



STEFAN VANDIST

# “Customer experience beyond authenticity

@stefaanvandist voor Retail Conference, 28 Mei 2018



Talks



walks



SPRINTS



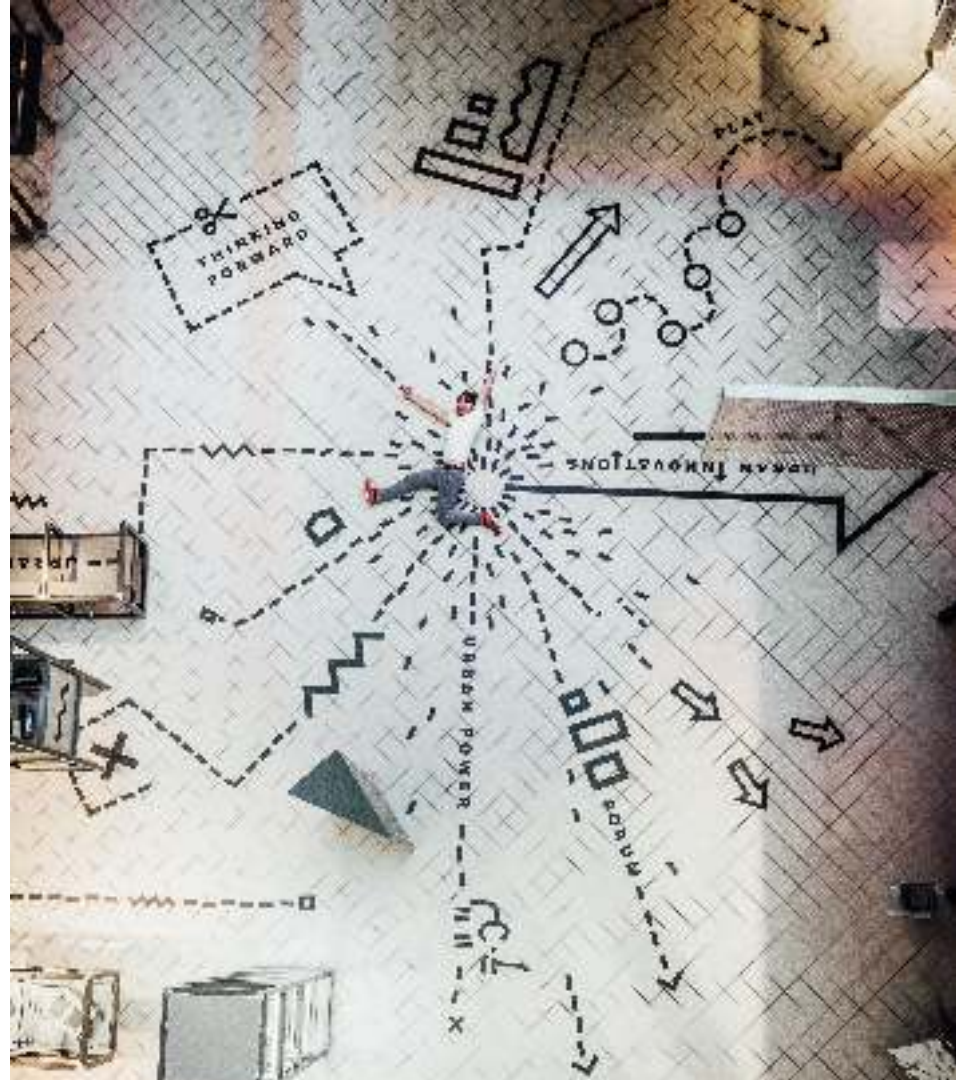
EXPLORATIONS






(WE)  
MYSELF  
&  
<A·I>

LANNOD



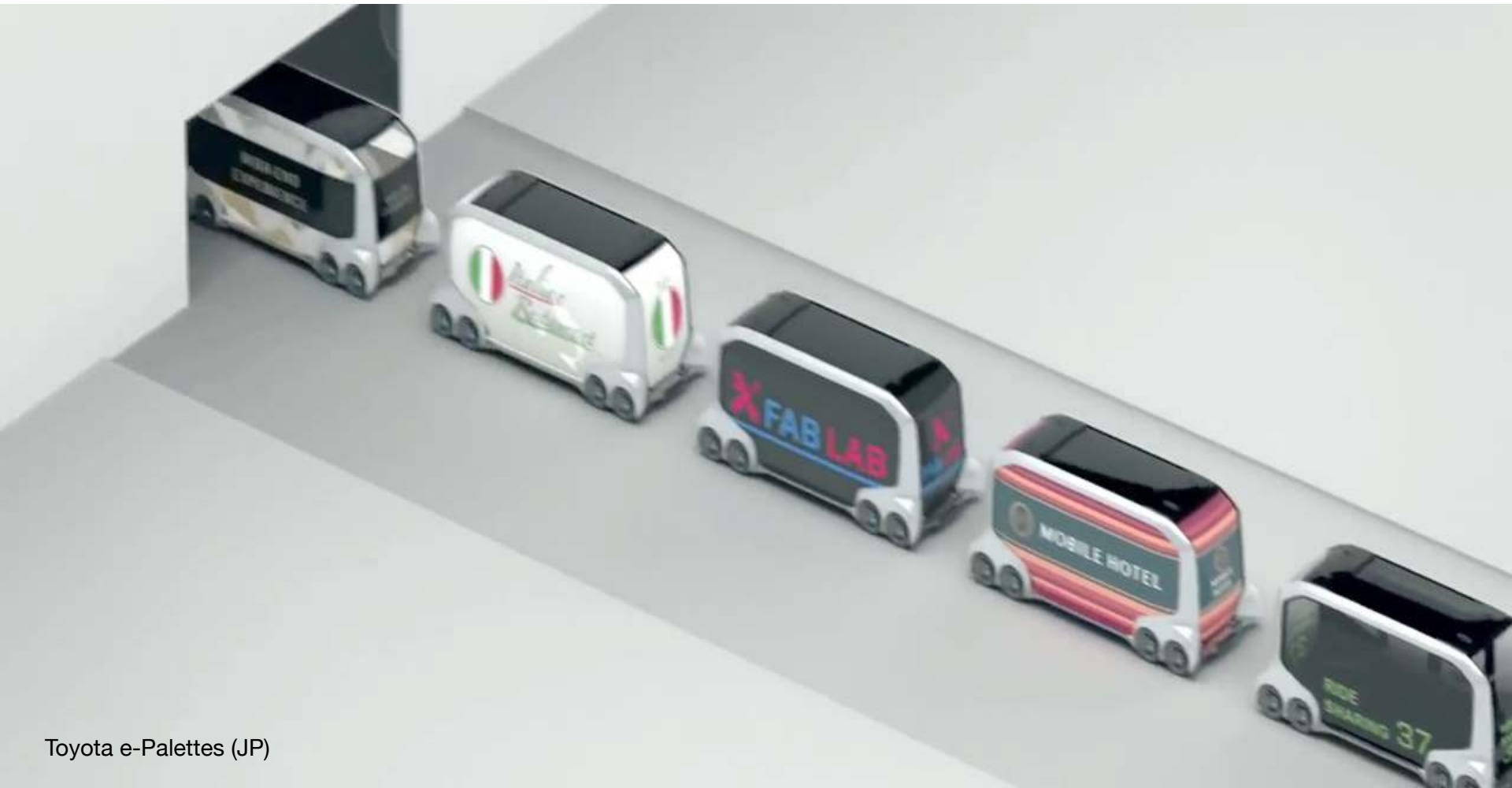
A dimly lit, modern office lounge or meeting area. The room features a high ceiling with several large, dark, cylindrical pendant lights. People are seated at long, dark wooden tables, some working on laptops. In the foreground, a large, decorative object made of many small, light-colored, cylindrical pieces is placed on a wooden pallet table. The overall atmosphere is professional and collaborative.

We, ...





THE  
**MAKER  
STORE**  
AMSTERDAM



Toyota e-Palettes (JP)







THE  
PURE  
LUNA RITAE  
GOLD  
TRACAS  
TO MASTER

WWW.ETHOS.CO



@ETHOSALCHEMY



Take your DNA Journey together

He's 43%  
German

She's 26% Irish

100%  
beautiful mix  
of them both

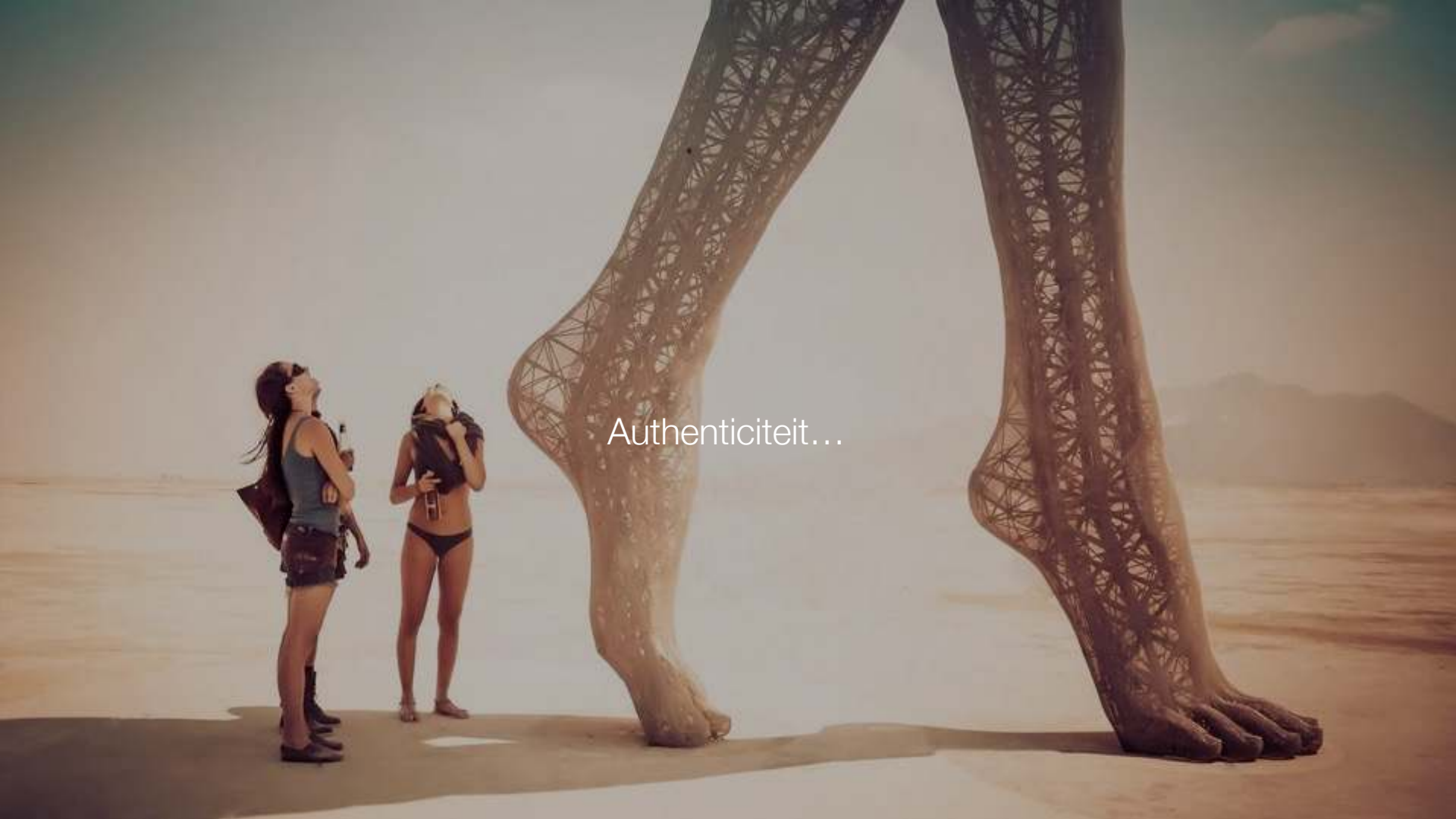




... and A.I.



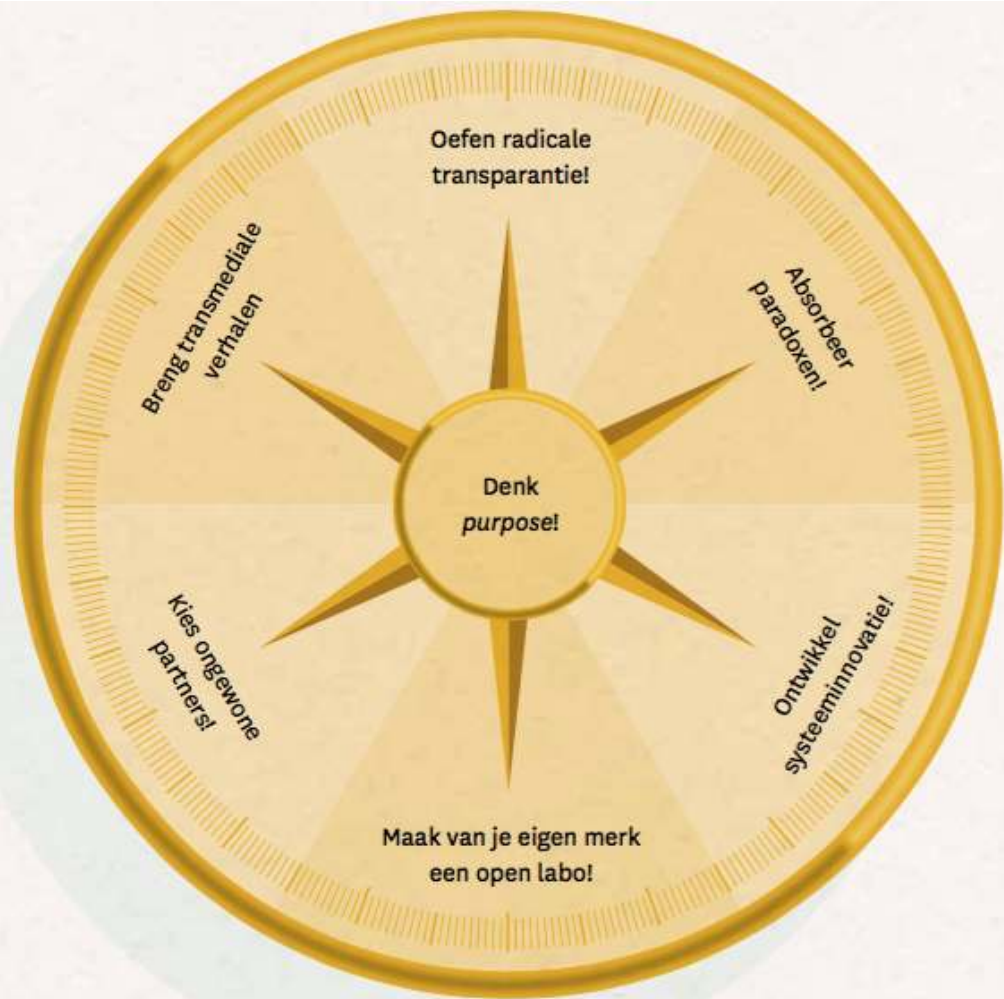
The NotCompany (Chili)



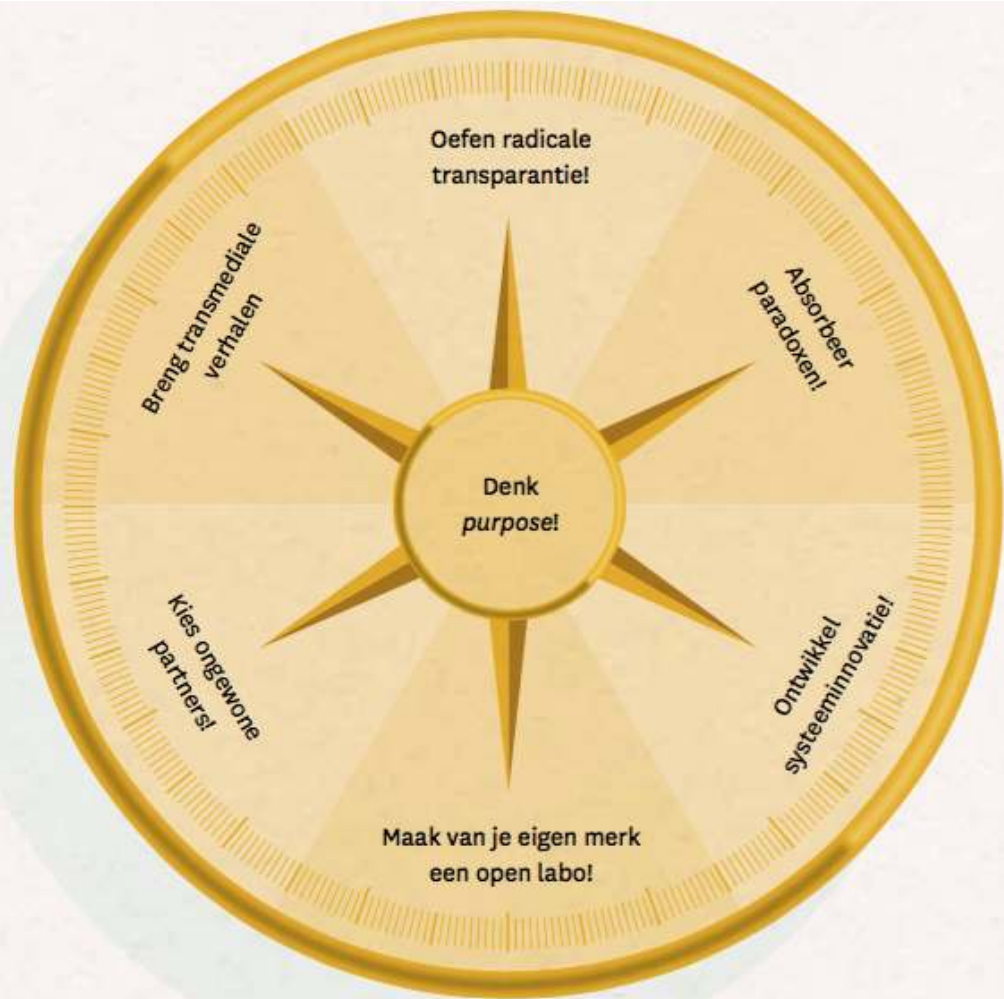
Authenticiteit...







# Post- authenticiteit



#1

# Absorbeer paradoxen

“Intelligentie bestaat meer dan ooit uit het vermogen tot samenwerken met de ander

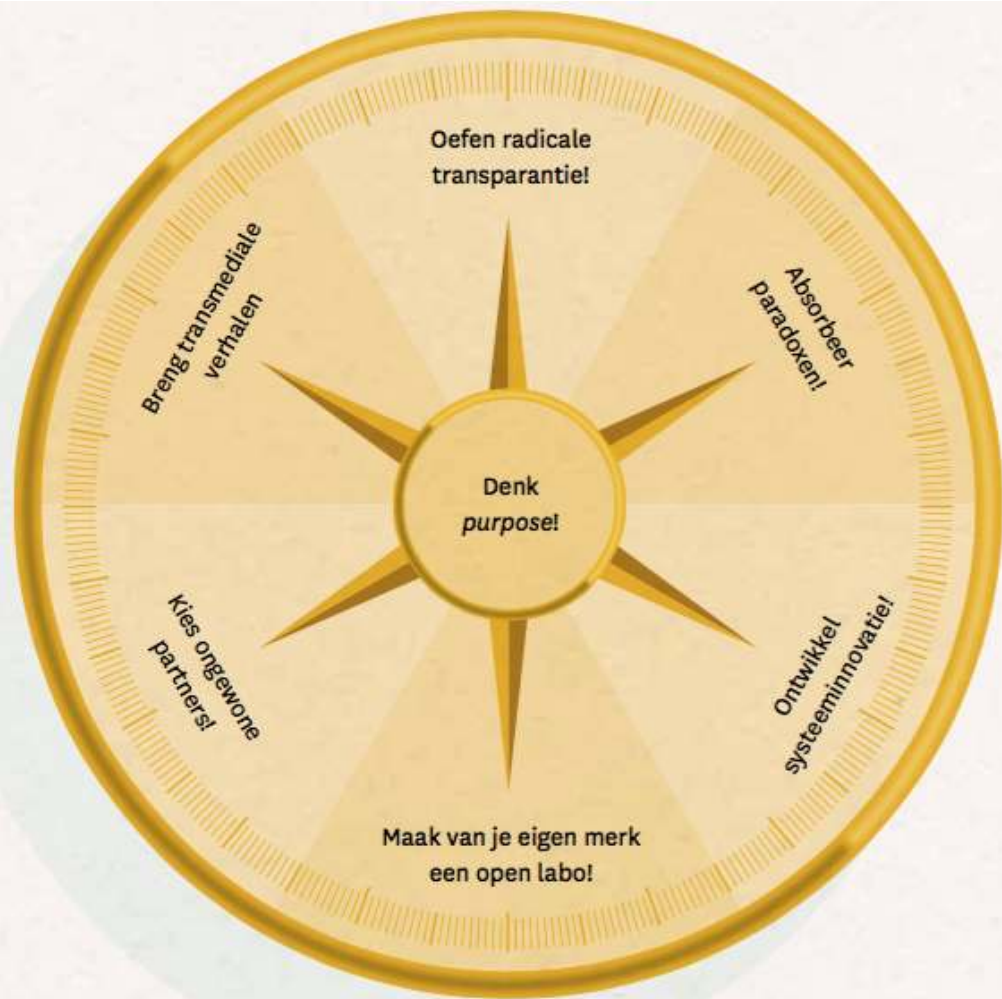




Oddsson Hotel (Reykjavik)







## #2 Systeem- innovatie

“Niets zo avontuurlijk dan  
nieuwe horizons verkennen







# THAI BASIL



## FEEDING THE FUTURE

Thai Basil grown in the middle of London,  
four storeys below the Northern line.



USE BY

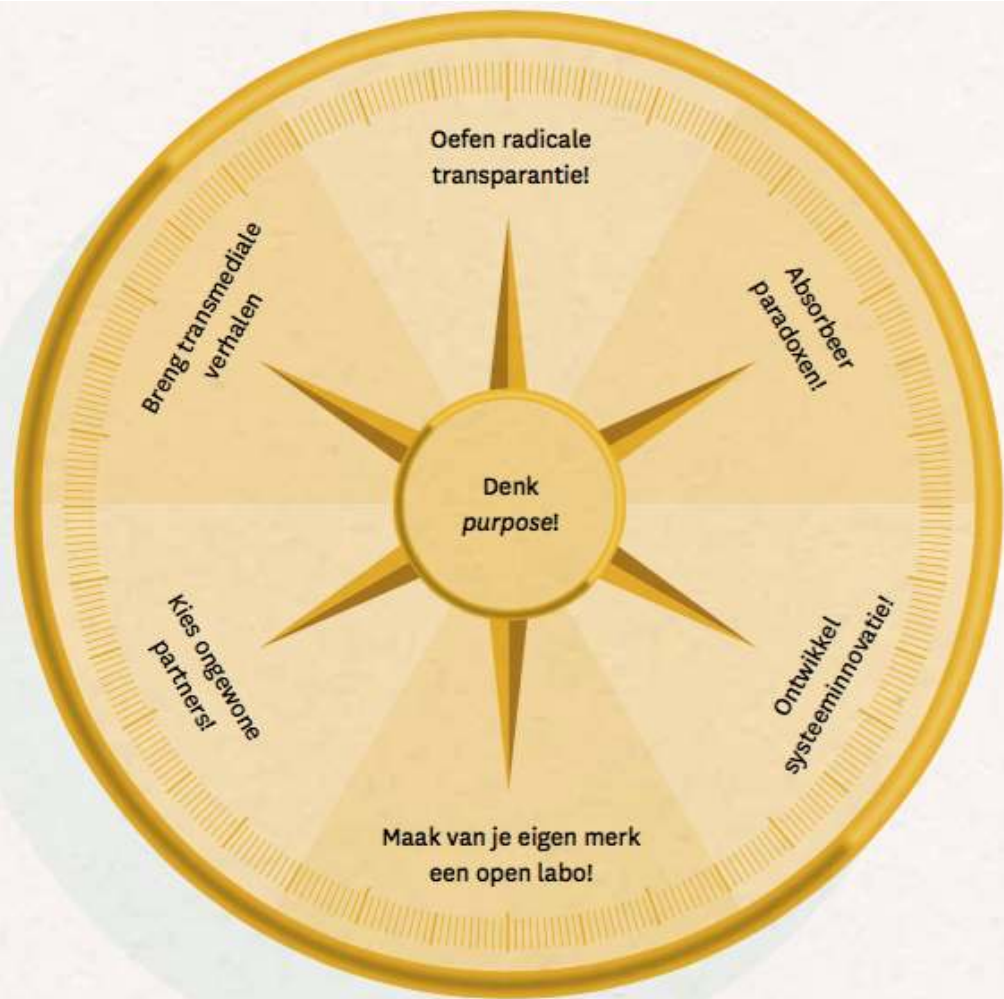


Growing Underground (UK)









#3

# Open labo

“Niets zo verbindend als je merk openstellen voor iedereen



New West End Company (Londen)



I'm working to bring you clean air, sit back, relax,  
and breathe.\*

\*no cigarettes here please







New West End Company (London)



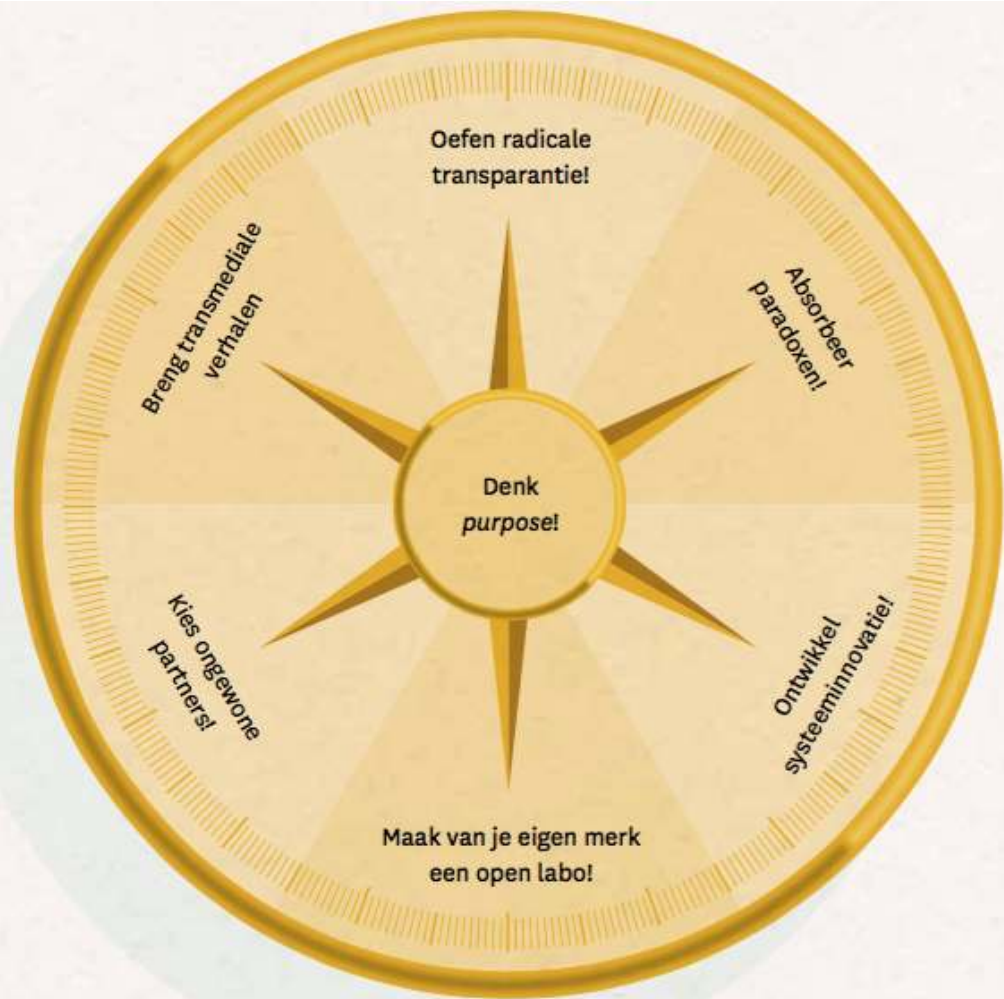
Listen to the Web



**KNOWLEDGE MILE**  
PLAATS VOOR  
VERVALT WISSEL

**GEEF VORM AAN DE  
STAD VAN MORGEN**  
JOIN OUR COMMUNITY  
KNOWLEDGE MILE

A poster for the Knowledge Mile project. It features a stylized map of a city with a yellow path highlighted. The text is in a bold, sans-serif font.



#4

# Ongewone partners

“Ongewone samenwerking leidt tot ongeziene innovaties





**SPACE 10**

Fiskar 20000 m  
1234







CO-CREATING THE NEXT OPERATING SYSTEM FOR OUR SOCIETY

# BLOCKCHAINERS HACKATHON

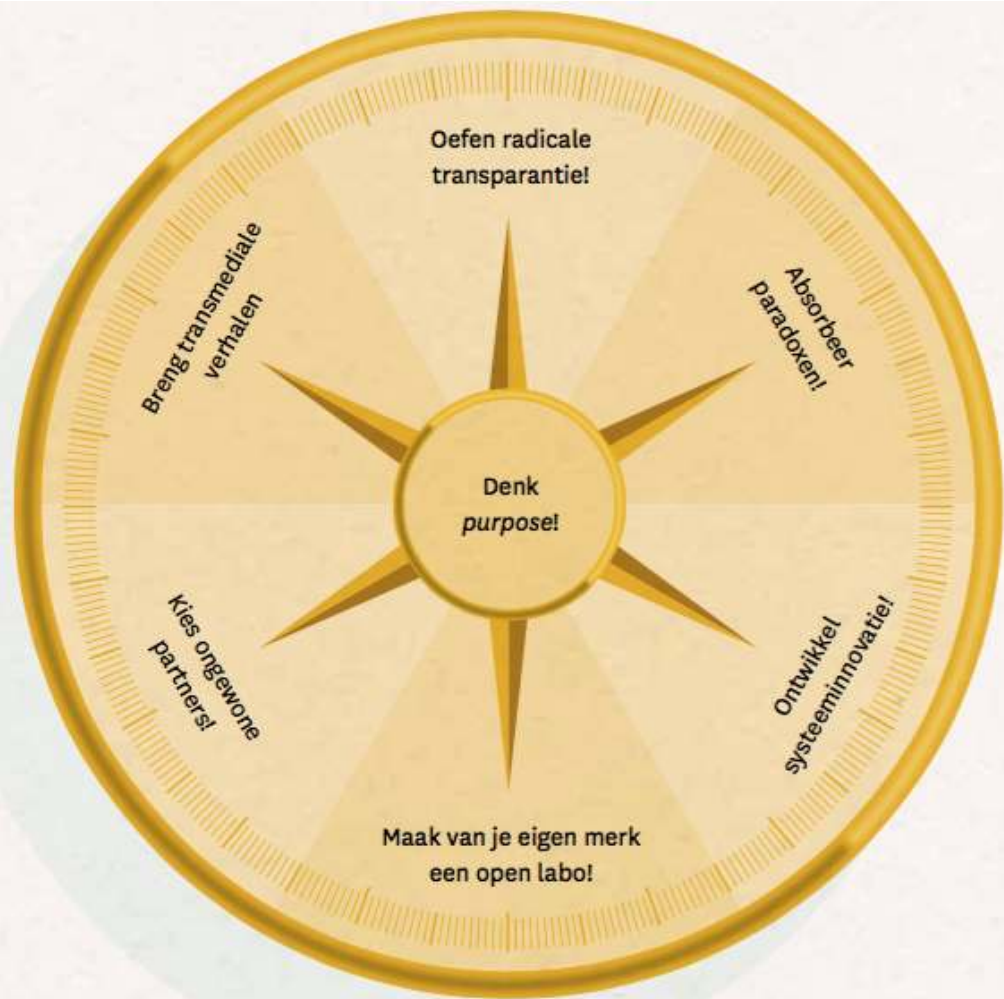


APRIL 5-8

SUGAR FACTORY GRONINGEN, THE NETHERLANDS

[www.blockchainers.org](http://www.blockchainers.org)

#BC1718



# #5 Radicale transparantie

“De waarheid is altijd slechts twee muisklikken verwijderd

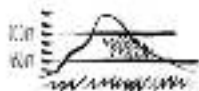


We make wine with integrity

ORGANIC, SUSTAINABLE, ALL-NATURAL



FARMED IN WILLAMETTE VALLEY, OR



GROWN IN 14-MILLION-YEAR-OLD VOLCANIC SOIL



DRY-FARMED, NO WATERING OR IRRIGATION



PICKED RIPE IN WHOLE CLUSTERS



FERMENTED WITH WILD YEASTS. NO SYNTHETIC INGREDIENTS EVER



AGED FOR 12 MONTHS IN FRENCH OAK BARRELS

OUR COSTS PER BOTTLE

ALL-NATURAL FARMING & FRUIT	\$5.66
ALIT TEAM OF EVE	\$2.14
WINERY & EQUIPMENT	\$3.31
FRENCH OAK BARRELS	\$1.11
CUSTOM PACKAGING	\$2.88
TOTAL COST	\$15.10
GROSS PROFIT (45%)	\$12.35
YOU PAY	\$27.45

\$27.45 + S&H

And share it directly

NO MIDDLEMEN, NO SNOBBERY, NO MARK UPS



NO NATIONAL DISTRIBUTOR



NO STATE DISTRIBUTOR



NO RETAIL STORE MARKUP



NO INFLATED PRICE

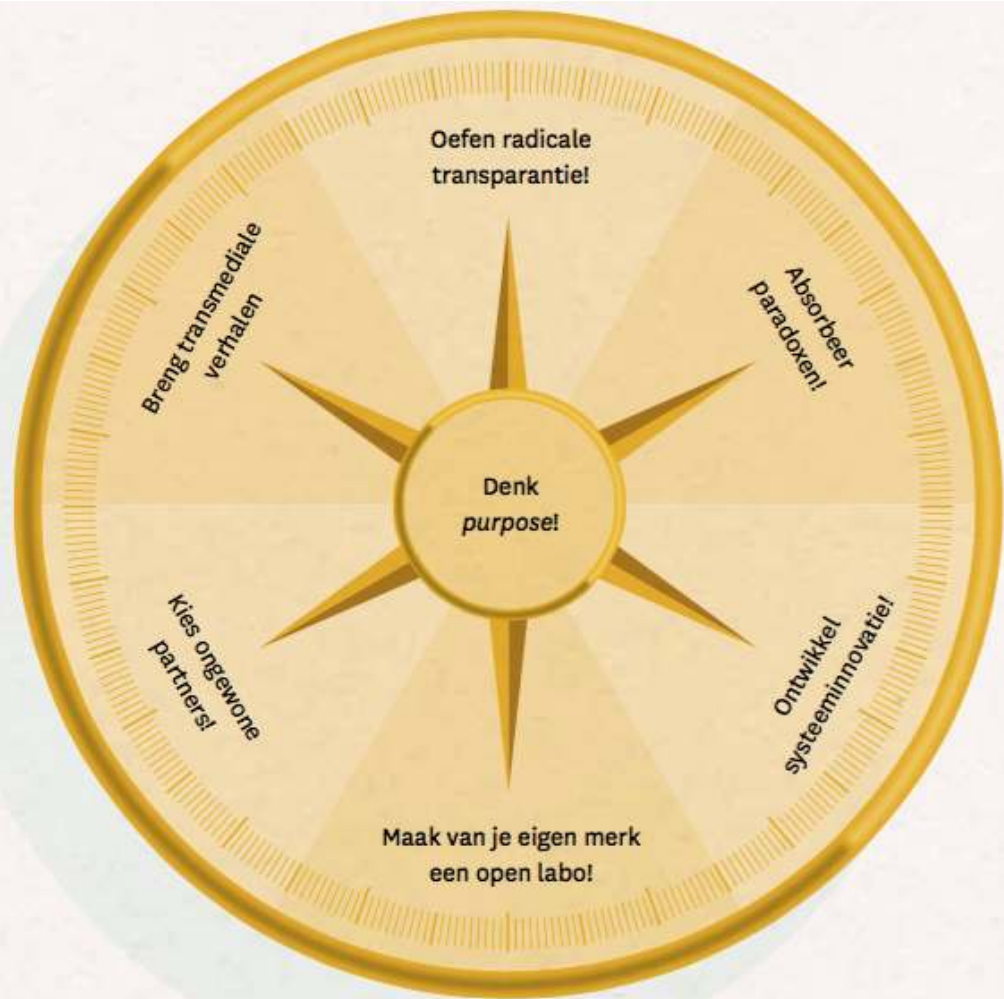
*Lemonade*

# Forget Everything You Know About Insurance

Instant everything. Killer prices. Big heart.

CHECK OUR PRICES

▶ Watch the video



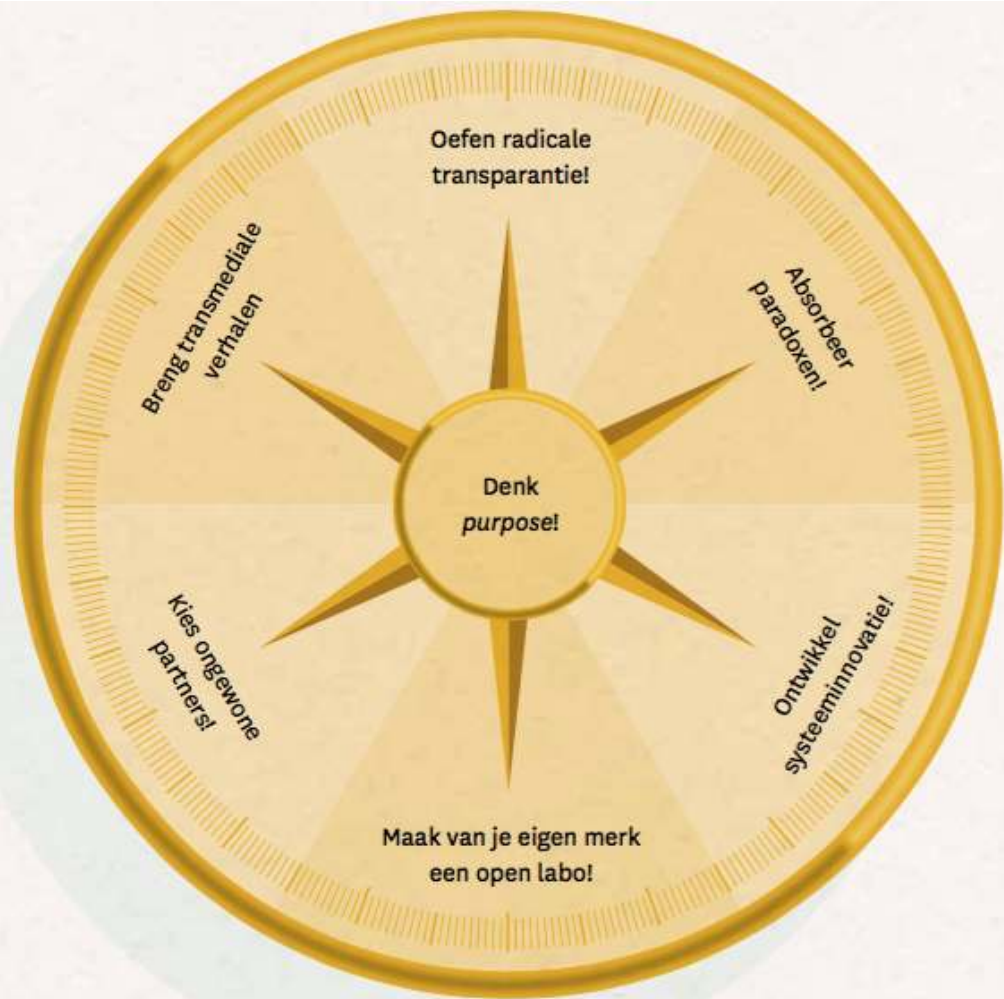
#6

# Transmediale communicatie

“Storytelling van het ene  
medium naar het ander















Dank voor uw aandacht!

<http://stefaanvandist.eu>  
@stefaanvandist