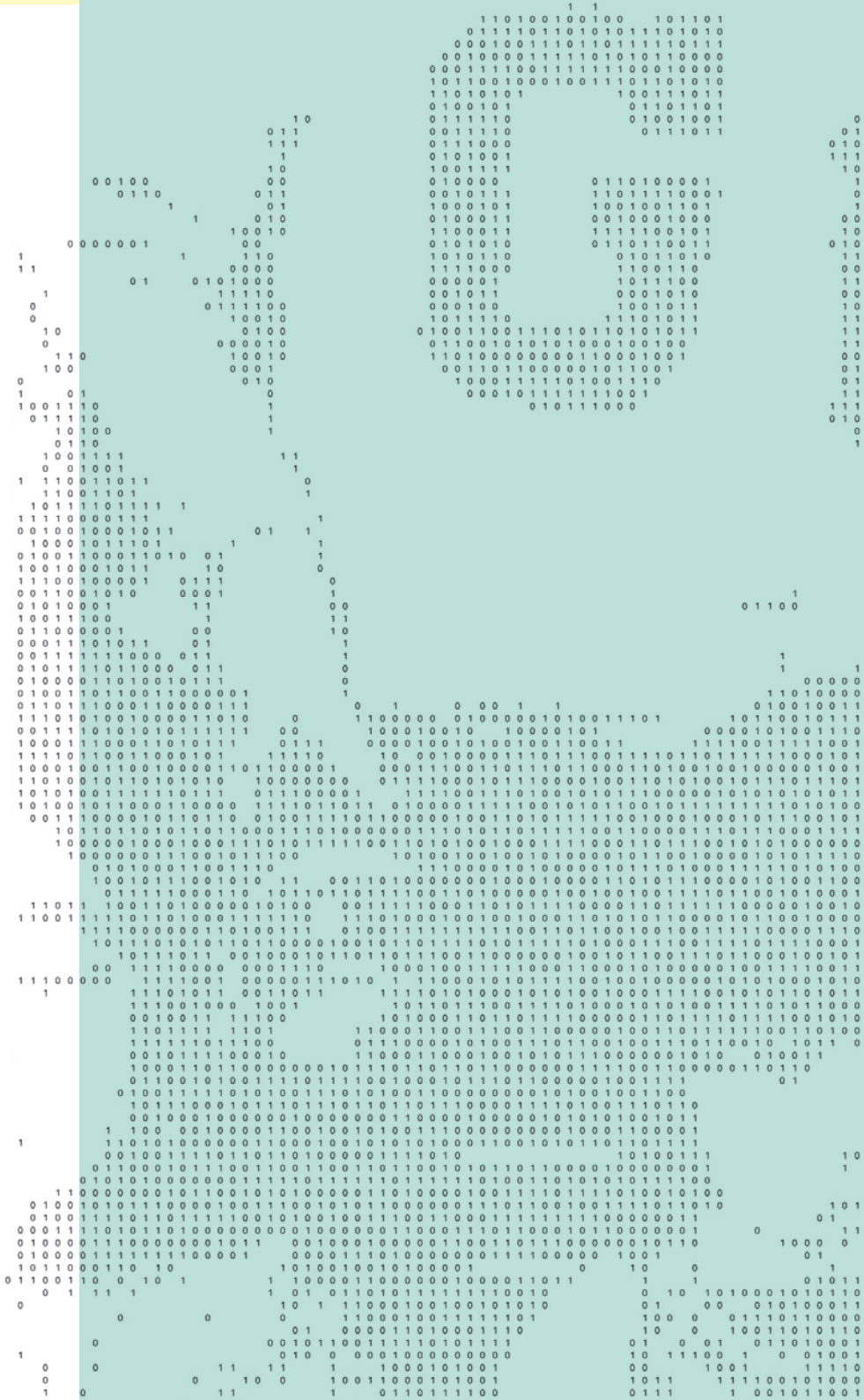
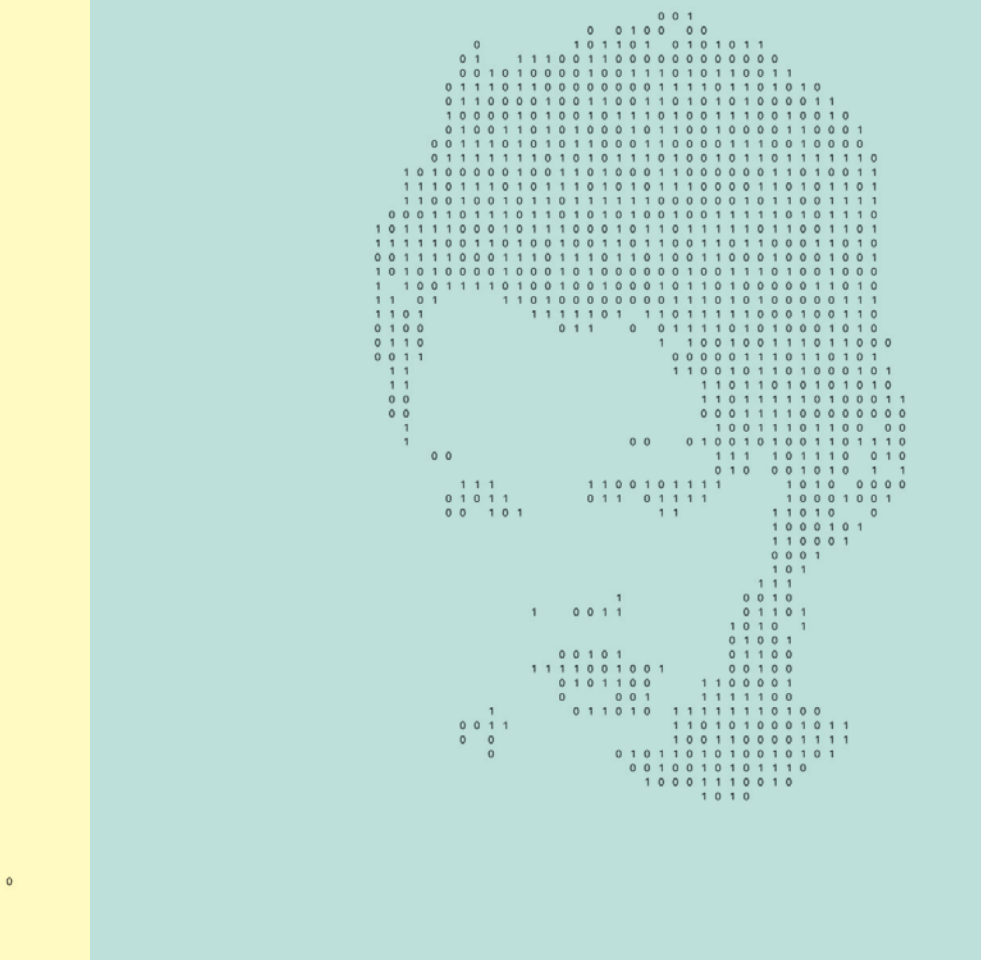
Following in the footsteps of its predecessors, Generation Alpha is on course to stay in school. And with the adoption of interactive learning and augmented reality classrooms, education just got a whole lot more engaging – no wonder they can't get enough of it.

### ...enterprising...

With access to information and resources from the start, Gen Alphas are entrepreneurially spirited. It's predicted they will start their businesses early on in life. Which is advantageous, as they'll have more time to learn from their mistakes, build their reputation and therefore be more successful all round.

### ...and globally connected generation the world has ever seen.

In the same way we've witnessed major advancements in communication, our offspring and our offspring's offspring will live in a world ever decreasing in size. A world literally at their fingertips, where being able to connect with anyone – or anything – anywhere on the planet is all they've ever known. What a time to be alive!





# THE BALANCING ACT BETWEEN PROFESSIONAL AND PRIVATE LIFE

INSPIRATIONAL THEME  
**Health**  
READING TIME  
**2:31**  
KEYWORDS  
**#BeInspired**  
**#WellnessProgram**  
**#Healthy**  
**#Employee**  
**#Engaged**  
**#KeptFun**





THIS IS WHERE EMPLOYEE VITALITY AWARENESS COMES IN AS A MEANS TO ATTRACT TOP TALENT AND KEEP THEM HAPPY. IN FACT, 80% OF EMPLOYEES AT COMPANIES WITH ROBUST HEALTH AND WELLNESS PROGRAMS FEEL ENGAGED AND CARED FOR BY THEIR EMPLOYERS. MEANWHILE THE COMPANY REAPS THE BENEFITS OF HEALTHY EMPLOYEES.

## BE INSPIRED

So how do you stand out with employee wellness efforts? We found three really awesome examples of companies that show character in the way they treat their people. Remember: it's not just a company gym that keeps employees happy and engaged.

### **Bucketfeet feeds curiosity**

Artist designed footwear company Bucketfeet feeds its employees' appetites for knowledge with a monthly learning series on topics relevant to their mission. The perspective of guest speakers keeps creativity thriving and employees inspired. It's like attending the most inspirational session at a conference every single month...and with no travel necessary.

### **Robert W. Baird & Co rejects assholes**

Financial services company Robert W. Baird & Co. makes all the lists of 'Best companies to Work For' by weaving associate happiness into every aspect of their business. To guide employee behavior they have a "no asshole rule" they take very seriously. The rule boils down to employees treating their co-workers with honesty and respect at all times...even if they're grumpy. It turns out this simple rule breeds an office full of happy employees.

### **Weebly offers convenience**

Don't take it personally when your employees beeline towards the door at the end of the day. They probably love their jobs, they just have stuff to do at home. Weebly the DIY webshop platform thinks about everything employees have to do at home...after work. They offer home cleaning and concierge services so employees' thoughts aren't plagued by chores they need to complete.

## TCHAIFULNESS

At Tchai we take employee vitality and wellness very seriously, so we make it seriously fun. This explains the daily fresh fruit for everyone and the basketball pole in our warehouse. And then of course there are the bootcamp sessions on Monday and the running sessions on Thursday. All this exercise fuels our competitive spirit, so we participate in a lot of runs like RunForKika, Harbour Run Rotterdam, Mudmasters, Men of Steel and so on. There's also a mental wellness program with monthly visits of a personal coach for anyone who wants to talk about anything, private or professional. The bottom-line is a work hard, play hard attitude with lots of afterwork activities - wining, dining, bowling and some stuff that is better not mentioned here.

We truly believe that you can only be the best at what you do, if you feel good about who you are. Call it Tchaifulness: feeling whole as a person and as a professional. How's that for employee vitality?

## WHY SO SERIOUS?

The key to having a successful corporate wellness program is encouraging overall wellbeing while still keeping it fun! If you can't get your team engaged then wellness program ideas will quickly lose steam. So make your initiatives fun, try new ideas and see what your team values the most.



## SIX EMPLOYEE WELLNESS IDEAS THAT ARE REALLY FUN

### **1 Encourage creativity with collaboration spaces**

Find an empty office or unused area around your office and turn it into a place where people can meet and collaborate on projects. Install some comfortable furniture so people can set up shop away from their desks and let the creativity flow.

### **2 Create flexible work hours**

Everyone likes more flexibility with work because it allows him or her to structure their day to their lifestyle. Kick the habit of mandated working hours (i.e. 9am - 5pm with a half hour for lunch) and focus more on effectiveness. What matters most is the quality and effectiveness of someone's work.

### **3 Turn meetings into walking meetings**

You sit all day, so why not make your meetings a walking meeting instead? Research has suggested that walking makes people more creative.

### **4 Post your company's mission and core values in the office**

The "why" of an organization is almost always more important than the "what". Hire a graphic designer to make a poster of your company's mission and core values and post it somewhere with a lot of foot traffic like the breakroom, central conference room, or waiting area right where people walk into the office.

### **5 Spin the wheel for hitting milestones**

Purchase a spinning prize wheel that employees get to spin for prizes when they hit special milestones like achieving a quarterly goal, winning a company challenge, etc.

### **6 Ask people to create a wellness wall/vision board**

Vision boards are a way for people to associate images with the things they want to achieve in life. Create a wellness wall at your office where employees can post things like healthy eating tips, exercise routines, etc.



INSPIRATIONAL THEME  
**Innovation**  
KEYWORDS  
**#Independent**  
**#UrbanLiving**  
**#Future**  
**#Ikea**  
**#Copenhagen**  
**#Innovation**  
**#Lab**  
**#Design**  
**#Students**

**C R E A**  
**T I V E**  
**C O M M**  
**U N E**

SPACE  
- 10 -  
COPEN  
HAGEN



In Copenhagen's 'meatpacking district' you'll find Space 10: Ikea's very first innovation lab. A place for independent creatives to think about the future of urban living. For two months, the lab is home to 15 design students - all working to a specific theme, exploring ideas and creating prototypes - before its doors are opened to the public for a test drive.

**WHAT WE FIND COOL:** Besides insanely good marketing, the lab is Ikea's way of securing innovation for the future.



DE MARATHON  
NELLER DAN  
0:00 UUR

INSPIRATIONAL THEME  
New Retail Concept

KEYWORDS  
#Rotterdam  
#RunningStore  
#BrandPerception  
#Maastunnel  
#Instore  
#LocalInfluences  
#Brick  
#Concrete  
#Asphalt  
#WhiteAndGreenTiles  
#Dudok  
#VideoWall  
#ShopExperience  
#Nike  
#Run2Day  
#NeverNotRunning  
#RotterdamRunningCrew  
#RetailConcept

2025

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RE STORE  
FEEL AND TE  
MATE ULTIMA  
IG RUNNING  
M ROTTERDA

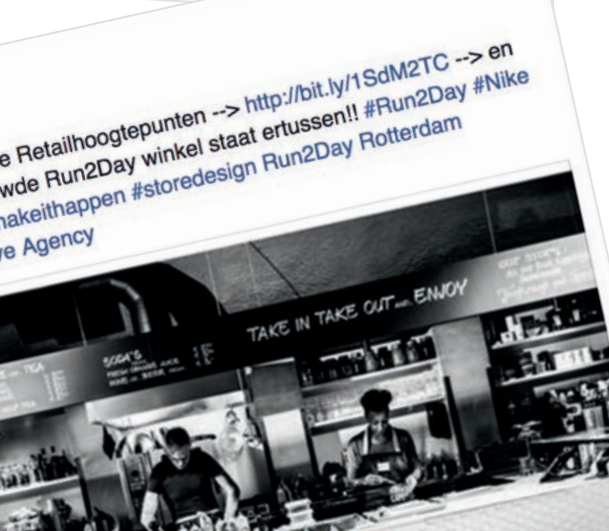
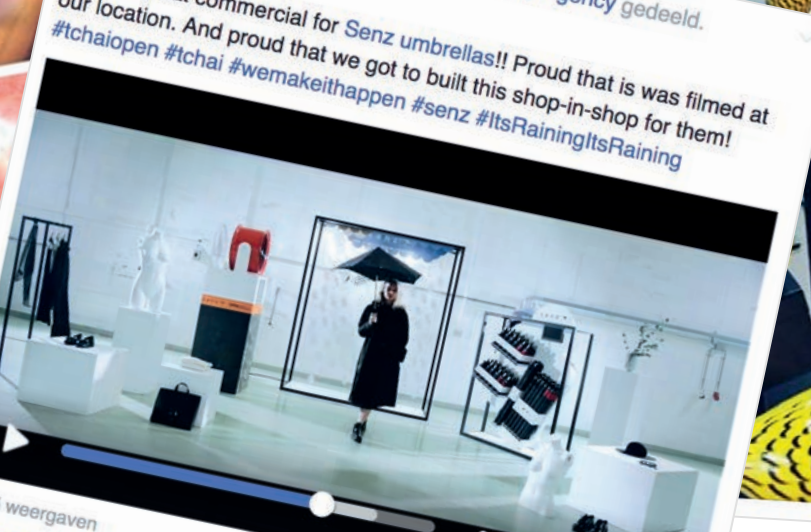
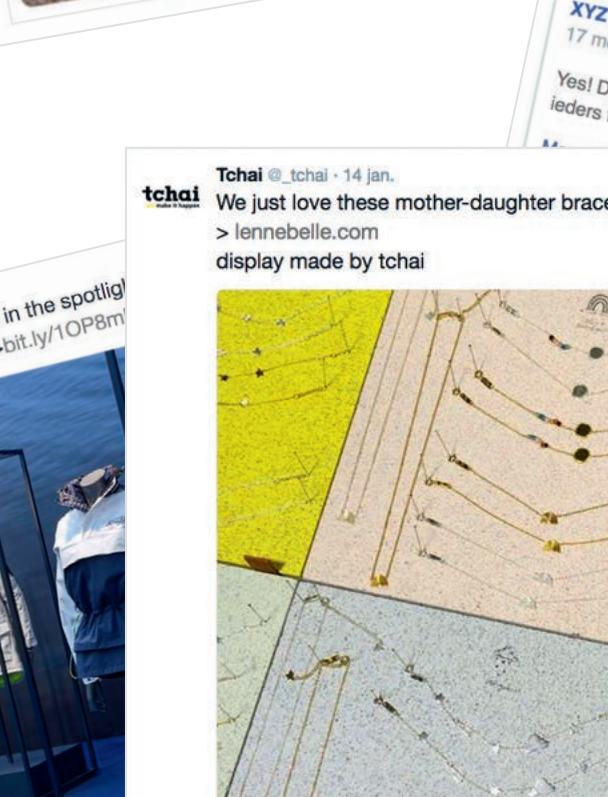
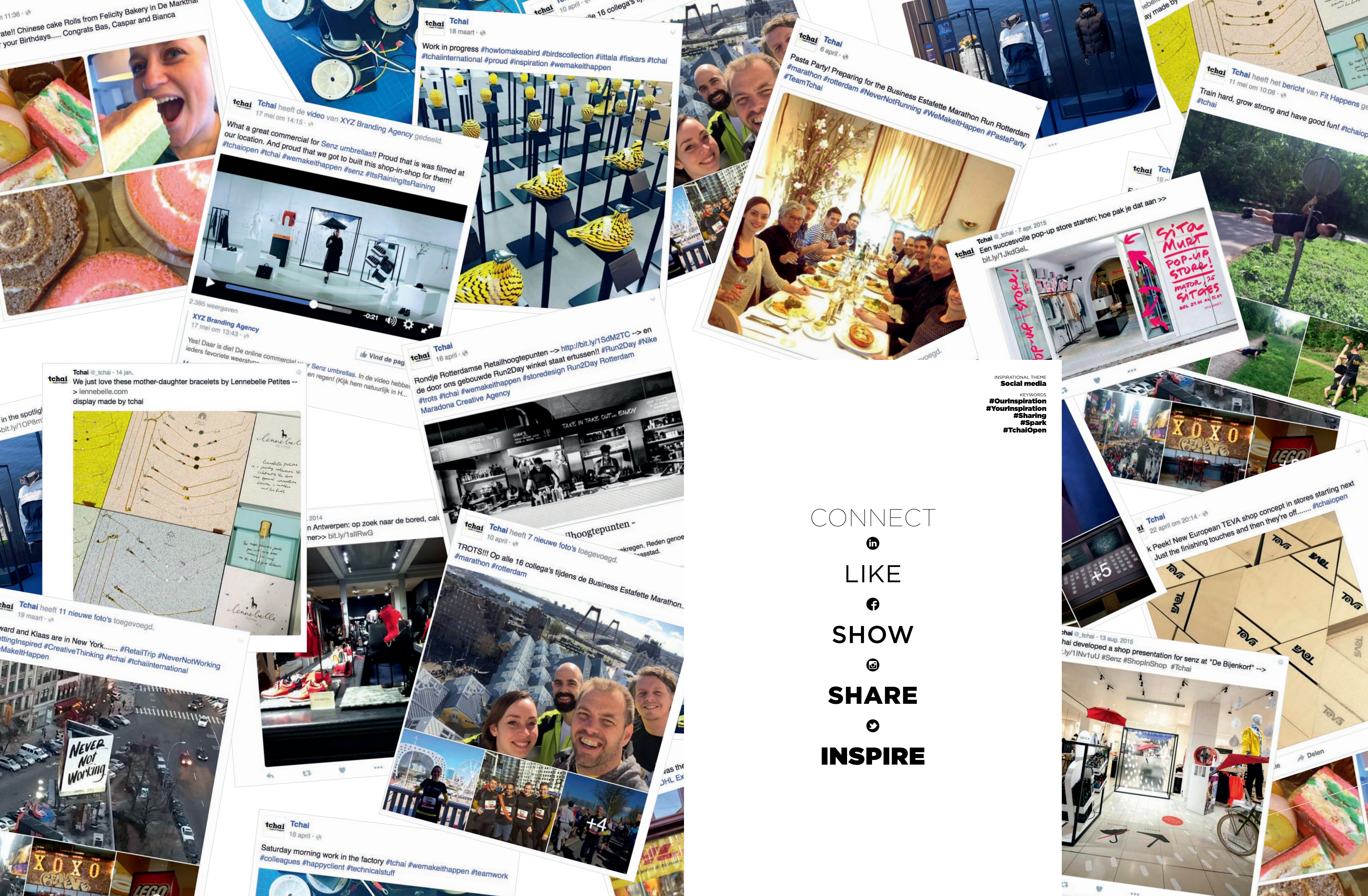


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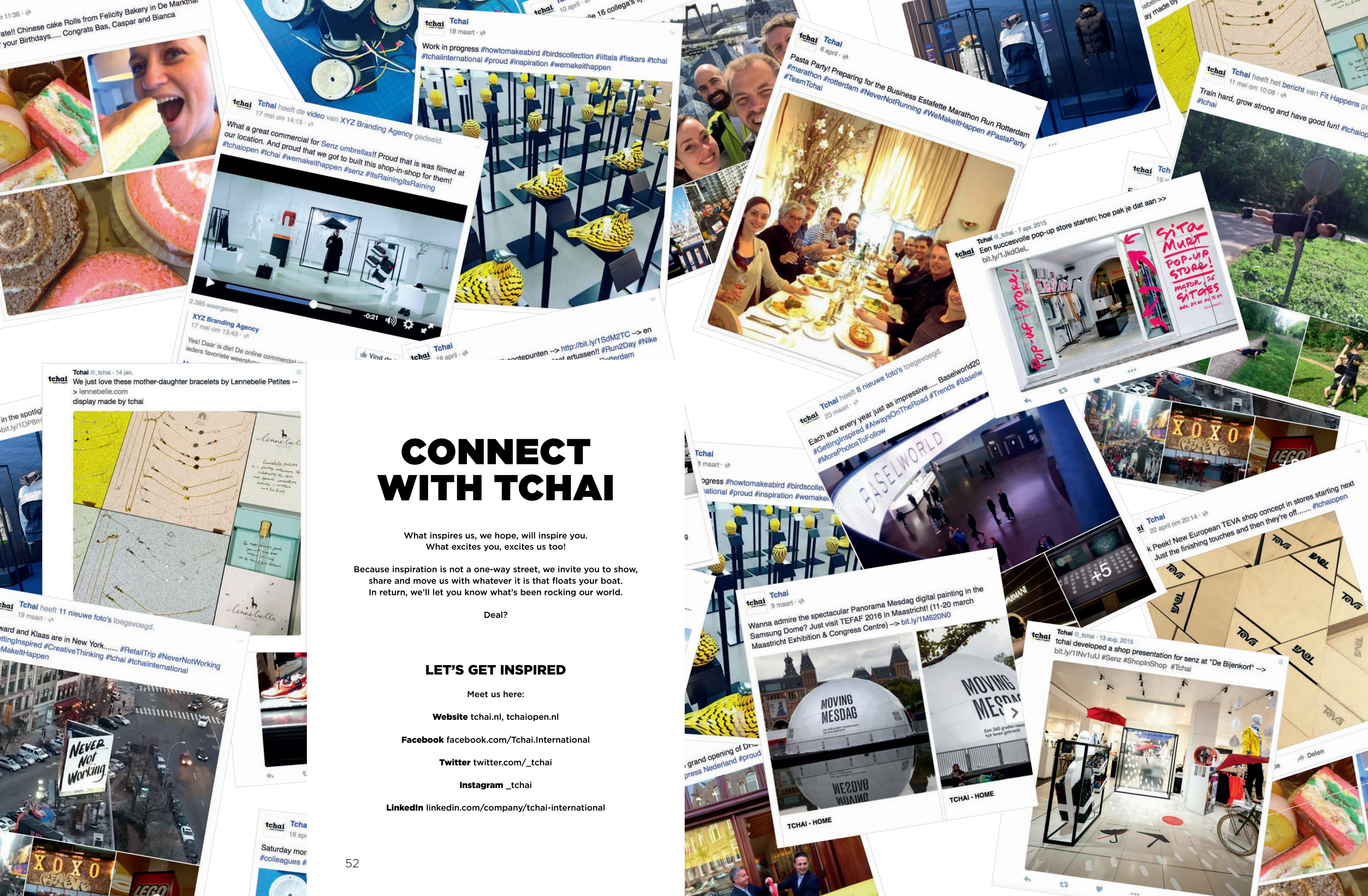
DE MARATHON  
NELLER DAN  
2:00 UUR

2025



CONNECT  
IN  
LIKE  
SHOW  
SHARE  
INSPIRE

INSPIRATIONAL THEME  
**Social media**  
KEYWORDS  
**#OurInspiration**  
**#YourInspiration**  
**#Sharing**  
**#Spark**  
**#TchaiOpen**



# CONNECT WITH TCHAI

What inspires us, we hope, will inspire you.  
What excites you, excites us too!

Because inspiration is not a one-way street, we invite you to show, share and move us with whatever it is that floats your boat. In return, we'll let you know what's been rocking our world.

Deal?

## LET'S GET INSPIRED

Meet us here:

**Website** [tchai.nl](http://tchai.nl), [tchaiopen.nl](http://tchaiopen.nl)

**Facebook** [facebook.com/Tchai.International](https://facebook.com/Tchai.International)

**Twitter** [twitter.com/\\_tchai](https://twitter.com/_tchai)

**Instagram** [\\_tchai](https://www.instagram.com/_tchai)

**LinkedIn** [linkedin.com/company/tchai-international](https://linkedin.com/company/tchai-international)

**Tchai** heeft de video van XYZ Branding Agency gedeeld.  
What a great commercial for Senz umbrellas!! Proud that it was filmed at our location. And proud that we got to build this shop-in-shop for them!  
#tchaiopen #tchai #wemakeithappen #senz #ItsRainingItsRaining

**Tchai**  
18 maart ·  
Work in progress #howtomakeabird #birdscollection #iittala #fiskars #tchai #tchaiinternational #proud #inspiration #wemakeithappen

**Tchai**  
6 april ·  
Pasta Party! Preparing for the Business Estafette Marathon Run Rotterdam  
#marathon #rotterdam #NeverNotRunning #WeMakelItHappen #PastaParty #TeamTchai

**Tchai** @\_tchai · 7 apr. 2015  
Een succesvolle pop-up store starten; hoe pak je dat aan >>  
bit.ly/1JkdGEL

**Tchai** heeft 8 nieuwe foto's toegevoegd.  
Each and every year just as impressive..... Baselworld20  
#GettingInspired #AlwaysOnTheRoad #Trends #Baselw #MorePhotosToFollow

**Tchai**  
9 maart ·  
Progress #howtomakeabird #birdscollection #tchaiinternational #proud #inspiration #wemakeithappen

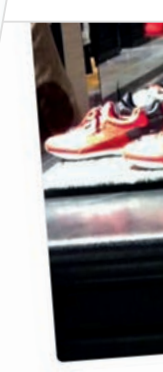
**Tchai**  
9 maart ·  
Wanna admire the spectacular Panorama Mesdag digital painting in the Samsung Dome? Just visit TEFAF 2016 in Maastricht! (11-20 march Maastricht Exhibition & Congress Centre) --> bit.ly/1M62N0

**Tchai** @\_tchai · 13 aug. 2015  
tchai developed a shop presentation for senz at "De Bijenkorf" -->  
bit.ly/1InV1uU #Senz #ShopInShop #Tchai

**Tchai** @\_tchai · 14 jan.  
We just love these mother-daughter bracelets by Lennebelle Petites --> lennebelle.com  
display made by tchai



**Tchai** heeft 11 nieuwe foto's toegevoegd.  
ward and Klaas are in New York..... #RetailTrip #NeverNotWorking #CreativeThinking #tchai #tchaiinternational #MakelItHappen



**Tchai** Tcha  
16 apr  
Saturday mor  
#colleagues #





INSPIRATIONAL THEME  
**Rotterdam**  
KEYWORDS  
**#Ode**  
**#Rotterdam**  
**#EscapedTheDrawingTable**  
**#Rijnhaven**  
**#Boomgaardhof**





"What we love about our city is the presence of spaces that successfully escaped the drawing table. Having found their form as byproducts of problem solving and pragmatism, these spaces are in a way the true emblems of the Rotterdam spirit - which is too powerful to be refined and too honest to wear the mask of beauty."

*The designers of this magazine*





17:09  
Breda  
Intercity direct

Volgende trein: 17:39 ICD Breda  
17:18  
Venlo  
Intercity

via Dordrecht, Breda, Tilburg, Eindhoven  
Volgende trein: 17:48 IC Venlo

spoor  
3<sup>a</sup>



spoor  
4<sup>a</sup>



17:09  
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Volgende trein: 17:48 IC Venlo

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spoor  
4<sup>b</sup>



3

INSPIRATIONAL THEME  
**Fast moving retail**  
READING TIME  
**3:50**  
KEYWORDS  
**#NS**  
**#GrabAndGo**  
**#QuickSales**  
**#SmartFormula**  
**#1MinuteSales**

**RETAIL OPPORTUNITY: SELLING AT STATIONS**

GET  
YOUR  
SALES  
ON  
TRACK!!!



"WITH UP TO FIVE TIMES AS MANY PEOPLE PASSING THROUGH THE NATION'S STATIONS COMPARED TO ITS SHOPPING STREETS, ARE RETAILERS MISSING A GOLDEN OPPORTUNITY?"

With many marketing, product and brand managers choosing the car over the train, it's hardly surprising motorway billboards are a go-to option when it comes to boosting sales. Railway retail, not so much. But with up to five times as many people passing through the nation's stations compared to its shopping streets, are retailers missing a golden opportunity? Michel Hueber is NS Retail's Exploitation Manager. We asked him: is station retail the answer to getting your sales on track?

**WHY IS STATION RETAIL SO OFTEN OVERLOOKED?**

"Retailers have little idea about the potential of major train stations in the Netherlands. Travelling by car means their perception is outdated. Having undergone a makeover, these stations are now leading examples of modern architecture. They have also become some of the busiest hubs in the country. Yet this tends to be forgotten. Every year, Schiphol's 'Black Saturday' makes headlines when 175,000 passengers pass through its terminals. We see these kind of numbers at our stations daily. It's just not on the evening news."

**A MISSED OPPORTUNITY?**

"I think so. Partly due to the crisis, shopping streets are in rapid decline. On a busy Saturday, Amsterdam's Kalverstraat attracts around 55,000 shoppers, but that's also its peak. Station sales are steady whatever the day - there's no shortage of people taking the train. Which is why I believe there's plenty of retail opportunity, certainly at the 50 largest stations in the country, such as Rotterdam, Utrecht and Amsterdam - but also Arnhem, Eindhoven and Breda all offer chances the high street doesn't.

**SO YOU BELIEVE STATIONS WILL BECOME MAIN SHOPPING AREAS?**

"Not exactly. Unlike shopping centres, stations don't attract active shoppers. So we're interested in products

and services that you buy because you're at a station - something to eat, a book, a gift, an umbrella. But also somewhere to buy a pair of trousers, so you don't need to make a separate shopping trip once you get home."

**DOES THIS KIND OF SHOPPING DEMAND CHANGES TO THE SHOP FLOOR?**

"Definitely. Applying a standard shop formula to station retail simply doesn't work. High street shops aim to keep people in their stores for as long as possible. Station retailers understand the customer is pushed for time. Rituals, for example, has picked up on this by offering pre-wrapped gifts. ICI Paris staff are trained in recognising different customer types - those in a hurry and those with more time to spare - so they can apply their sales tactics accordingly."

**IS THIS THE ONLY DIFFERENCE WITH THE HIGH STREET?**

"Product range is important. A value pack of nappies might be a good idea for supermarket shoppers, but

inconvenient for mothers who are about to catch a train. A regularly updated assortment and shop window is just as vital to keep commuters inspired - let's not forget most people will be passing by at least three or four times a week. Fashion retailers like Sissy Boy and Pieces already do this well. HEMA has adapted its range by selling practical items, such as bicycle lights, alongside their famous cakes and sausages."

All big name retailers. Is station retail interesting for smaller businesses too? "Absolutely. There are currently around 30 large store formats in our stations, but The Hague, for example, also houses a medical clinic. One of the biggest station success stories is a doner kebab shop that began 20 years ago at a single location. That one shop has grown into The Doner Company - with branches throughout the country. But this is an individual business case. Retailers and brands will need to look at their numbers differently."

**STATION RETAIL: PASSENGERS PER DAY**

AMSTERDAM CENTRAL STATION:	300,000	████████████████████
UTRECHT CENTRAL STATION:	200,000	████████████████
ROTTERDAM CENTRAL STATION:	150,000	████████████
THE HAGUE CENTRAL STATION:	150,000	████████████



**WHAT DOES A BUSINESS CASE LOOK LIKE?**

"Typically a higher footfall, smaller product range, possibly more turnover and higher cash deposits compared to the high street. We always ask the retailer to supply a business case; we provide the variables. Rent is determined based on projected results - and is turnover dependent, meaning we share in both the good times and the bad. This motivates us to work closely with our retailers to optimise results."

**CAN ANY RETAILER 'GIVE IT A GO'?**

"An activation campaign is a simple way to trial your concept at our stations. This could range from half a day to half a week. Retailers can also hire a pop-up, organise an event, rent a shop for a limited period or open a permanent store - at one train station or all of them. There's always a solution to suit - if your formula fits, we'll find a way to make it work."

**WHAT KIND OF RETAILERS DO YOU HOPE TO ATTRACT?**

"We're continuously researching what our passengers want to see at our stations. HEMA was high on the request list for many years and has since arrived. Now we're on the lookout for mainly non-food concepts. And we'd be particularly interested in a concept specifically aimed at men."

**SUCCESSFUL SALES AT STATIONS**

Create a business case aimed at railway station sales

Adapt the product range to suit commuters

Provide speedy service

Adjust the shop floor for speed and efficiency

Update product range regularly

Keep shop windows looking fresh

Allow commuters control over their time

Train staff to assess how much time the customer has to shop



FUTURE S  
TIMES

INSPIRATIONAL THEME  
**Presentation**  
KEYWORDS  
**#Neon**  
**#Gallery**  
**#Estrangement**  
**#LightVersusDark**  
**#Gym**



## FUTURE FITNESS NIKE STUDIO, BEIJING

For the launch of a new collection, Nike has transformed a Beijing art gallery into a Nike studio and gym. Transparency and infinity are central to its design - with clever use of lighting, reflective surfaces and repetition. The studio hosts workout labs, a lounge and beautiful product displays.

### WHAT WE FIND COOL:

With its deliberately dark walls and neon grids, Nike studio offers a truly immersive workout experience.



INSPIRATIONAL THEME  
Store Interior

KEYWORDS  
#Maruhiro  
#Ceramics  
#FlagshipStore  
#Japanese  
#Stacked  
#Rejects  
#Minimalistic  
#Delicate  
#Platform  
#Surprisingly

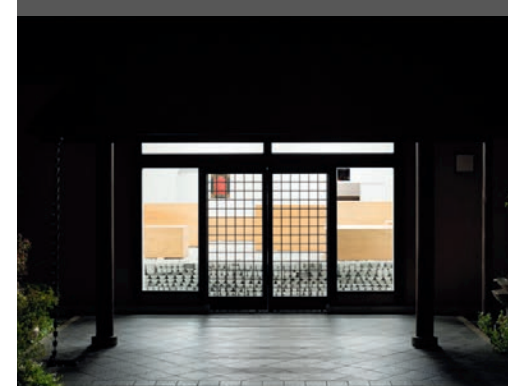
DELICATE  
DISPLAY

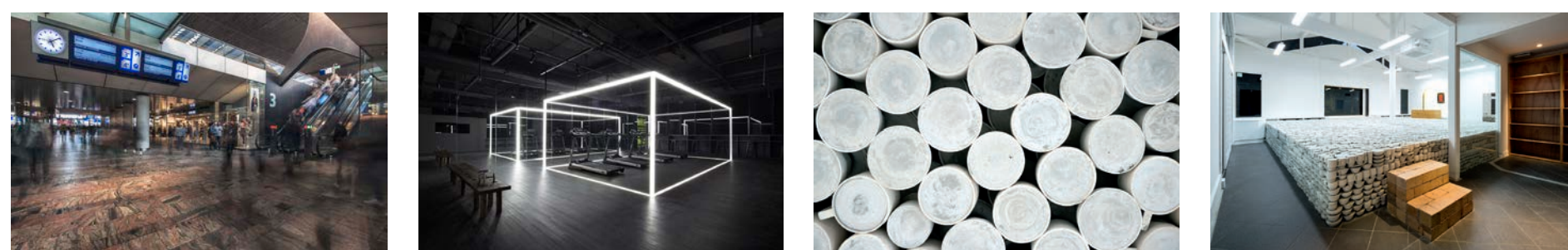
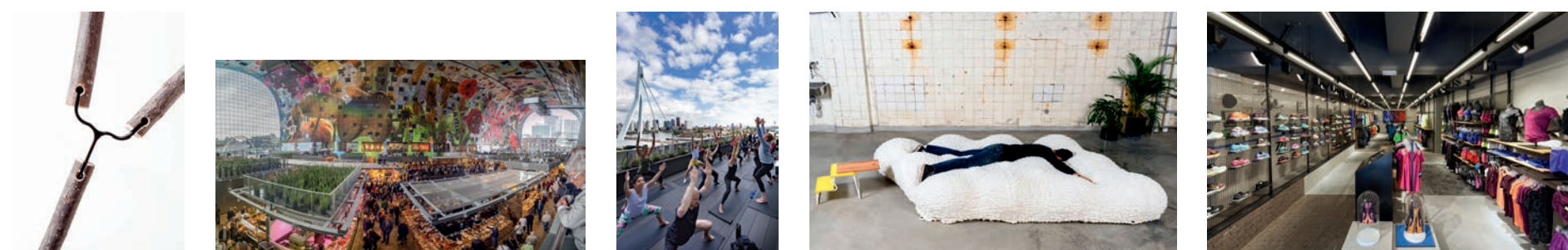
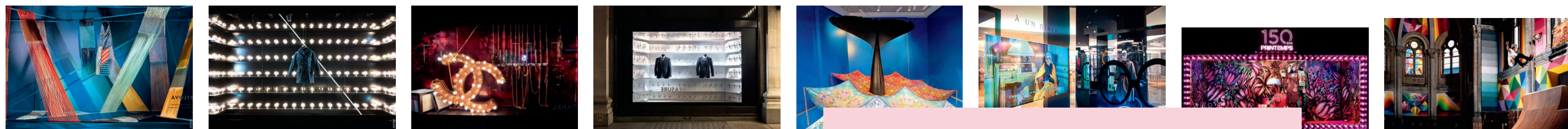
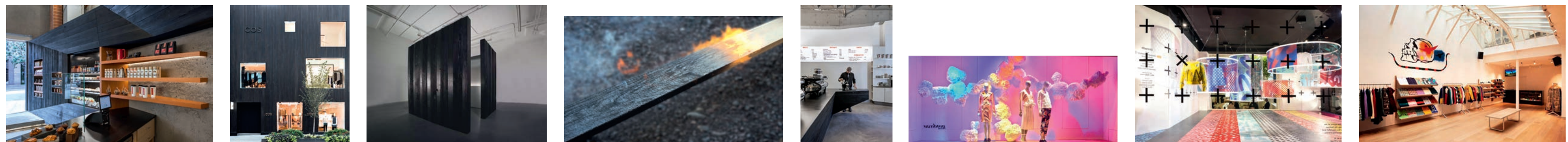
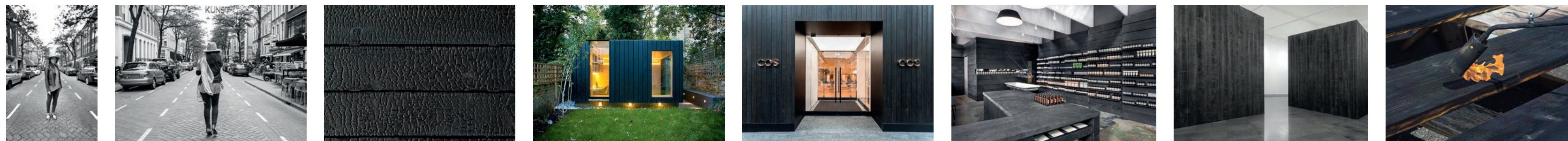
Maruhiro ceramics store  
Hasami Japan



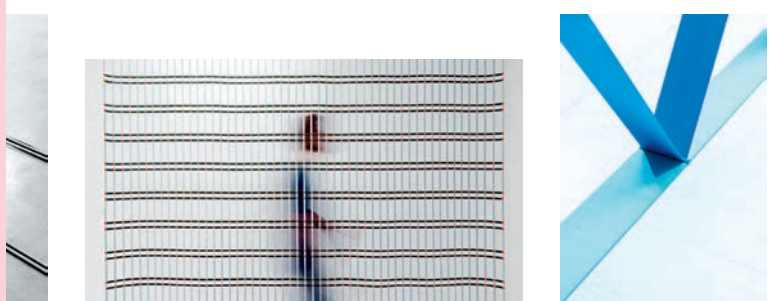
In the Maruhiro flagship store, the new collection is presented on an elevated floor made from 25,000 rejected bowls, plates and cups. Stacked and cemented, they now form a surprisingly solid platform on which the delicate crockery is displayed – in minimalist Japanese fashion, of course.

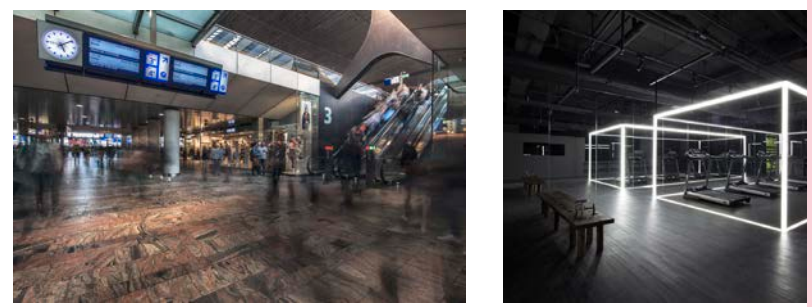
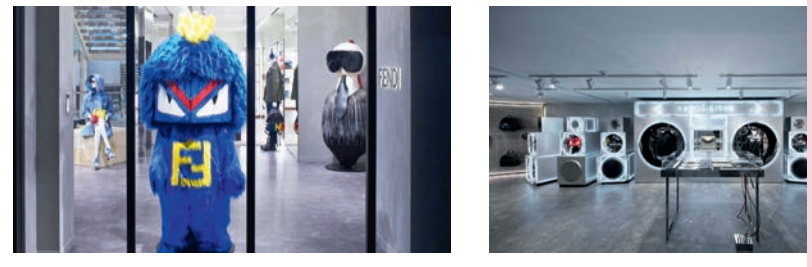
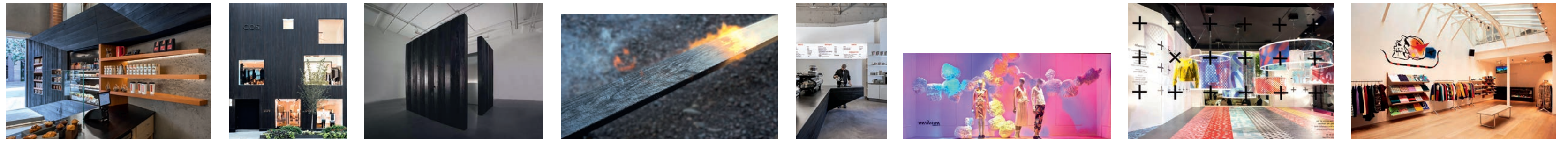
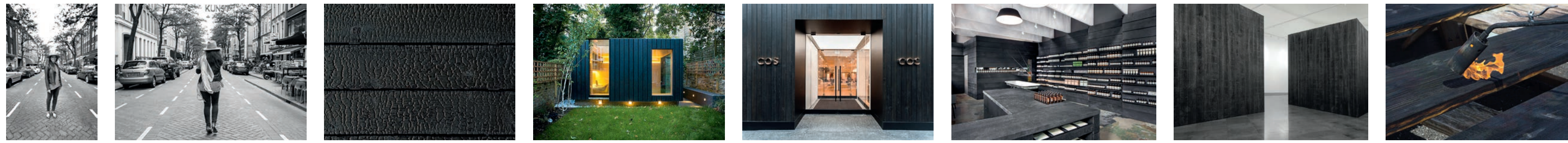
What we find cool:  
The platform is a fitting tribute to the village of Hasami, where they have been producing earthenware and ceramics for over 400 years.





*It all starts  
with inspiration*





## CREDITS

#  
Number One  
July 2016

Created, edited and owned by  
Tchai

# Number One was realised with the help of many talented and creative minds. We'd like to extend our thanks to...

...our designers for nailing the concept and image creation. For their advice, blood, sweat and tears, and without whom this publication would not be in your hands right now...  
Ilse van Klei and Bas Rellum - studio ilse van klei  
Rianne Petter - Rianne Petter Graphic Design

...our wordsmiths for their storytelling magic...  
Jacques Vos - Hotcopy  
Jenna Anderson - the Anderson Office  
Jeffrey Rijkhoff - Kopiewriter  
Rupert Parker Brady (blog)

...our printers for taking # Number One from screen to magazine...  
Impressed Druk & Print

...and our image-makers for their beautiful photography and inspirational visuals.  
We have done our absolute best to give credit to all whose imagery we have used in this magazine. However, in the era of digital sharing and social media, it is not always possible to identify the original source. We thank everyone whose images have inspired this publication.  
# Number One is a product of love and distributed without commercial intent, solely as a source of inspiration for our clients and relations. If you are an image-maker we have not been able to mention by name, please get in touch, as we'd be more than happy to send over copies of this magazine for you to inspire and share with others.

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Cool dining 010: photographer Sophia van den Hoek - un-fold-ed.com  
Conquer the world - do as bobby's does: Bobby's Gin - bobbysdrygin.com  
Rotterdam: stairway to a city rebuilt: designers MVRDV Rotterdam - mrvdv.nl  
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Rotterdam happens to be the future: photographer Wilco Schippers - wilcozpics.wordpress.com  
Meet Generation Alpha: created by studio ilse van klei and Rianne Petter Graphic Design  
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