

A close-up photograph of a hand with a red ring adjusting a blue pin on a harpsichord keyboard. The keyboard is made of wood and has many strings. A pair of bright green sunglasses is lying on the keyboard in the foreground. The text "ADOPTING THE TOURIST STANCE" is overlaid in the center.

ADOPTING THE TOURIST STANCE

ROY BICKNELL

BONN 2014

ACT AS THOUGH YOU'VE
NEVER BEEN THERE
BEFORE SO YOU'RE NOT
SUPPOSED TO KNOW
ANYTHING ABOUT IT.

John Cage



The image shows a wooden surface with three horizontal white chalk strokes. The strokes are slightly irregular and have a soft, powdery texture. The word "THREADS" is written in a light pink, sans-serif font, centered between the middle and bottom strokes.

THREADS



The image shows a top-down view of a wooden surface with a prominent grain. In the center, four rectangular pieces of paper are layered diagonally from bottom-left to top-right. The colors of the papers are blue, green, purple, and red, with each subsequent paper partially covering the one below it. Overlaid in the center of these papers is the text 'THE HUB' in a light orange, sans-serif, all-caps font.

THE HUB

CAVEATS

STUDENT PERCEPTION

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BENEFITS

COLLABORATIVE LEARNING

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The background of the image is a close-up, high-angle shot of white, frothy foam or bubbles on a dark blue surface, likely water. The foam is dense and textured, with many small bubbles visible. The lighting is bright, creating a high-contrast scene between the white foam and the dark blue water.

BEGIN
ANYWHERE

A photograph of a wooden surface with several concentric circles drawn in white chalk. The circles are centered on the left side of the frame. To the right of the circles, a black compass is lying on the wood. The text "CONCENTRIC CIRCLES" is overlaid in a light pink, sans-serif font across the middle of the image.

CONCENTRIC CIRCLES

THERE IS NO SPECIFIC
TARGET GROUP

PRIMARY
ACTION
ALDI/LIDL

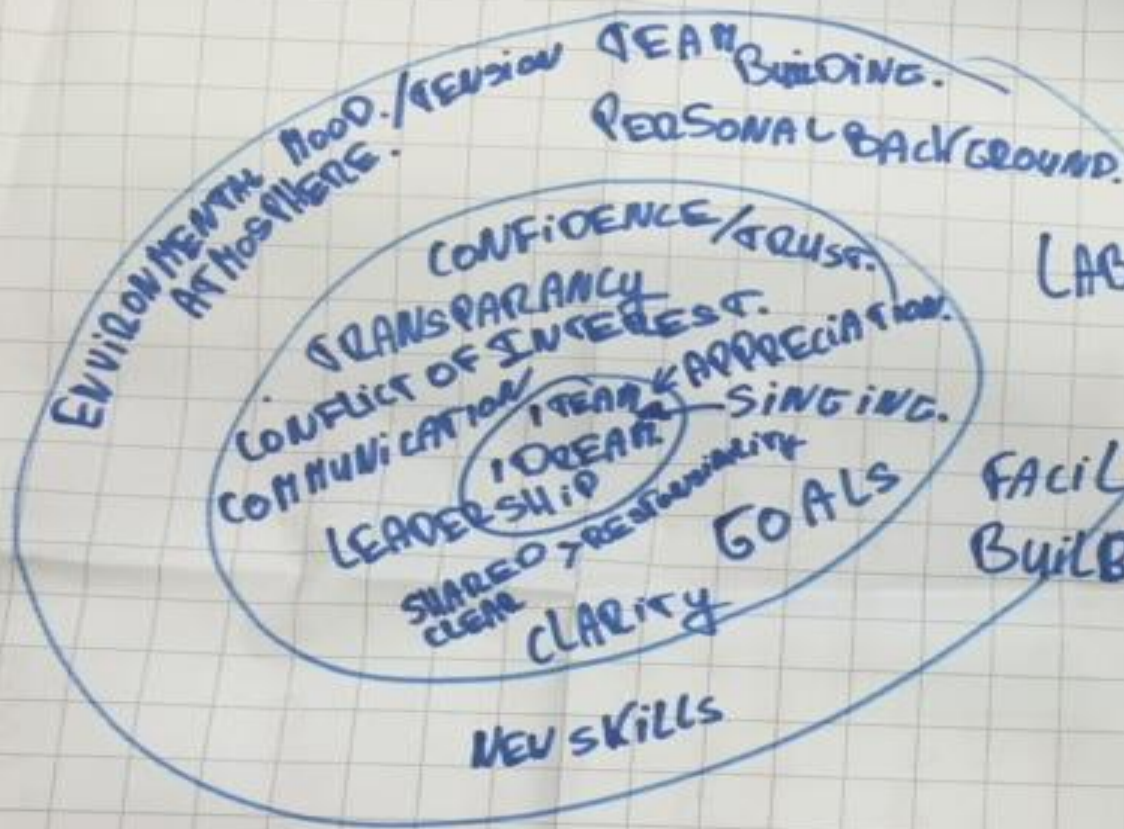
- COMPETITORS
- ECONOMIC CIRCUMSTANCES
- OLD FASHIONED CONCEPT
- INTERNET SALES
- NEW STRATEGY NEEDED
- THE RANGE IS TOO BROAD

IS THE FRANCHISING MODEL
WORKING?

WHAT CAN BE DONE?

- MARKETING - TV - COMMERCIALS
- COST REDUCTION
- CHANGE SHOP FORMULA / FRESHEN UP
- FOCUS ON STRONG PRODUCTS

(e.g. SMOKED SAUSAGE
- PERHAPS REDUCE THE RANGE)



LABOUR CONDITIONS

FACILITIES.
BUILDING.

FACILITIES

E SAME SONG SHEET.

TEAMWORK
NEW SKILLS

I don't think the Hema concept in general is old-fashioned. But I think that there are some things which can be changed. In my opinion the styling of the Hema stores can be transformed to a more modern design in order to make them more inviting for customers to walk in.

One thing I encountered trying to order custom-made curtains in a Hema store in Utrecht and picking them up in Amsterdam. That was not possible in that particular store, something I find not acceptable in 2014 especially for a big retail chain as the Hema.

Yvonne Ferrero

The most important thing for teamwork is communication. You can have one team and one dream, but if you don't communicate with each other than the team and the dream don't really exist. I think communication is at the base of every relationship you have. And of course outside communication there are a lot more things to consider for teamwork.

Anita van der Kuij

CAVEATS

LEVEL-DEPENDENT

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BENEFITS

AWARENESS-RAISING

...

TWO-WAYS

(PROVISIONAL TITLE)

After a
Leopard-print is
officewear.
Rule number one:
decade of painstaking research,
you can't wear it for a job
I think I'm that slutish women
There are still rules about leopard.

We identify with

anywhere.

Time	Destination	Flight	Check-in	Remarks	Dep.
12:00	Kuala Lumpur	MH 019D	31	Vertraagd 15:00	3
10:00	Gdansk	K2 312		Geannuleerd	
12:20	Gran Canaria	KL 2579	3 to 5	Gate gaat dicht	1
12:25	Lima	AF 8243	9 to 16	Gate gaat dicht	2
12:35	Chicago	DL 9382	9 to 16	Gate gaat dicht	2
12:40	Calgary	AF 8376	9 to 16	Nu instappen	2
12:40	Lisbon	CZ 7967	6 to 10	Gate gaat dicht	1
12:45	Hong Kong	CX 270	21	Naar de gate a.u.b	3
12:45	Manchester	CI 9371	9 to 16	Gate gaat dicht	2
12:45	St.Petersburg	DL 9443	9 to 16	Gate gaat dicht	2
12:50	Newark	KL 6179	9 to 16	Gate gaat dicht	2
12:50	Dublin	KL 3155	9 to 16	Naar de gate a.u.b	2
12:50	Washington	DL 9384	9 to 16	Gate gaat dicht	2
12:50	Birmingham	CZ 7806	9 to 16	Gate gaat dicht	2
12:55	New Delhi	DL 9574	9 to 16	Nu instappen	2
13:00	Philadelphia	US 799	25	Gate gaat dicht	3
13:00	Moscow	KL 3180	26	Nu instappen	3
13:00	Detroit	KL 6120	9 to 16	Gate gaat dicht	2
13:05	Edinburgh	EZY 6922	27	Naar de gate a.u.b	3
13:10	Kiev	KL 3096	9 to 16	Bag.drop-off 12-1:	2
13:15	Rome	VY 6295	17		3
13:15	Lagos	DL 9587	9 to 16	Naar de gate a.u.b	2
13:15	Dusseldorf	AR 7810	6 to 10	Economy 6 - 8	1
13:15	Hanover	AR 7812	6 to 10	Naar de gate a.u.b	1
13:15	London City	AF 3120	9 to 16	Naar de gate a.u.b	2
13:20	Reykjavik	FI 501	20	Naar de gate a.u.b	3
13:20	Krakow	K2 412	20		3
13:20	Southampton	KL 2897	23		3
13:20	London Luton	EZY 2158	27	Naar de gate a.u.b	3
13:20	Taipei	KL 4990		Naar de gate a.u.b	3
13:20	Atlanta	KL 6013	9 to 16	Nu instappen	2

Time	Destination	Flight	Check-in	Remarks	Dep.
13:20	Hamburg	AR 7808	6 to 10	Economy 6 - 8	1
13:25	New York JFK	DL 9348	9 to 16	Naar de gate a.u.b	2
13:25	Toronto	DL 9400	9 to 16	Naar de gate a.u.b	2
13:25	London Heathrow	CI 9363	9 to 16	Bag.drop-off 12-1:	2
13:25	Brussels	CZ 7759	6 to 10	Economy 6 - 8	1
13:30	Vancouver	AF 8378	9 to 16	Naar de gate a.u.b	2
13:35	Madrid	DL 9607	6 to 10	Economy 6 - 8	1
13:40	London City	BA 8460	17	Naar de gate a.u.b	3
13:40	London Gatwick	EZY 8874	27	Baggage drop-off	3
13:45	Paris de Gaulle	DL 8512	6 to 10	Economy 6 - 8	1
13:50	Helsinki	AZ 3810	6 to 10	Economy 6 - 8	1
13:55	Istanbul Sabiha	KL 3100	30		3
14:00	Tenerife	HV 859	3 to 5	Economy 5	1
14:00	London Heathrow	CI 9361	9 to 16	Bag.drop-off 12-1:	2
14:00	Kiev	PS 9383	6 to 10	Economy 6 - 8	1
14:00	Barcelona	CZ 7633	6 to 10	Economy 6 - 8	1
14:05	Milan Malpensa	EZY 2726	27	Baggage drop-off	3
14:10	Dresden	F7 269	20		3
14:10	London Heathrow	AA 6505	17		3
14:10	Aalesund	AF 8216	6 to 10	Economy 6 - 8	1
14:15	Antalya	CAI 104	31		3
14:15	Gran Canaria	KL 2689	3 to 5	Economy 5	1
14:15	Nice	AF 8231	6 to 10	Economy 6 - 8	1
14:20	Birmingham	BE 108	23		3
14:20	Dublin	KL 3157	9 to 16	Bag.drop-off 12-1:	2
14:20	Stockholm	AZ 2904	6 to 10	Economy 6 - 8	1
14:20	Toulouse	AF 8263	6 to 10	Economy 6 - 8	1
14:20	Zagreb	DL 9355	9 to 16	Bag.drop-off 12-1:	2
14:20	Budapest	DL 9697	6 to 10	Economy 6 - 8	1
14:25	Tokyo	KL 0861	9 to 16	Bag.drop-off 12-1:	2
14:25	Warsaw	CZ 7930	6 to 10	Economy 6 - 8	1





CLOSE

TWO-WAY
EXTENSION



DIDACTICAL
IMPLICATIONS

SOME CONSIDERATIONS

CLASSROOM ENVIRONMENT
(CROSS)CULTURAL FACTORS
CURRICULUM REQUIREMENTS

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A close-up photograph of a hand with a red ring on the ring finger, using a blue pen to play a toy piano. The piano has a wooden body and a keyboard with black and white keys. A pair of bright yellow-green sunglasses with black frames is resting on the keyboard. The background shows the internal mechanism of the piano, including the hammers and strings.

NIGHT MUSIC FOR ANNA - A TOY PIANO IMPROVISATION
'PERFORMED' BY ROY BICKNELL
BACKGROUND MUSIC BY BRIAN ENO

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