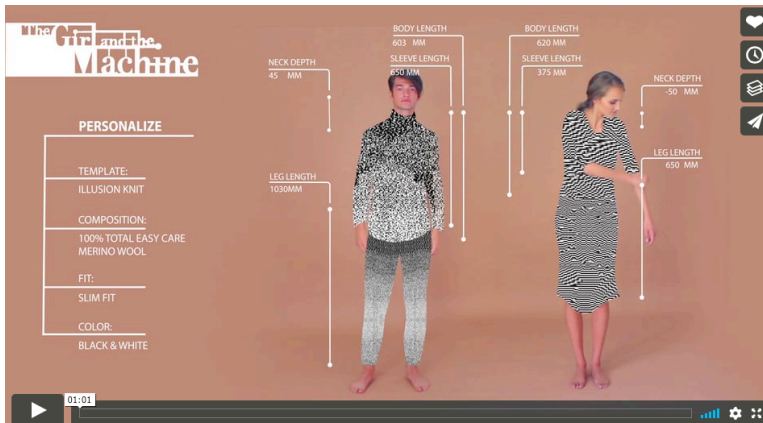


## **Radical Retail, Studium Generale Commercial Practice Q10 2017**

Willem de Kooning Academy in collaboration with BlueCity and Creating 010

date: Friday 17 November 2017  
time: 09.00 -12.00 (public program) /13.00 -17.00 (Design Challenge WdKA)  
location: Blue City, Maasboulevaard 100, Rotterdam

**09.15 – 12.00: PRESENTATIONS**  
**13.00 – 16.00: DESIGN CHALLENGE**  
**16.00 – 17.00: PITCHES**



### **Introduction**

At present, our consumer behavior is strongly affected by digital media and online shopping. This form of retail allows for online price comparison and consumption for DIY sales. What could be a future of retail in times of an emancipated critical consumer, who shares knowledge about products and gets more involved in the production process? How do we design for 'collaborative consumption'? At the same time, ethical values are becoming increasingly important for consumers. Alternative monetary systems emerge, like exchange trading, DIY money and virtual currency (blockchain). Do we make retail as-we-know-it unnecessary? The SG program intends to map different future scenarios of 'Radical Retail'.

### **aim**

'Radical Retail' investigates the role of artists and designers. How can we imagine a 'Radical Retail' landscape? What are future and perhaps still imaginary systems and spaces for trade and consumption? What could be (design) perspectives in times of changing consumer behavior, DIY and bottom-up mentality, the importance of ethical values and emerging alternative economies?

### **program**

The Studium Generale consists of a public morning program with presentations of professionals and an afternoon program with associated workshops for Data Design, Branding, Service Design and New Frontiers year 3.

## PROGRAM

**09.00:** welcome and introduction

**09.05 – 09.20: Blue City: a New Economy Hub**

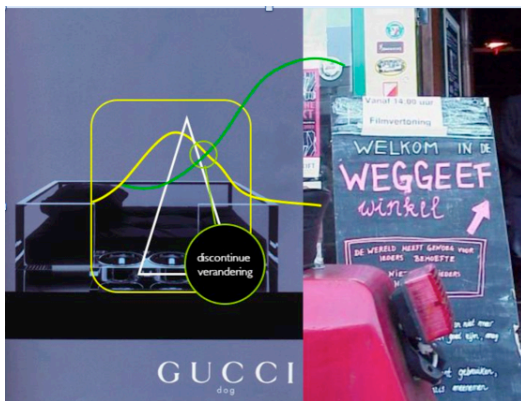
**speaker: Nienke Binnendijk, labmanager, Blue City Lab, <http://www.bluecity.nl>**

The Blue City 'surfs the waves of the New Economy'. BlueCityLab manager and economist Nienke Binnendijk will give an insight in how the start ups and designers are working and collaborating to reach the goals of a new economy.

**09.20 - 9.40: A Future of Values: Values in the Next Economy (New Frontiers)**

**speaker: Justien Marseille, forecaster and researcher at Creating 010,**

<http://thefutureinstitute.nl>



In times of changing economical systems (bottom up) alternative commercial values emerge. Why do we still attend shops? What is it we buy, why do we value what we buy the way we value it. Anticipating on possible futures, you will need taking distance from the now, from the paradigms surrounding the subject you are designing for. Like the idea that we have to make profit, or goods come to us through shops. Even the idea that we need money might be a paradigm that will not last the next decades. How can we implement new ethical values in scenarios for future retail?

**9.40 – 10.00: Jacking the Brand: retail in a culture of personal values (Branding)**

**speaker: Rosanne van der Meer, The Girl and the Machine.**

<http://www.thegirlandthemachine.com>

The individual is gaining an increasing role in the consumption process. Consumers co-develop a product, finance it (crowdfunding), make it themselves (maker spaces) or hack an existing brand (brandjacking). Production adapts to the personal values of consumers. 'The Girl and The Machine' is a fashion label focusing on personalisation of knitted clothing. The goal is to change the fashion industry, counteract overproduction and make clothes exclusively for a person. This does not need a physical retail space; it takes place on an online platform. How do you brand an online system based upon personal values like The Girl and the Machine?

**10.00 – 10.20: COFFEE BREAK**

**10.25 – 10.45: *Hybrid spaces of consumption: off line and analogue interactions***

**speaker: Tjeerd Hendriks, co-founder Groos, Rotterdam**

In times of digitalisation of retail, Tjeerd Hendriks will discuss the value and importance of analogue and local interactions in a retail environment like Groos. Will offline eventually replace online?

**10.45 – 11.15: *Hybrid spaces of consumption: Phygital Innovation (Service Design/Data Design)* speaker: Arnoud Schoofs, bump.nu**

Online consumption, self-production, mobility and the merging of different functions (bar / shop / DIY) mark the transformation in the retail landscape. New approaches emerge, like Phygital Innovation, the merging between the digital and physical (retail) spaces. Arnoud Schoof, service designer at digital design agency Bump (Antwerp) will discuss the meaning of the 'phygital' for designing experiences for shops and customers. How do you design valuable touch points and customer experiences for hybrid retail spaces? And how can you design with customer data and create different, personal stories with them?

**11.15 – 11.30:            **QUESTIONS****