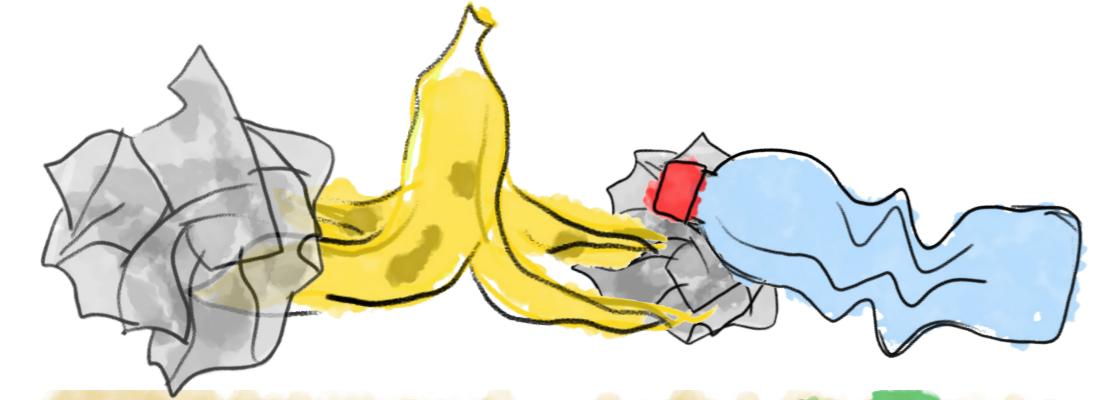


Tetris-trash



My idea is a tetris-trashcan. Even though there are many trashcans all over the city of Rotterdam, there's still a lot of trash on the streets and in some public places.

To make the correct disposal of trash more fun and more appealing, I thought of an interactive trashcan, which allows you to play Tetris with your trash.

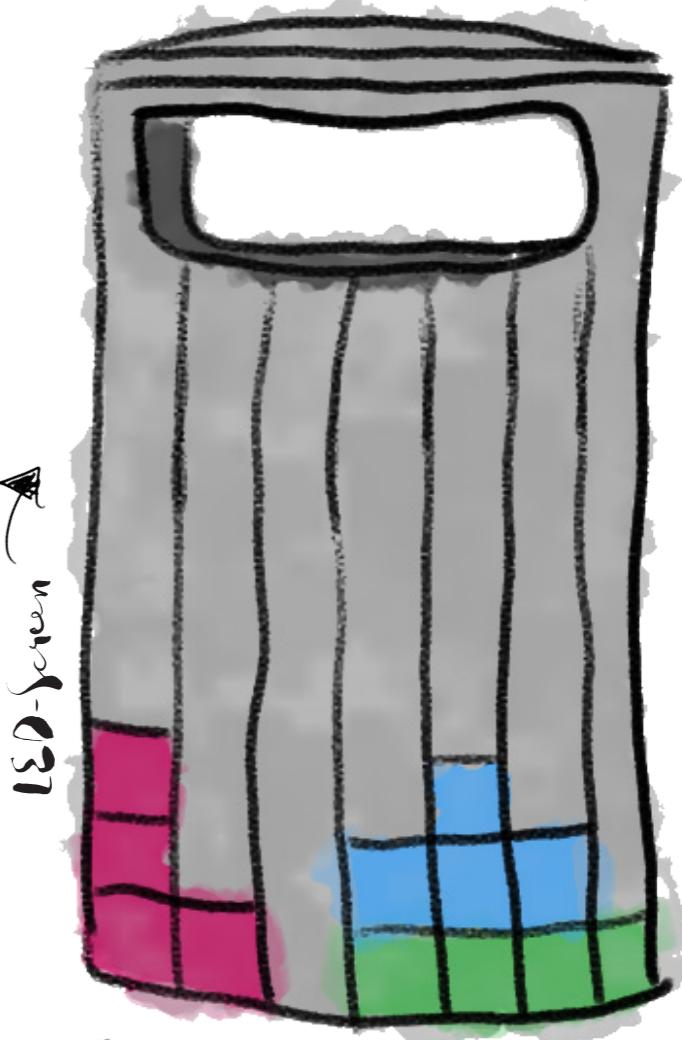
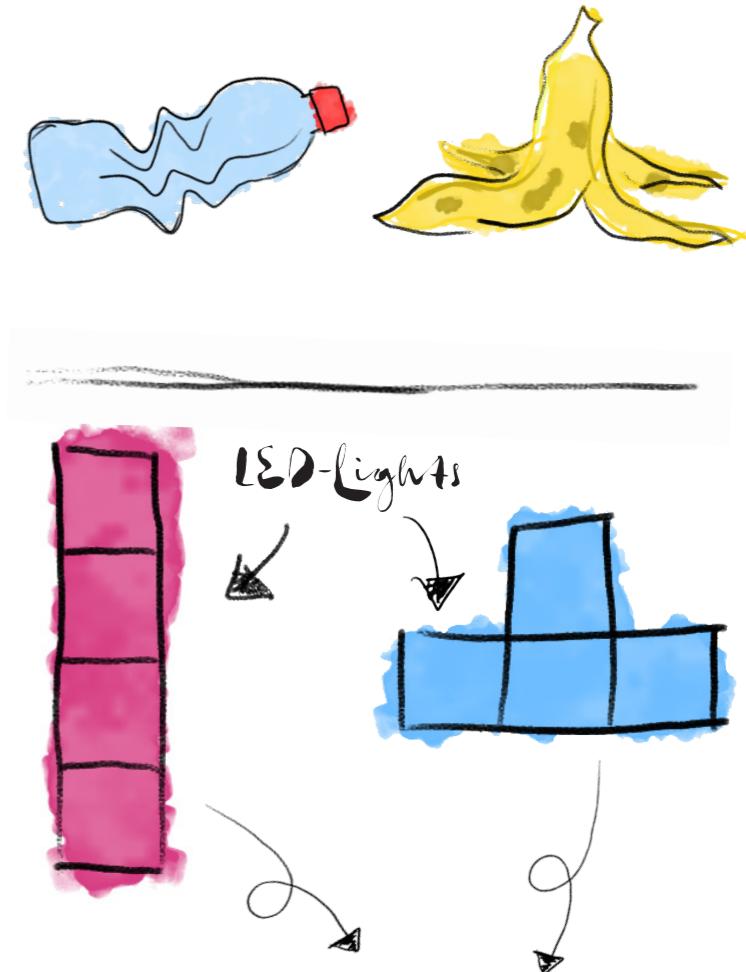
How it works:

The outer side of the trashcan is a LED-screen which is connected to a sensor on top of the can. The sensor picks up what size the disposed trash has and the screen then shows a shape, similar to the one of the trash, which falls down. The game works the same way Tetris works, so depending on where and when you throw away your trash, you can help to delete a line of shapes. The screen also lets you know if the trashcan is full and needs to be emptied.

The main goal of the tetris-trashcan is to make trashcans more appealing, to make people throw away their trash into a can and to make the streets of Rotterdam cleaner.



Scanner



My Idea is ...

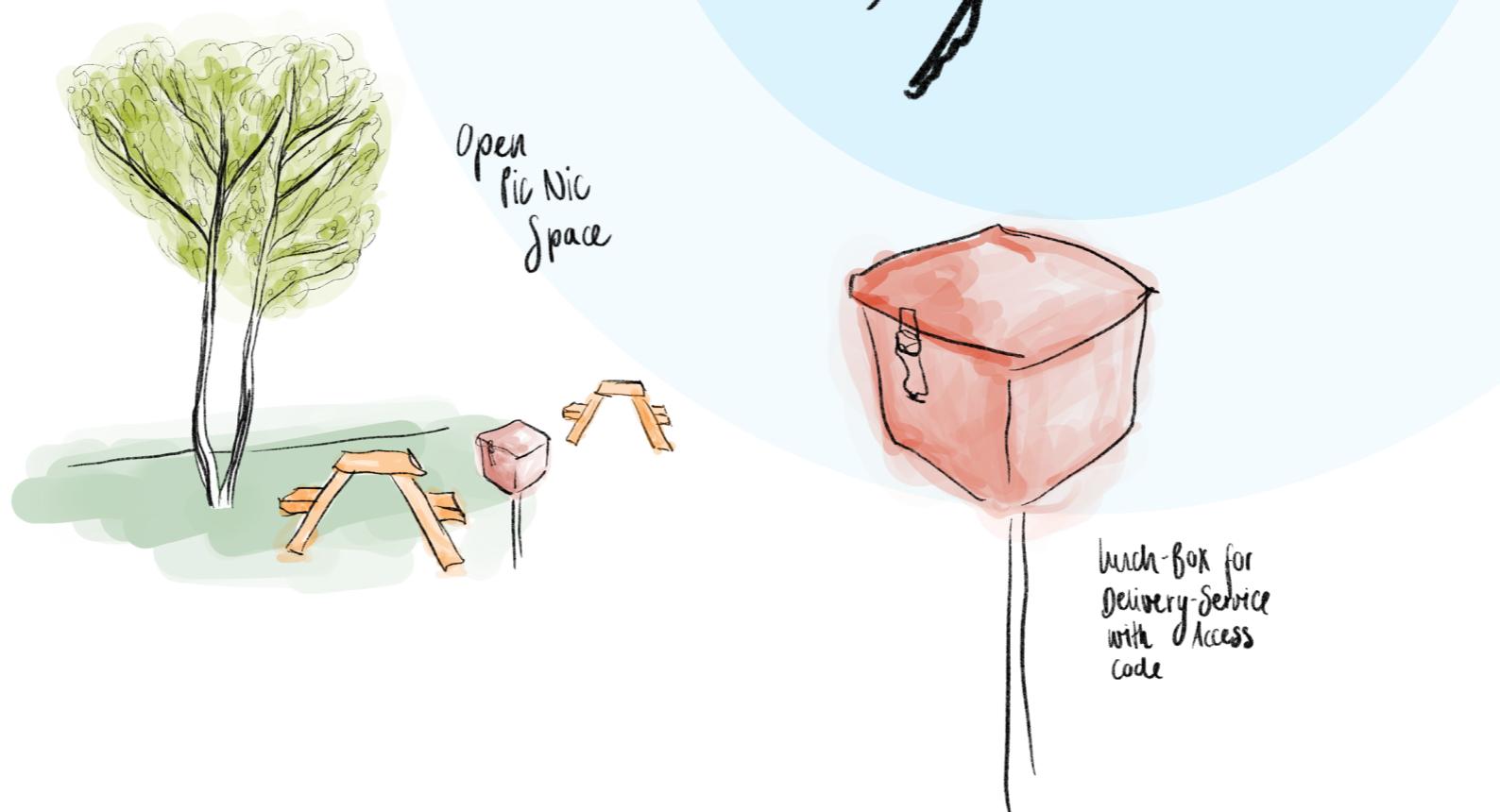
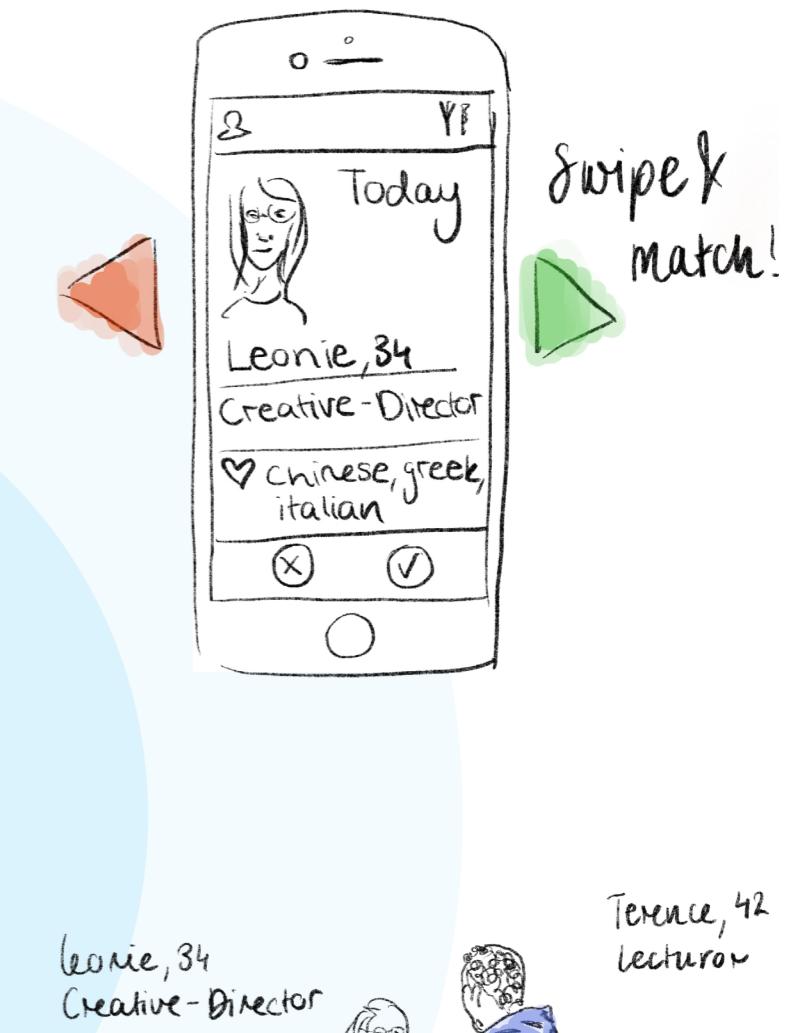
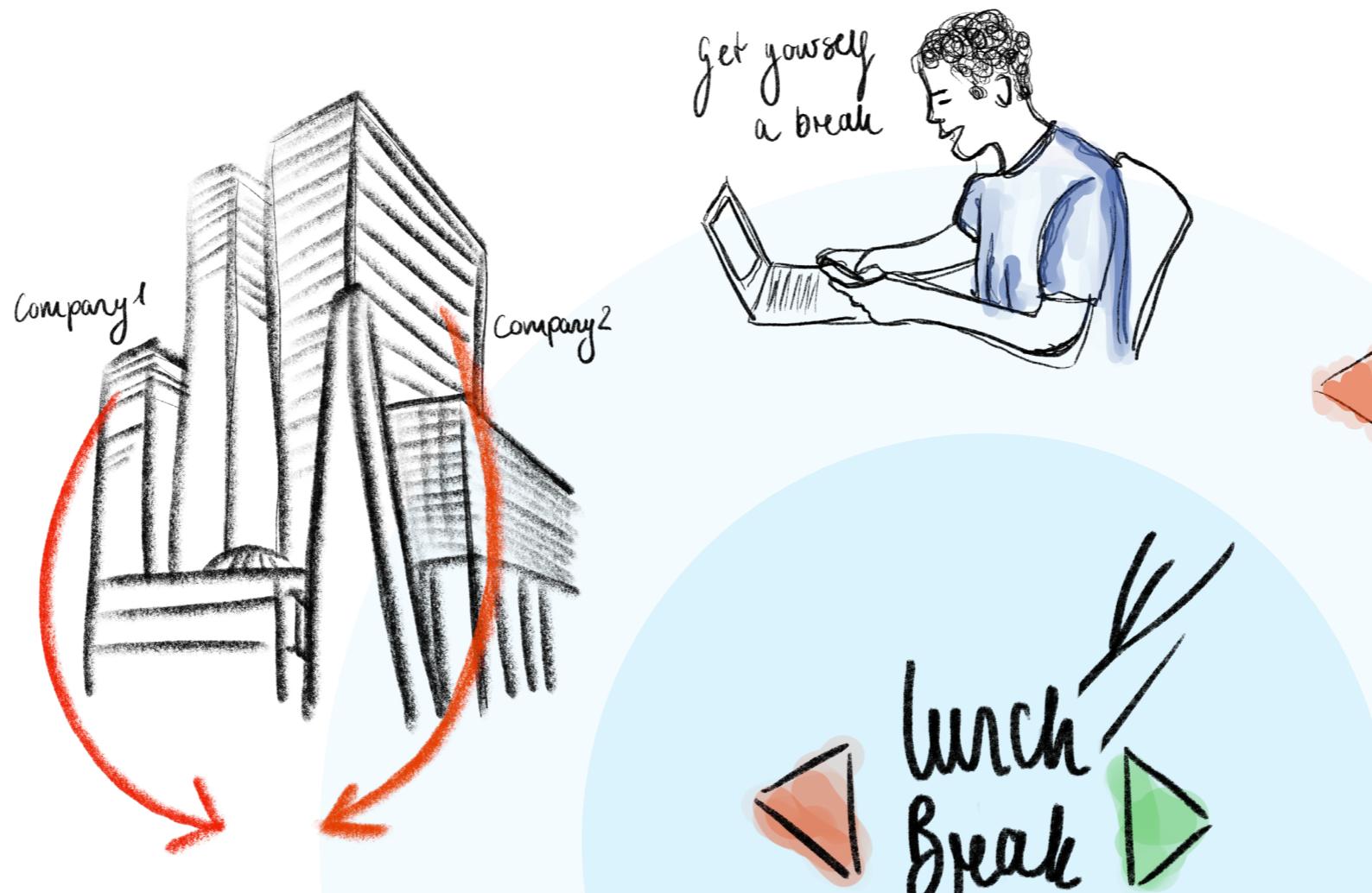
...to invent an Application that brings people from different companies together for a Lunch-Date.

«Lunch Break Tinder» is based on the well-known dating platform Tinder. Through a swipe system it is possible for working-people to find a suitable person for a lunch meeting near their office.

The goal of the app is to promote new companionships and to reach interesting discussions between business people. It also reduces the number of burnouts by giving hard working people the opportunity of a break and a get-away from their workplace.

Besides the digital part of my idea, the «Lunch Break Tinder» creates open picnic spaces for the meetings. This makes sure, that the people get fresh air during their break. In addition, it gives everyone the possibility to get the food they like by a delivery-system. An isolated Lunchbox with access-code makes sure that the food is already at the arranged picnic space when arriving.

Kruisplein is an area in Rotterdam, Netherlands, where a lot of big companies are located. It could be a possible district for the implementation of «Lunch Break Tinder».

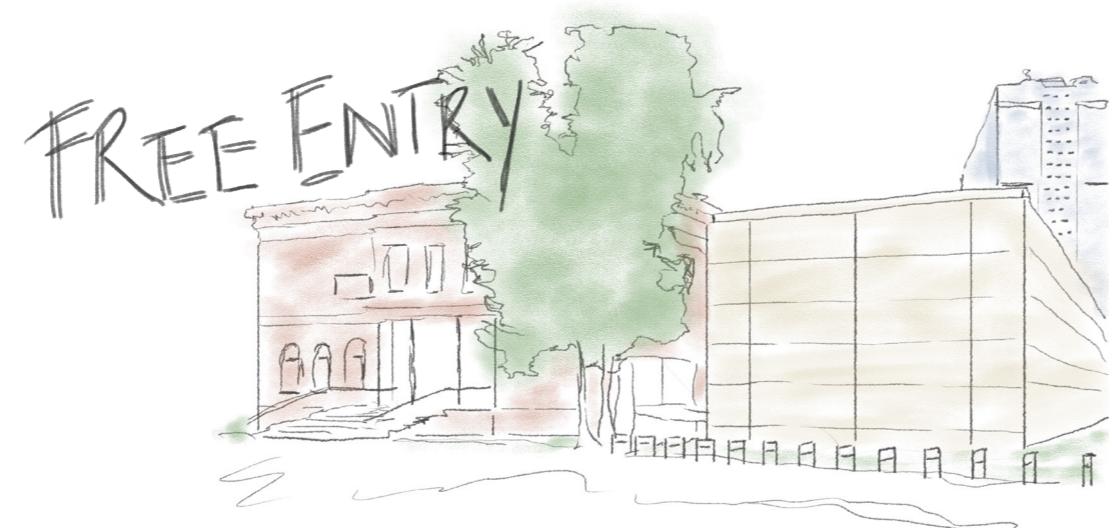


My Idea is **futourism!**

My idea is to launch an interactive game called „**do it like a local**“ in the city of Rotterdam. The interactive game is for tourists and can be played via app on a smartphone or a tablet. As soon as you've downloaded the app, you'll be able to get a bike, which is provided for the game and then discover the city by yourself. While discovering Rotterdam, you can collect points, which are spread all over the city. After collecting a certain amount of coins you will win a price. For example, a free entry in to a museum or a free boat trip.

My interactive game uses augmented reality and will be really easy to use, so every generation can take part in the game and enjoy it. The concept can be adapted to other cities.

The game should be an opportunity to discover Rotterdam in a sustainable way, to engage to a better future in tourism and also raise awareness on the current topic. And of course, the game should bring a lot of fun, because discovering Rotterdam on a bike will make you feel like a true local.



SEE THE
CITY 



Play the city!

My idea is to create an app in which you learn something about the city and its sustainability issues in a playful way.

The target audience are young people who want to know something about the city, which they would not find in any tourist guide.

The game is a post run. You can play the game in groups or on your own. In the single mode, there will be an all time highscore to beat. In the group mode you can play group internal or against other groups.

The aim of the game is to show something about the city you never heard of. Main topics are facts about sustainability issues, fun facts or historical materials. Two examples are the name of the Santa Clause statue «The Buttplug Gnome» and the amount of waste in the canals of Rotterdam.

The target of the game is to reach the last post as quickly as possible. Using a GPS tracker, the app determines your location. You have to reach different certain points on a map. As soon as you reach this points, the app will pop-up a notification. «Well Done!». After that you hear some interesting facts about the building, statue or the location. You have to listen carefully because after that you have to answer a question. With a correct answer you get a time bonus of 150 seconds.

The only means of transport are your feet. So you have to be quick.

The app is educationally, fun and interesting. The perfect thing to strengthen friendships.



Reach the given places



Get interesting facts



Answer the questions



Get time credits



Win the race!

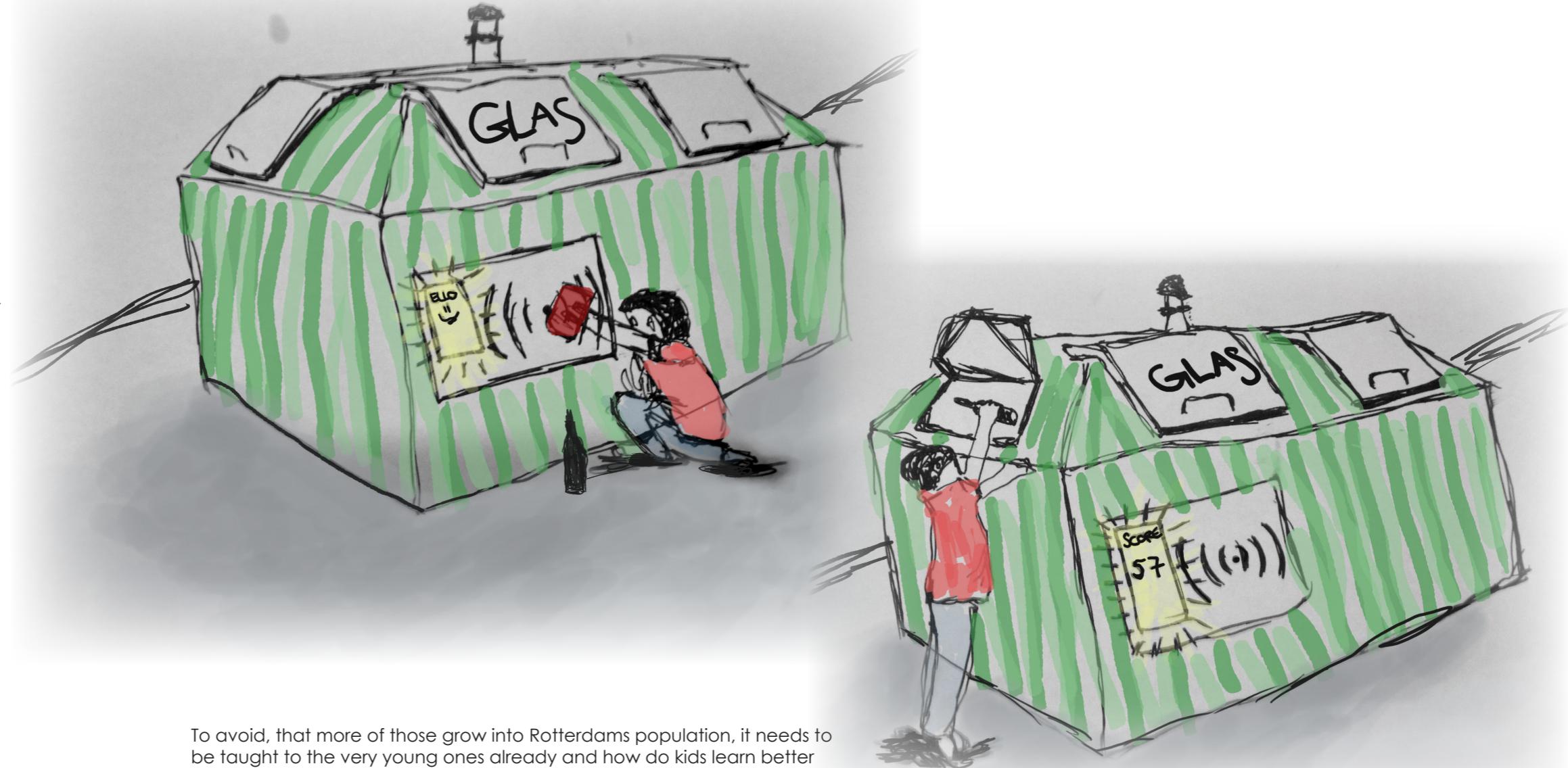


AFVALERIJ SPELLETJE

Nicole Ulrich

The City of Rotterdam already has a very advanced recycling system: Everybody should separate glass, paper and residual waste. In some areas the separated garbage is collected in front of the house on specific days, in most districts the citizens need to carry their garbage to one of the numerous underground containers on the street.

Sounds pretty easy and it actually is. But still, some people just don't get it...



To avoid, that more of those grow into Rotterdams population, it needs to be taught to the very young ones already and how do kids learn better than in a game?

How it works:

Every child from 5 years old gets a chipcard, they can wear it with a lanyard around their neck. Every time they go to the container they scan their card before they put the garbage into the right container. The counting system in the container transfers points, referring to the amount of brought garbage onto the chipcard and the score can directly be seen on the containers screen next to the scanning point. At the time a child collected a certain amount of points, it gets a present. The present is waiting in the associated box, which can be found for example in a supermarket. With the scores the children have the possibility to compare their scores with other childrens scores, it is important that the kids talk about it in the kindergarten or in school, but it should not become too competitive. The important thing is, that the children understand in early years already, that separating waste makes it possible, to make new things out of garbage. It has to be discussed and tried out on what age the game should stop, a 12 year old kid would probably try to take advantage out of the game, and that's not the goal. With that game children learn on a fun bringing way, what kind of garbage goes where. The rewarding system is known as a very efficient kind of conditioning and will surely work in recycling as well.



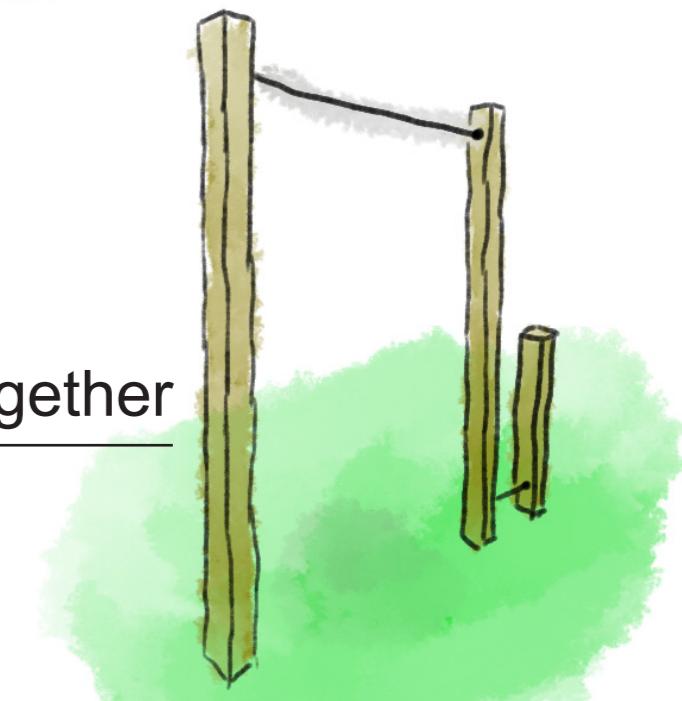
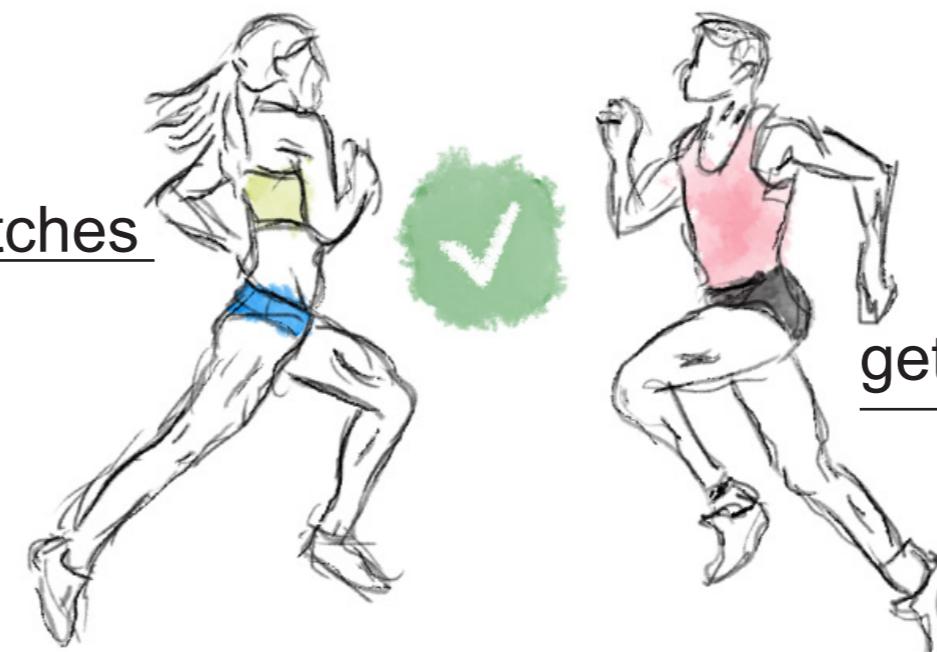
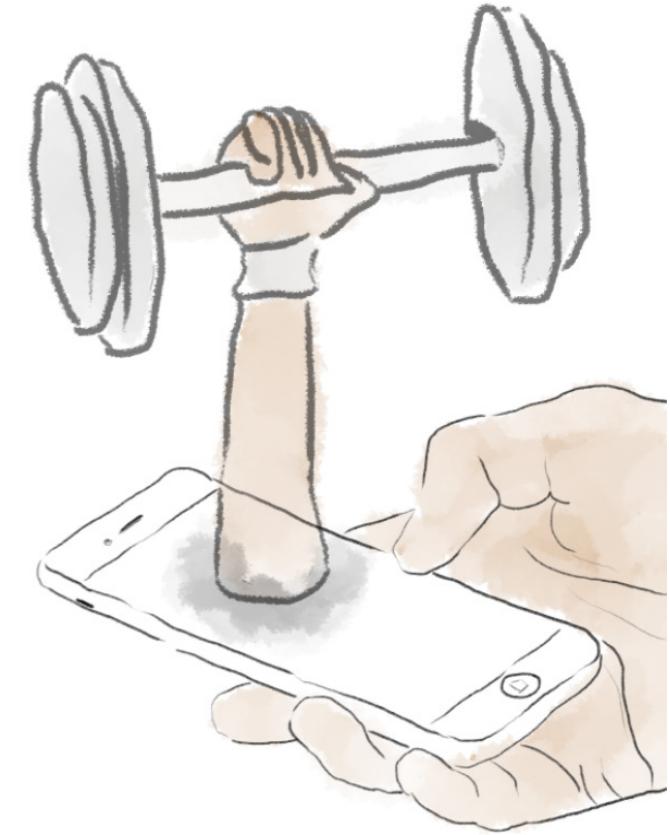
SPORT-TINDER

My Idea is ...

Sport alone is healthy. For two, it is twice as fun. My idea is to develop a sports tinder. With the well-known swiping, you can meet with the right people. In the app people with a sport are suggested. In his profile you can specify several sports.

To make the meeting easier, a meeting area is planned. The area has various places to do sports. In addition, you can borrow a variety of sports equipment in a container.

In the app you can also get a map in which the sports fields or routes are displayed. Also, the app automatically detects how many people are already in the squares.



MY IDEA IS A...

Puzzle Tour

My idea is an interactive walking tour through the city center of Rotterdam. The following example is about the best cafés of the city. Of course, different topics can be explored under the same concept.

In each café there's a puzzle piece hidden and participants have to find them. Each piece gives a discount at the café it is located at. The pieces can be scanned with an app. At the end, when the puzzle is completed, participants will receive a free drink at the final location, as well as a mug with the completed puzzle on it.

Since the cafés will profit enormously from the free promotion, they will have to get certified to be part of the puzzle tour. To get the certificate the cafés will have to become part of the Alliance for Resilient Coffee to ensure their coffee comes from a fair production. Additionally all other products should be from regional sources.

The idea is to give tourists a different perspective of a city in a playful way. Additionally my idea will help support small businesses in the town center as well as raising consciousness for the environment.

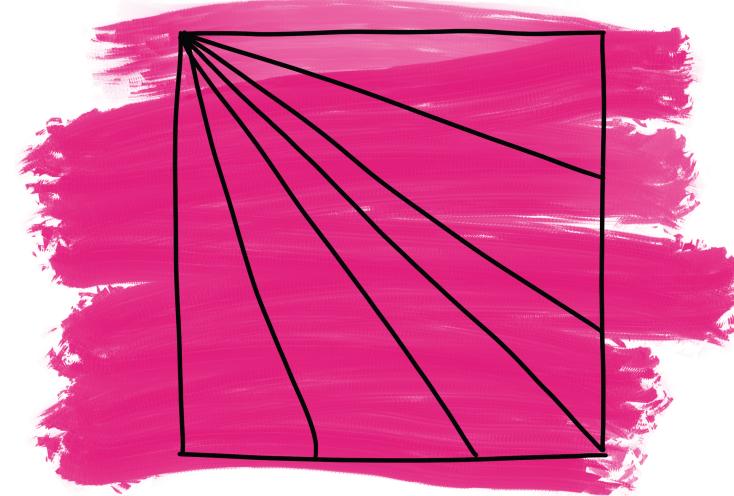
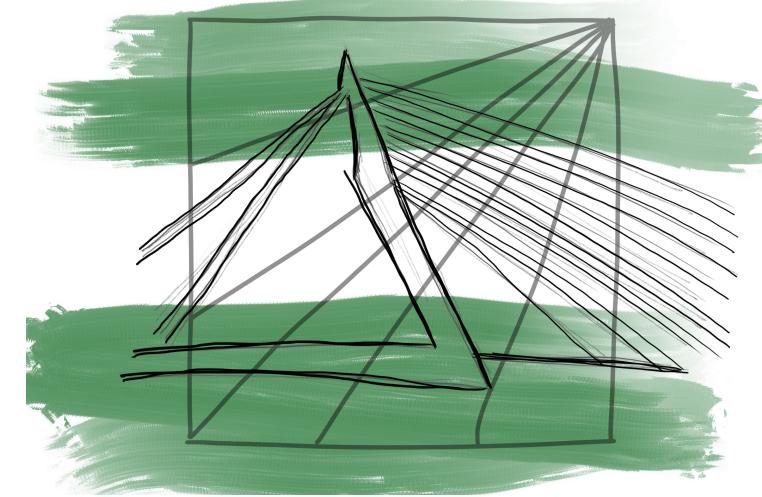


Larissa Zingg

COMPLETED
PUZZLE

FRONT

BACK



WHERE THE
PIECES COULD
BE HIDDEN



PRIZE MUG



BEST CAFÉ
SUGGESTIONS

- (A) DEKOFFIEBAR
- (B) BAKER&MOORE
- (C) KOEKELA
- (D) PARQIET
- (E) VISSER & KO.
- (F) CAFÉ LABRU

