

A black and white photograph of a woman with dark hair, smiling broadly with her eyes closed. She is resting her chin on her hand, which has a ring on it. Thick, white smoke or steam is rising from her head and filling the background. A large, white, stylized 'X' is superimposed over the text 'I'm Fine.'

I'm Fine.

renske verberne.
concept guide.



Let me introduce myself. My name is Renske, born and raised in the Netherlands. I am a spontaneous, straight forward, creative designer. I absolutely love meeting new people and visiting different places all over the world. Travelling translates into inspiration for me and is extremely important. In my spare time I create content and concepts for different companies. The designed concepts are based on target group and trends in our society. Another quality of mine is design and photography projects. My experience in the US and London gave me inspiration on the diversiteit of cultures.

In this concept guide you will find my journey of the past few months and how this resulted into a concept concerning Festival Mundial.

Enjoy !

X



concept.
5.



4.
sketches.

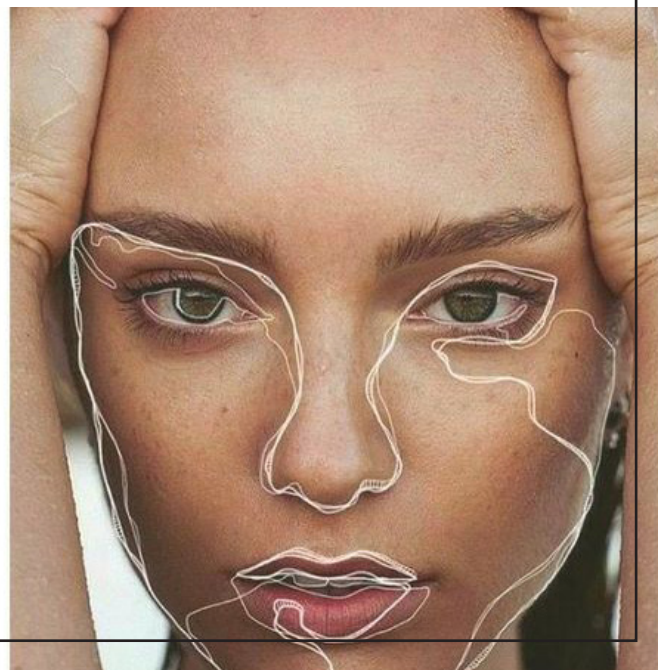


depth study.
3.



2. benchmark.

1. moodboards.



concept guide.

This concept guide is designed by Renske Verberne. It contains global issues, moodboards, brainstorm and a full concept for festival Mundial. The book is fully designed and created in a personal style. The photos used are from different photographers on 'unsplash'. The rest of the illustrations used are moodboards and personal photos.

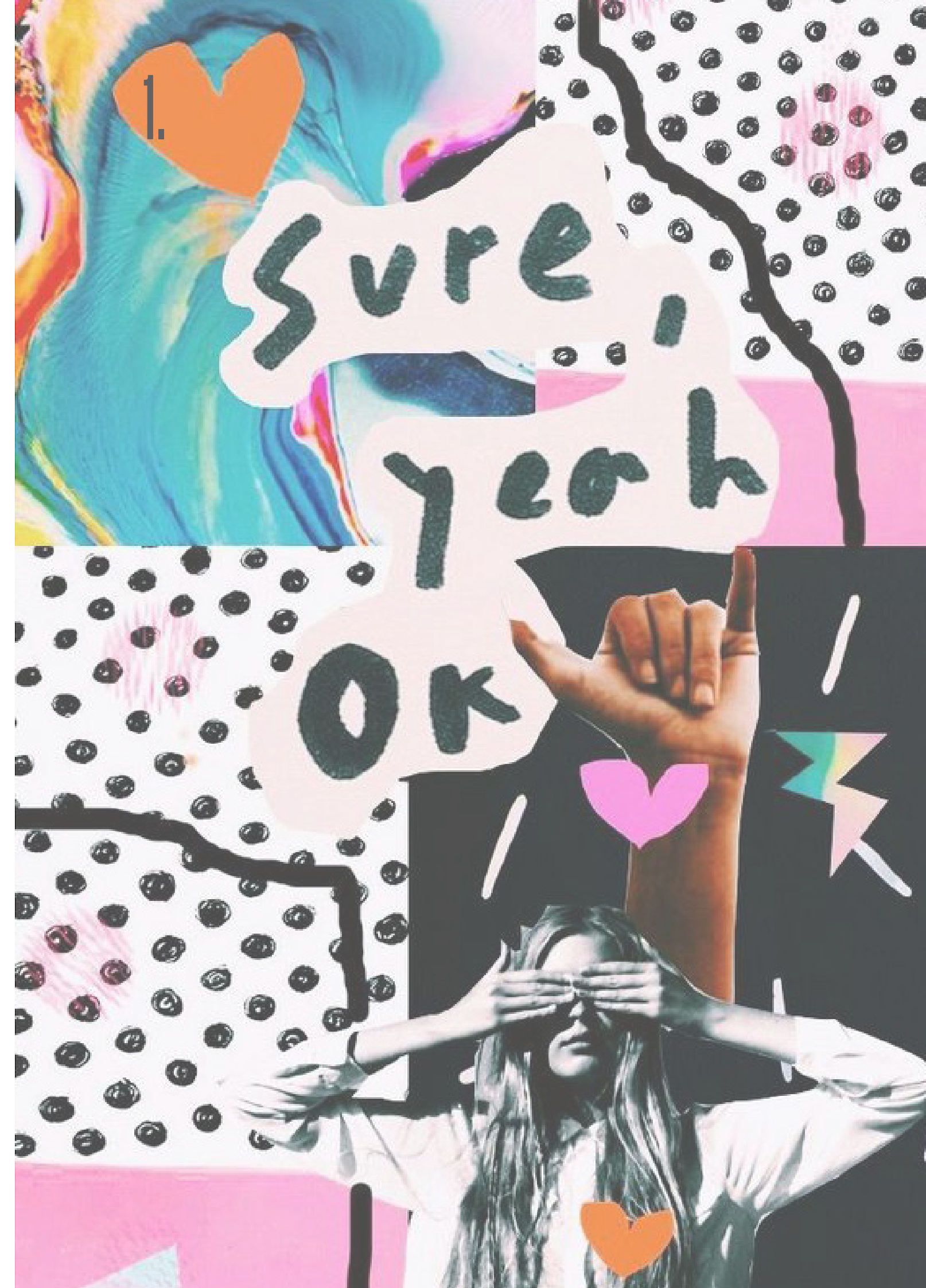
The story behind the design;

'the X is what we know about, but don't talk about'

The X is the depression that we are not discussing. This concept will give the opportunity to start a conversation and talk about the thing we most likely dread. The fonts represent the art and feelings that come with the concept.



tell your story.
start discussion.
share it.



inspiration journey.

Throughout my years of studying, I have been looking into different sources to keep myself inspired. These inspiration can vary from the internet, books and real life experiences. For my global issue I choose something that is close to me and that I want to change for the better. The first global issue is mental health, especially Depression. My personal experience with this subject, is that people are not willing to talk about this problem. They would rather hide their feelings and not talk to others, especially the ones that are close to them.

For me, it is a journey that has been going on for a couple of years, which is difficult to talk about. Going to a psychologist is something you keep to yourself. Feeling like total 'shit' is something no one around you will understand. At the end of the day, the people around you cannot understand what you are going through.

There is a huge taboo around this issue, which makes it even harder to talk about. When you are trying to explain that you are feeling terrible, someone will tell you to cheer up. Because I have been struggling with depression myself, I wanted to research this more and create awareness in my surrounding so that it will be understood more.

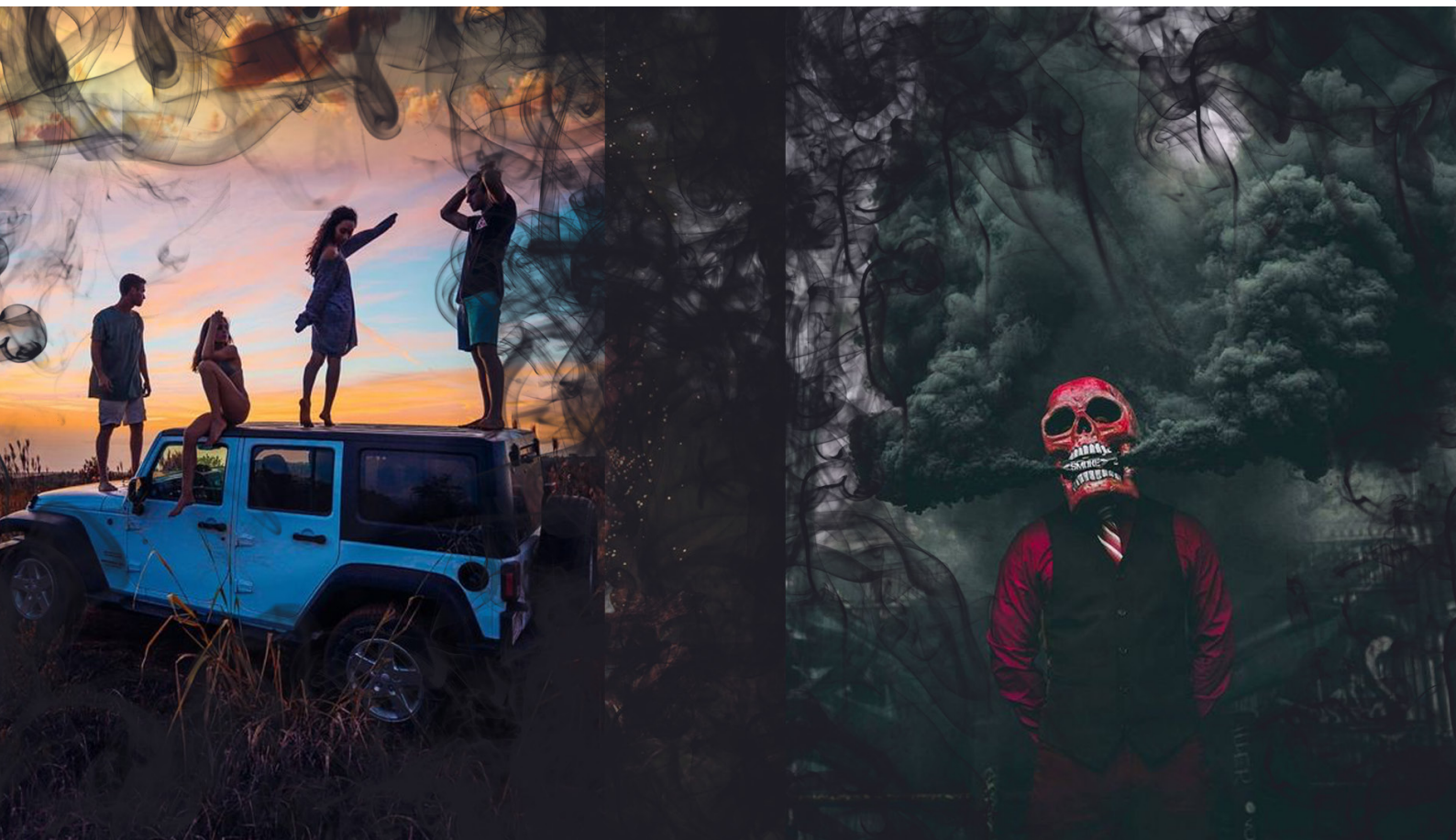
There are 2 documentaires on NPO, 'Trueselfie' and 'Tweestrijd', which covers depression and inspired me. Other documentaires like 'The secret life of a manic depressive' from Stephen Fry, gave me another look on the subject. In the end I can talk from own experience or talks with my surrounding that have a mentall illness, but have a limited look on the whole subject. These documentaires or real life stories can give you a different outcome, and broaden your research. The series '13 reasons why' gave me more input even though everything was scened. After watching the series, lots of people were talking about how the producers 'made' people want to commit suicide. The series gave society something to talk about, it was supposed to start a conversation or discussion, so that there is room to discuss depression.

At Mundial, I want people to talk about my exhibition, even after it is done. I want people to realize that depression is not something that only takes a few months. I want awareness. Depression is something that you can't just shut off. Depression is 24/7- day and night. It is okay to talk about it, to feel shitty or to go seek for help. Most of these documentaires and series gave me something to think about; how do I want to grab attention at the festival?



For my inspiration I checked Pinterest and other designers what they did to make this subject more talked about. Online I searched for different organizations that are trying to deal with depression. I looked at the way they approach these people and see what I can do for my exposition. After this research online but also offline, I talked to people in my surrounding that are dealing with depression. On Facebook I posted something about this subject, and if someone is willing to share their story for my research. I found out that a lot of people around me, even friends, are dealing with this issue is some kind of form. When I told them about my story, they were shocked and didn't expect it at all. This gave me the courage to talk more about my personal experience and my drive to change the taboo around the subject.







feelings
are
ok.

dark.
happy.
feelings.



global issues.

1. mental health.



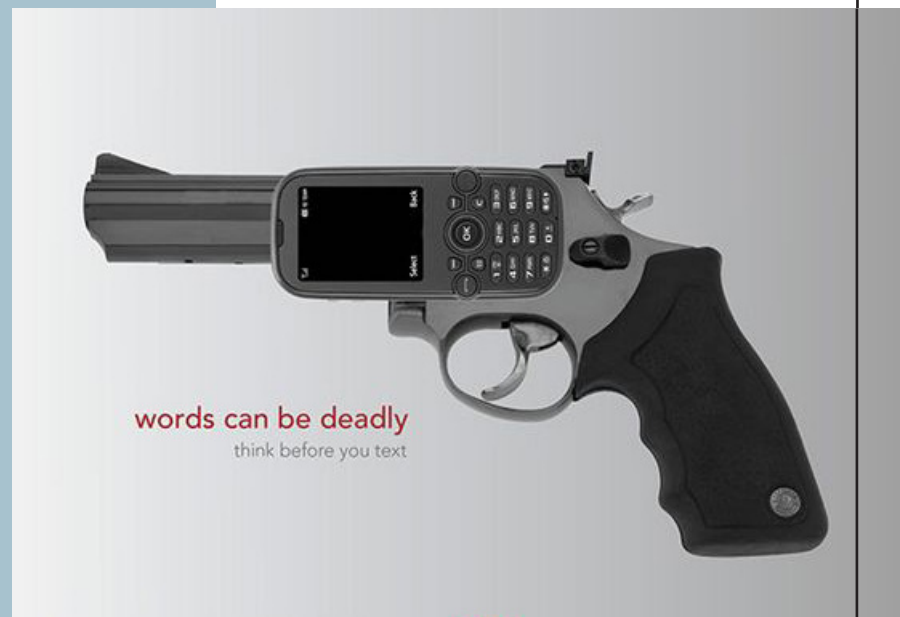
Sociologists measured how many of our generation amongst undergraduate students are associated with mental illness. 4 out of 10 teenagers (43%) experience mental issues (Newcom, 2017) Around 80% of this group have experienced this for longer than 2 months. (Teenagers between 13 and 24 years old) About 37% don't talk about their problems to other people or people closes to them. They are scared and exaggerating their problems, which makes them not want to talk about it. Most of them don't want help or go search for help



People tell you ..

1. No desire to get out of bed or do something with friends
2. Crying is such a relief
3. A night of no sleep ensures a shitty day
4. Alcohol can give you a great night but makes you even more shitty the next day
5. Nauseous of the panic and stress
6. People telling you 'we all have a shit day every once in a while'
7. When you tell someone your story, they will most likely never ask about it again
8. Constantly tired
9. You are always overreacting and overthinking
10. You have been thinking about calling a psychologist but it is to hard to take the step
11. You are a master in hiding your emotions
12. The final drop that can send you over the edge. Even if it is the smallest little thing

- Affects a person's thinking, feeling or mood.
- Affects someones ability to relate to others and function each day.
- One in 5 adults experiences a mental health condition every year.
- Half of mental health conditions begin by age 14, and 75% develop by age 24 (NAMI, org).



2. cyberbullying.

The internet is our future. Technology is everywhere, which means we are connected with the world through technology. It makes keeping track of each other easier on a daily basis.

If you look into the cyberworld, you notice that there is cybercrime and threats happening everyday. Data is important but your information is exposed online, which makes it easy to threaten or bully someone into doing anything.

Nowadays students all have a smartphone or laptop and are on social media 24/7. This means that cyberbullying happens a lot as well. It is easy to hide behind a laptop or computer and bully someone without seeing the actual consequences. The harassment happens on a lot of websites, social media or platforms.



It is hard to keep track of, because students will hide this fact with their life because they are afraid. Teachers or the school can't really see what is happening. They don't know how to make it stop. The victim keeps quiet because it is easier to do than standing up for themselves. The fact is hard to notice, because every individual is hiding behind a screen name. You can't keep up with the many messages that are sent to each other.

The bullying is something that started when internet and social media was invented. Are there laws or sanctions? No! There are websites where you can look for more information, but this step is most of the times too hard to do. It is cause more than you can imagine. About 1 in 4 teens have been victims of cyberbullying and 1 in 6 admit to having cyberbullies someone. It can result in anxiety, depression and other stress related disorders (Kidshealth,2018).



There is a school crime supplement (2014/2015) which helps young students that deal with cyberbullying. They watch the students closely and have different sanctions for the bullies. They also try to enlighten how it makes you feel and that it can influence you on a daily basis (Healthypeople,2017). In Finland they started an anti-bullying program KiVa and used them in Dutch primary schools. The complaints have dropped by over 50 percent (iamexpact.nl,2014). The program creates awareness among the class, which is not directed on the bully or the victim. It gives the students real-life assignments which made them think about what bullying is or how it makes you feel.

The youth risk behavior surveillance system (2015) monitors students and inform them about the consequences. They are not only in charge of bullying or cyberbullying, but also alcohol/ tobacco and drug use, unhealthy diets or pregnancy. They measure different school and states to compare and look for a solution to a certain problem (Cdc.gov,2017).

Websites like www.bullying.co.uk give the victims a place to talk or look for help. There multiple institutions that care about the students and try to give them a helping hand in time of need (bullying.co,2014). In the end it is still something that is hard to notice or solve.

Social media is a big factor for feeling insecure or self-conscious. The perfect ideal for a body or face is shown and created on social media. Instagram and facebook is full of ‘perfect people’ with a ‘perfect’ life. Through these platforms a lot of young people are teased or threatened. It can evolve when a certain student is not attractive enough or maybe posts different material than others. In the end it is never certain who is attacking the victim, because the username can be anyone. In most cases the person will not report it, because there might be consequences like not being able to use social media. In this generation that is the worst thing that can happen.



Signs:

- begin emotionally upset when using the internet
- Secretive or protective over digital life
- Withering away from family members, friends and activities.
- Avoiding group activities
- Lower grades
- Acting out in anger at home
- Changes in mood, behavior, sleep or appetite
- Being nervous or jumpy when getting a message
- Avoiding discussions

What to do?

- block the bully
 - Limit access to technology
 - Know your online world
-
1. most cyberbullying?
 2. How is it caused?
 3. Effect on families or community?
 4. Social media - facebook - myspace - twitter
 5. Suicide how much?
 6. Naked fotos spreading?
 7. Equals real life harassment?
 8. Laws sanctions at school?
 9. 24 hours access causing?
 10. Starts as a joke but ends bad?



3. loneliness between elderly.

Aging brings a lot of difficult changes to your life like not being able to move as flexible as before but also solitary life. The social circle of elderly shrink each year. Friends, loved ones or family pass away or move to another city or state. It is harder for seniors to visit and therefore see less of people around them. Most elderly are embarrassed and won't discuss the fact that they feel lonely (agingcare, 2016). With these circumstances it is important for them to maintain a social environment, but often hard to accomplish.

Especially when living in an retirement home, elderly feel lonely. After a while family will not visit as much because they live somewhere else and have children of their own. A University of California study proves that seniors that feel lonely die 45% faster than other seniors (ageguide,2017). In addition to mental effects it can take a toll on someone's physical health. Another survey shows that 59% had a bigger risk of getting a mental illness because of their social environment.

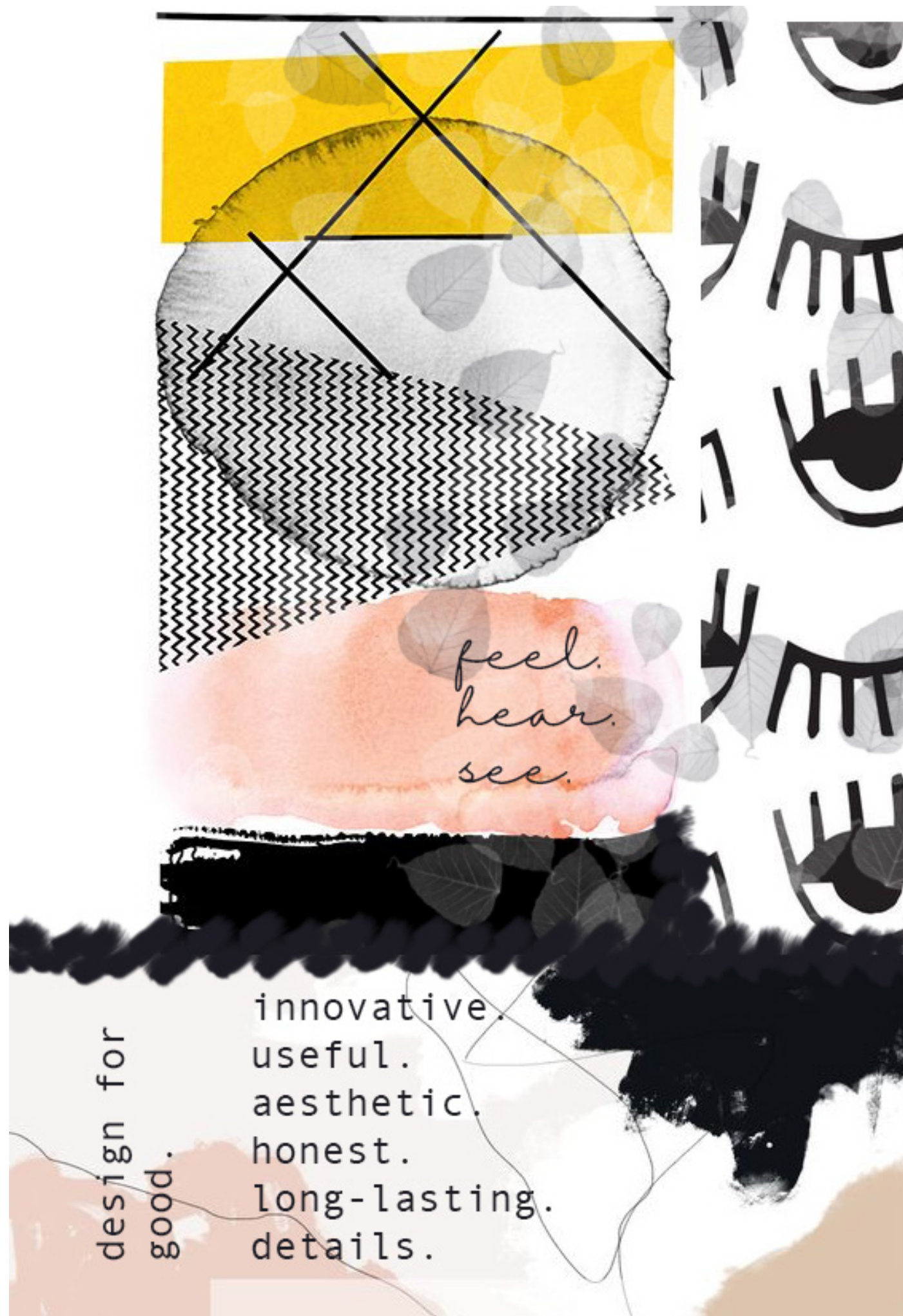
The senior society in Florida came upon with different ways to help with loneliness with seniors.

- listen and observe
- Defeat seclusion
- Let them teach you
- Don't let the age gap block you
- Think of the ones you love

Beck Depression Inventory from UCLA studied loneliness and social environment of elderly. The results conclude that depression and loneliness do have a significant connection. 72% of the elderly that had a depression said that it had to do with the fact that they felt lonely (NCBI,2016).

Getting older is a series of processes that change your daily routine. Adjusting to these changes as a senior can be extremely difficult. You have to develop new coping skills to even adapt to the situation, which most seniors find impossible in this time of their life (Warnick,1995). Health is also something that is not black and white with this generation. You can be 'healthy' physically, but maybe feel alone or depressed from the inside. It is harder to diagnose these characteristics because this generation are scared to talk about their personal problems (Rowe&Khan,2012).





Design for good

Design for good means reading the client and coming up with a design that fits the company in every aspect. It means you go back to the history of the client and see what they find important in showing to their target group. Searching for different ways to help the client and bring out the best in the company. Looking for trends that can be used in the design for an unique design.

alone.
loneliness.
scared.
tears.
feelings.
no appetite.
psychologist.
friends.
no sleep.
depressed.
dark.
awareness.
unsure.
psysical.
nervous.
mental.
art.
closed.
mental illness.
healing.
drugs.
medicine.
smoking.
tired.
overreactings.
upset.
ashamed.
overthinking.
mood swings.
taboo.
emotions.
worthless.

Mental illness.

The global issue 'mental illness' made me think of the feelings and the misconception around it. In the brainstorm you see the different elements that concern the illness and stand out to me.

taboo?





Cyberbullying.

Bullying online can mean different things to each individual. To me the social media bullying is growing each year. You have many options online which makes it easy to pick on someone who is not as confident of themselves. Cyberbullying is still a big concern around parents from young students. It is hard to notice and even harder to tackle. In the brainstorm you see everything that has to do with bullying online.

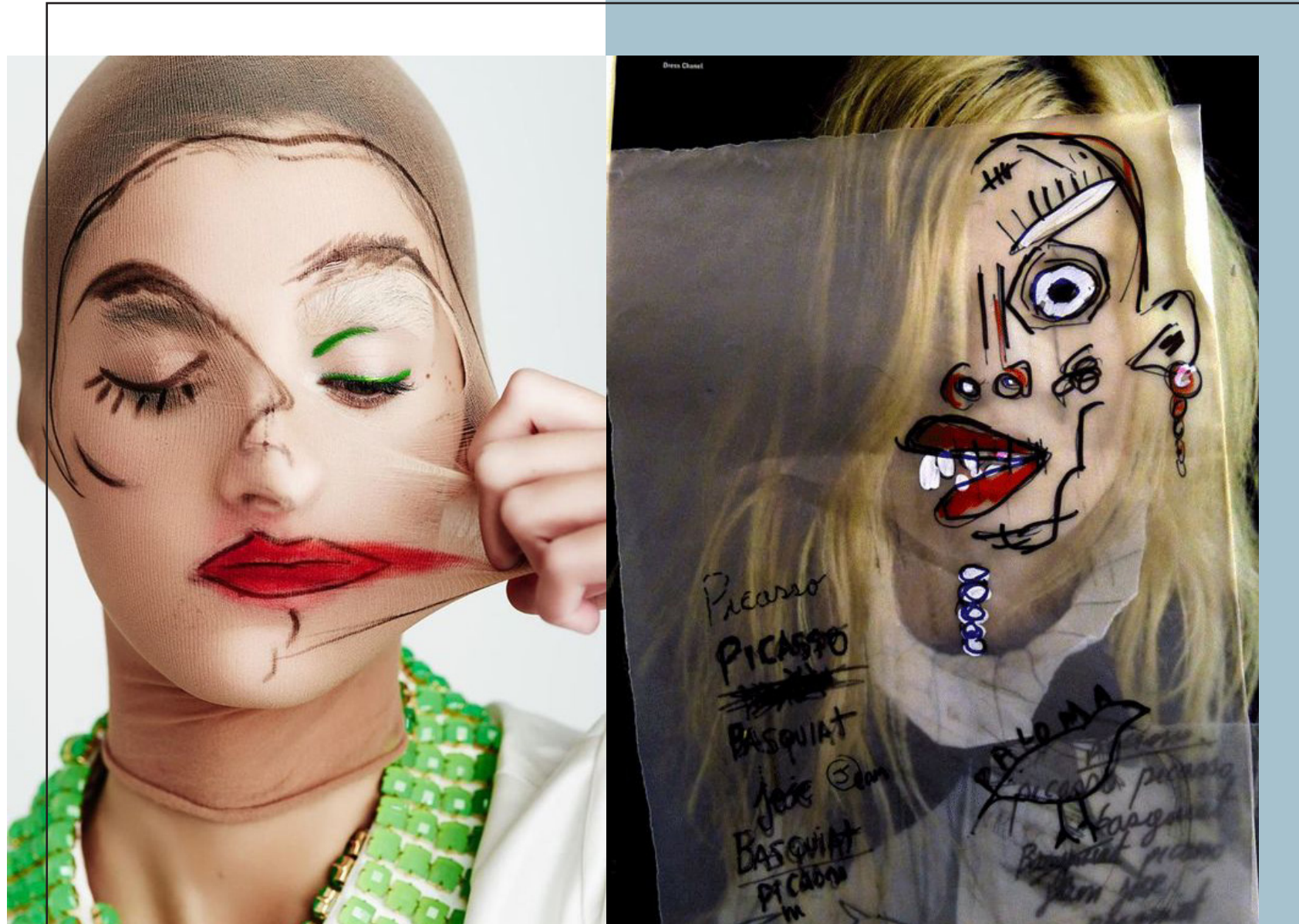
stop!

- cybercrime.
- cyberthreats.
- digital security.
- sms.
- no appetite.
- social media.
- email.
- myspace.
- instagram.
- dark.
- twitter.
- feelings.
- hacking.
- facebook.
- suicide.
- instant message.
- hard to notice.
- how to deal?
- cyberbullying .
- sexting.
- public shame.
- attention.
- nude websites.
- upset.
- documentaires.
- discrimination.
- school crime supplement.
- mood swings.
- emotionally upset.
- acting out.
- secretive.
- avoiding group activities.

main concept.

For my exhibition for Mundial I choose the subject 'Depression'. I found through research that there still is a huge taboo around this subject. People are afraid to talk about it or admit that they have a mental illness. When someone breaks a leg, you know that a person is struggling and restricted in what they do from day to day basis. If a person is struggling with a mental illness, no one knows what you are going through. When a person doesn't seek help, sometimes it is too late and they seek for another outlet or choose to end their life. With my exhibition I want to create awareness for the people that have a mental illness. That it is okay to talk about it or look for help.

I want to photograph people with a depression to tell their story. When you look at the poster you see someone with good qualities, but when you zoom in, you notice their illness. The illness is shown in a subtle way, which is also traced back to real life.

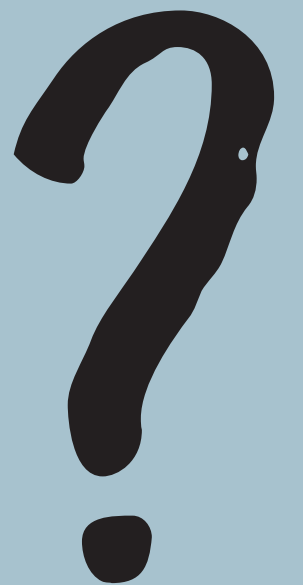


The contrast of feeling like you don't want to live anymore against the front you put up for the rest of the world to see is visible with these pictures. I will be using dark colors in combination with bright happy colors.

Each photograph will contain a personal story of that particular individual. While looking at the photograph, you hear their story and the feelings they have had throughout their illness.

There are more people in your surrounding that are dealing with issues like this, which you probably don't even know of.

At the end of the festival, I would like to trigger people to talk about their depression and feel okay with sharing their story. It makes it easier for the rest of us to help or seek help with them.





benchmark.

what is the competition?

There are different designers that talked about mental health in their exposition. In Brisbane there is a mental health exposition which is a place where you can share information and can get help when you need it. The exposition offers mindfulness, shared stories, guest speakers, information about mental health accompanied by food and music. It is a festival that can be used as an outlet and people can talk and learn from experiences of others. It gives you the opportunity to talk about mental health without any judgement.



Kim Noble has 21 personalities and suffers from dissociative identity disorder. Her work has formed with no formal art training, but purely experiences, thoughts and feelings. It is her way of communicating, relating and learning about each other. The exhibition is at London's Zebra One gallery and called 'With Art in Mind'. All the pieces shown have experiences mental issues.

The Museum of Science in Boston shows a mental health exhibition to create awareness. It shows the misconceptions we all have about mental illness. For instance there is a photo wall where 99 portraits containing symptoms of a mental illness. The exhibition also contains paintings, sculptures and video's where feelings and emotions are portrayed.

The annual Mental Health exhibition 'The art of healing' is an art gallery in Canada where awareness about mental illness is created. It gives the audience the opportunity to open conversation about the topics that are most avoided. Besides that, there are effective coping strategies, self-care and hope created through the exhibition.

Zebra one Gallery in Hampstead is a gallery where different artists expose their work to create awareness for mental health. The artwork is exposed for three weeks where the money raised will go towards the Mental Health Foundation.

Kim Noble



Mental Health Exhibition



The art of Healing



Art exposition Zebra One Gallery

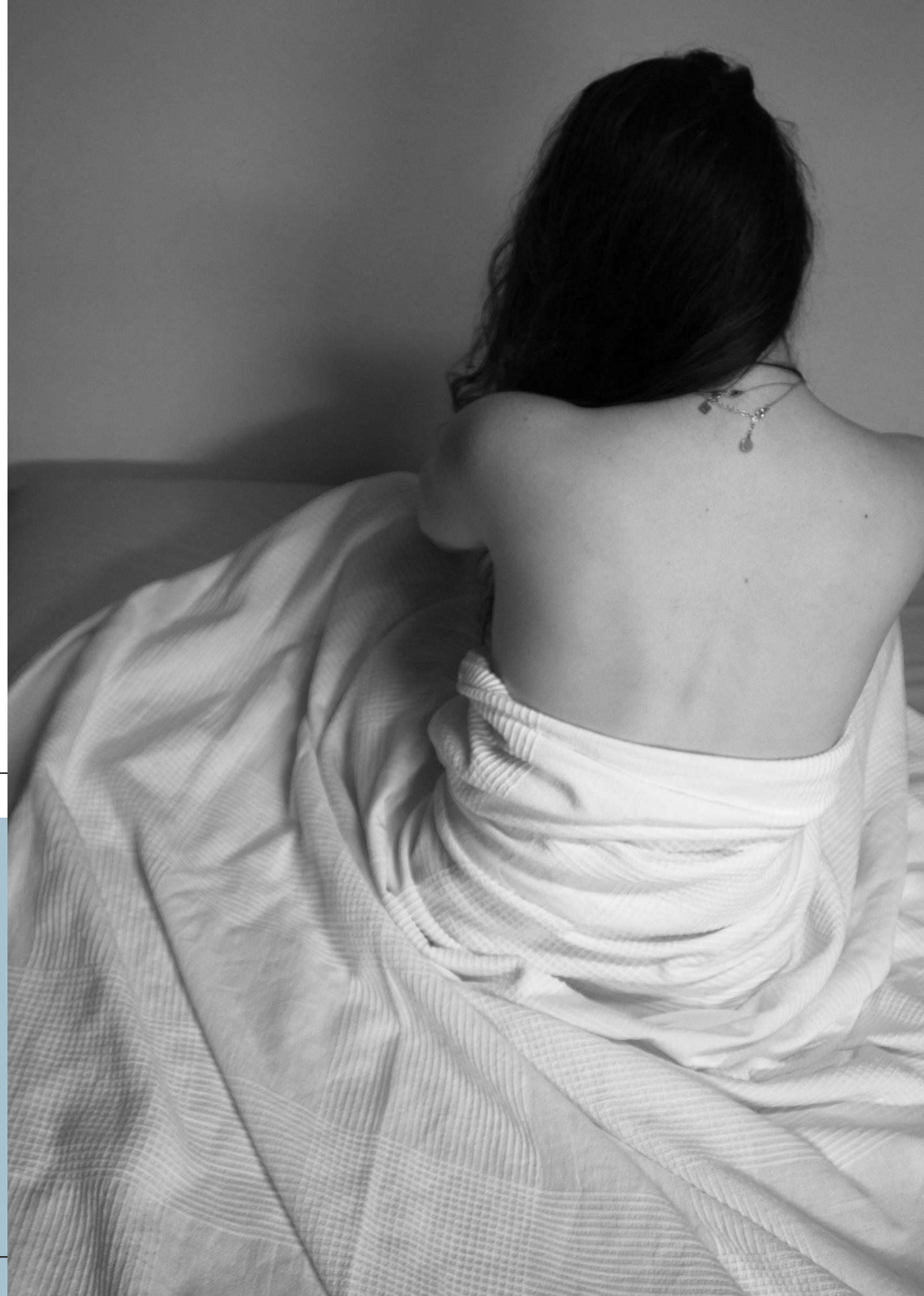
depth study.

Mental illness, especially 'depression', is something that is not talked about. Society does not get it, and ignores the fact that is occurring in every environment. So what am I going to do that changes that fact? How am I going to make people aware of the situation and start a conversation?

After the research I want back to look for more information about the subject. On Facebook I posted about the festival and how I want to create awareness around this subject. Different people came to me with their story. Sister of a friend, a close friend of mine and even an old classmate. I talked to them and asked about their experience. If they felt comfortable talking to their surrounding or that they kept everything to themselves. It gave me a lot of insight in the situation it can happen in.

This gave me courage to talk to more people around me. Tell them what I am doing and if they can help me or want to share their story. The subject is not discussed enough and you can talk about it for a long time, but action needs to be taken. At Mundial I want to show people that it is okay to share and talk about it. It is okay that not everyone understands your situation and that you can get the help you need when your in a crisis.

The interviews gave me the opportunity to ask about the situation and everything that happened to get them where they are at this moment. For most it was not easy to explain, but my experience ensured them to talk about it openly. The exhibition will showcase each story in a personal way, that makes it relatable for the visitors at Mundial.



sketches.

Photograph ideas:

- woman crying glitter/ m&ms with colorful background
- Person walking away from a fire (dark with light/ color on the other side)
- Darts into a heart with colored blood coming out
- Selfie phone used by a girl with the text 'you look ugly' or 'you are worthless'
- This is not the end picture (bright pictures with cut out sentence)
- Donuts in sink 'flushing the bullshit away'
- Person in chair evaporating into smoke
- Wear your heart around your nek
- Balloons in a cage woman sitting next it (keeping feelings inside)
- Naked back with pain
- Balloons for festival
- Running away with fire or something 'hunting' the person
- Rope strangling the body (when the person is into sports)
- Panic attacks
- Paper smile taped on face or tears taped on face
- Nail art > message with 'im alone' or some negative thoughts
- Property of society > using barcode



Jessica Walsch is a graphic design artist that has inspired me throughout this inspirational journey. Through her instagram page, I knew what I wanted to achieve and show with my concept. Her photography is creating different illusions with objects people and colors. It gives you a 'what the fuck' expression. The photography is smart and thought out. Each individual photograph is an art by itself. It can mean different things with every story. Her work has given me the motivation to create illusions and make people wonder and discuss my work. I like the use of bright colors with 'sad' stories. It gives your concept a twist and makes people wonder what the story behind it resembles.

A woman with dark hair and freckles is lying down, smiling broadly with her eyes closed. She is resting her head on her hands. White smoke is rising from her head, creating a surreal effect. The background is dark and textured.

I'm Fine.



Interviewing people about the subject but also about their personal story.

Who wants to share more about their experience?

X How are you normally?

X How would people describe you?

X Why do you want to share your story?

X What makes your happy?

X What makes you extremely sad?

X What is the reason that you feel the way you feel?

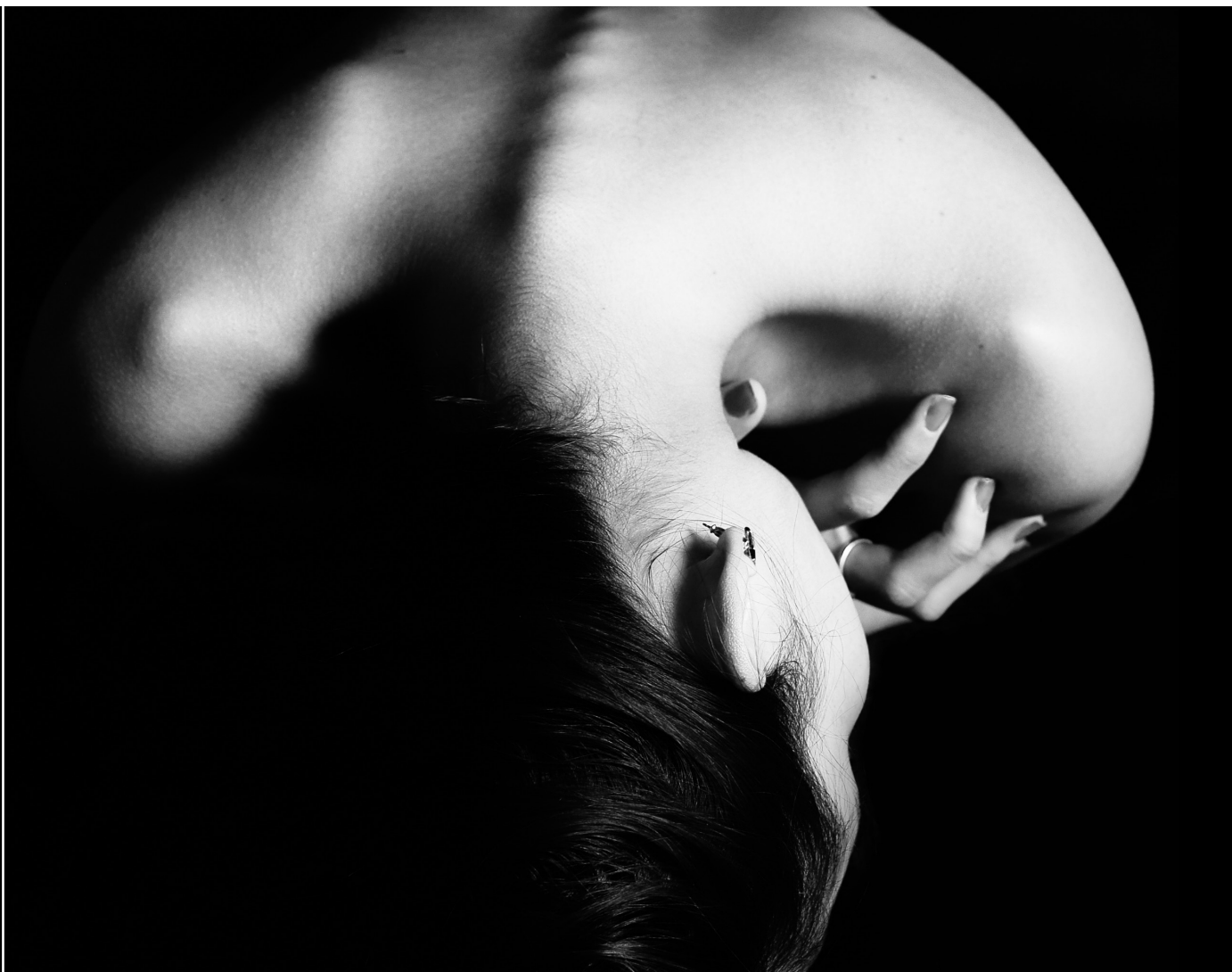
X When did it start?

X How do you deal with it?

X Do you talk about it with anyone?

X Do you feel like people understand your situation?

X Have you ever thought about ending your life?



- X Laying on my bed. Curled up- between the sheets
- X Close up- knees to chin- crying
- X Corner of the room- looking outside
- X Taking a pill to end your life
- X Drugs and alcohol to soften the pain
- X Locking yourself up in a room



what do I want to show people?

terrifying side vs. bright side

is there something that you can change to feel better?

no. it is a mindset that you have to get out yourself.

feeling like shit.

feeling alone.

feeling disgusting.

feeling worthless.

feeling like doing nothing.

feeling ugly.

feeling useless.

solutions or darkness.

inspiring people is important.

so how to inspire?

pretty photographs or dark ones.

choices in black and white or color.

hidden or exposed.

tears or happy face.

share own experience? sharing is more powerfull than some story
online. talking to friends to find more information. personal sto-
ries are relateble. not made up. 4 stories- 1 message. message of
keeping strong and talking about it. discussing. opening up. not
affraid to share.



how can I change someones perspective?

showing the dark side of having a mental

illness

do I show the self harm or keep it light?

how long do people want to see my exhibition?

taking the time is important. sitting down can be an option.

maybe with audio.

taking a while to listen to the story and see the photograph
at the same time.



audience testing.

Marloes Rens

I really like your concept idea. It seems like a great way to express a quite difficult issue.



Lotte Koppens

I think the text is written very well and the moodboard looks very good. Maybe you can add color in your moodboard that you want to use at the festival with circles for instance. I would also say that it is a festival instead of a normal exhibition so people know what they are going to see. Nice job and very interesting idea!

Boj Kemper

The subject you choose is very brave and the concept is well thought out. Hopefully you stand by your concept because it is personal. I think it is good that you are willing to talk about it, because society normally doesn't really talk about it. The barrier has to be broken in order to really discuss the subject. I think you are making it easier to discuss because of the photographs and the story behind it.



Isabelle Nevels

The subject depression is very emotional and challenging for you to talk about. I think it is something that you want to communicate to the people around you and this is the perfect way. I am very excited to see what you have in store for the exhibition. The subject is interesting and the message that you want to tell is clear to me.

final concept.

WHAT?

Depression is something that is not talked about. It is the X we all know, but don't talk about. We know that it happens around us, but are not informed enough to actually take action and help someone who needs it. It is weird and unusual to say that you are dealing with a mental illness. In my exhibition I want to show people that it is okay to talk about. Start an discussion. Open up the hidden feelings and contradictions of people in general. And definitely create a safe space for those that are going through a mental illness themselves. The photos are taken in a personal environment. I choose to photograph myself because it gives me room to work whenever, wherever, without anyone there to stress me out.

HOW?

For exhibition I choose to show the photographs sitting down. You have to take the time to sit down and really listen to their personal story. It is something that is hard to talk about and definitely not a subject you can explain while walking around. There are 4 stories that each contain a different background and deserve the time to be listened too. The posters contain a feeling or emotion that the person in question is experiencing. You are supposed to listen carefully to the audio to connect the story to the person and photograph.

WHY?

The exhibition is all about creating awareness. Making people comfortable enough to talk about their personal experiences and feelings. It is not something that we should be brushing off so easily. We, as a society, are unaware of how many people are dealing with a mental illness. You don't see when someone is feeling like absolute shit and don't see the bright side of life anymore. It is our job, to care about the ones we love, and make sure that we offer the help and support someone might need. It is okay to talk about, once you discover that you are having a hard time to be positive.





pitch.

My exhibition will showcase the subject depression. When people come to the stand I will explain what the posters are about.

The message is;

‘the x is what we all know,
but don’t talk about’

My exhibition is all about creating awareness for mental illnesses especially depression. We all know it exists, but never talk about it. The photographs you see are from different people with each another background. You have to sit down and really listen to their story in order to understand why they feel the way they are feeling.

references.

Buijs, M. (2015, Februari 8). Individualisering maatschappij begon meer dan een eeuw geleden. Opgehaald van Nu.nl: [https://www.nu.nl/](https://www.nu.nl/wetenschap/3988388/individualisering-maatschappij-begon-meer-dan-eeuw-geleden.html)

[wetenschap/3988388/individualisering-maatschappij-begon-meer-dan-eeuw-geleden.html](https://www.nu.nl/wetenschap/3988388/individualisering-maatschappij-begon-meer-dan-eeuw-geleden.html)

Byrne, P. (2015, November 11). Dark sense of humour equals dementai. Opgehaald van Irishtimes: [https://www.irishtimes.com/news/offbeat/](https://www.irishtimes.com/news/offbeat/dark-sense-of-humour-could-be-early-sign-of-dementia-study-1.2425508)

[dark-sense-of-humour-could-be-early-sign-of-dementia-study-1.2425508](https://www.irishtimes.com/news/offbeat/dark-sense-of-humour-could-be-early-sign-of-dementia-study-1.2425508)

CBS. (2015, November 20). Jongeren over sociale media. Opgehaald van Centraal bureau voor de statistiek: [https://www.cbs.nl/nl-nl/](https://www.cbs.nl/nl-nl/achtergrond/2015/47/jongeren-over-sociale-media)

[achtergrond/2015/47/jongeren-over-sociale-media](https://www.cbs.nl/nl-nl/achtergrond/2015/47/jongeren-over-sociale-media)

CBS. (2016, December 21). Helft leert door na beroepsopleidende leerweg mbo. Opgehaald van Centraal bureau voor de statistiek: [https://www.](https://www.cbs.nl/nl-nl/nieuws/2016/51/helft-leert-door-na-beroepsopleidende-leerweg-mbo)

[cbs.nl/nl-nl/nieuws/2016/51/helft-leert-door-na-beroepsopleidende-leerweg-mbo](https://www.cbs.nl/nl-nl/nieuws/2016/51/helft-leert-door-na-beroepsopleidende-leerweg-mbo)

CBS. (2016, November 7). Nederlanders zitten veel, jongeren het meest. Opgehaald van Centraal bureau voor de statistiek: [https://www.cbs.nl/](https://www.cbs.nl/nl-nl/achtergrond/2016/28/nederlanders-zitten-veel-jongeren-het-meest)

[nl-nl/achtergrond/2016/28/nederlanders-zitten-veel-jongeren-het-meest](https://www.cbs.nl/nl-nl/achtergrond/2016/28/nederlanders-zitten-veel-jongeren-het-meest)

computerworld, R. (2016). 6 weetje die je nog niet kende over VR. Opgehaald van Computerworld: [http://computerworld.nl/markttrends/96963-](http://computerworld.nl/markttrends/96963-6-weetjes-die-je-nog-niet-kende-over-vr/pagina-5)

[6-weetjes-die-je-nog-niet-kende-over-vr/pagina-5](http://computerworld.nl/markttrends/96963-6-weetjes-die-je-nog-niet-kende-over-vr/pagina-5)

computerworld, R. (2016). Artikelen in security. Opgehaald van Computerworld: <http://computerworld.nl/security/pagina-2>

Computerworld, R. v. (2016). Wat is er het verschil tussen VR AR en MR? Opgehaald van Computerworld: [http://computerworld.nl/](http://computerworld.nl/markttrends/96213-wat-is-het-verschil-tussen-vr--ar-en-mr)

[markttrends/96213-wat-is-het-verschil-tussen-vr--ar-en-mr](http://computerworld.nl/markttrends/96213-wat-is-het-verschil-tussen-vr--ar-en-mr)

Gartner. (2017, Januari 19). Facto. Opgehaald van <http://facto.nl>: <http://facto.nl/technologietrends/>

Gosse, J. (2015, Februari). Trends online . Opgehaald van Frankwatching: <https://www.frankwatching.com/type/trends/>

Gosse, J. (2017, November 13). 5 trends in social advertising voor 2018. Opgehaald van Frankwatching: [https://www.frankwatching.com/](https://www.frankwatching.com/archive/2017/11/13/5-trends-in-social-advertising-voor-2018/)

[archive/2017/11/13/5-trends-in-social-advertising-voor-2018/](https://www.frankwatching.com/archive/2017/11/13/5-trends-in-social-advertising-voor-2018/)

II, J. P. (2015). Welcome to the experience economy. Opgehaald van HBR: <https://hbr.org/1998/07/welcome-to-the-experience-economy>

Kelly, T. (2016). Beleveniseconomie. Opgehaald van Businezz: https://www.businezz.nl/media/8/9789052619279_20070820_de_

[beleveniseconomie_inkijkexemplaar_academic_service_o.pdf](#)

Khuvutlu, J. (2015, Juni 18). Millenials, technology, the expierence economy. Opgehaald van Bizcommunity: [http://www.](http://www.bizcommunity.com/Article/196/379/130016.html)

[bizcommunity.com/Article/196/379/130016.html](http://www.bizcommunity.com/Article/196/379/130016.html)

Konig, E. (2015, Maart 31). Jongeren van nu zijn verliezende generatie. Opgehaald van NRC: [https://www.nrc.nl/nieuws/2015/03/31/](https://www.nrc.nl/nieuws/2015/03/31/jongeren-van-nu-zijn-verliezende-generatie-1480375-a198438)

[jongeren-van-nu-zijn-verliezende-generatie-1480375-a198438](https://www.nrc.nl/nieuws/2015/03/31/jongeren-van-nu-zijn-verliezende-generatie-1480375-a198438)

Konig, E. (2015). Jongerne van tegenwoordig. (M. Sterk, Producent) Opgehaald van NRC: [https://www.nrc.nl/nieuws/2015/03/31/](https://www.nrc.nl/nieuws/2015/03/31/jongeren-van-nu-zijn-verliezende-generatie-1480375-a198438)

[jongeren-van-nu-zijn-verliezende-generatie-1480375-a198438](https://www.nrc.nl/nieuws/2015/03/31/jongeren-van-nu-zijn-verliezende-generatie-1480375-a198438)

Lampert, M. (2015). Motivaction 8 milieus. Opgehaald van Motivaction: [https://www.motivaction.nl/mentality/de-acht-mentality-](https://www.motivaction.nl/mentality/de-acht-mentality-milieus)

[milieus](https://www.motivaction.nl/mentality/de-acht-mentality-milieus)

Linda, Y. e. (2015, Juli 23). Evenementen een nieuwe bedrijfstak in opkomst. Opgehaald van Pleisureworld: [http://computerworld.nl/](http://computerworld.nl/security/pagina-2)

[security/pagina-2](http://computerworld.nl/security/pagina-2)

lubach, V. z. (2017, November 12). Nieuw pietenpak. Opgehaald van Zondag met Lubach: [https://www.youtube.com/](https://www.youtube.com/watch?v=JhTbzXg4tCw)

[watch?v=JhTbzXg4tCw](https://www.youtube.com/watch?v=JhTbzXg4tCw)

Lukken, G. (2015). Vrije tijd en trends. Opgehaald van Vrijetijds kennis: http://www.vrijetijds-kennis.nl/vrijetijd_trends

Redactie. (2011). Individualisering. Opgehaald van Encyclo: <http://www.encyclo.nl/begrip/individualisering>

Redactie. (2014). WerkXYZ voor alle generatie. Opgehaald van WerkXYZ: [https://www.werkxyz.nl/werkxyz/meer-over-de-generatie-](https://www.werkxyz.nl/werkxyz/meer-over-de-generatie-xyz/)

[xyz/](https://www.werkxyz.nl/werkxyz/meer-over-de-generatie-xyz/)

Redactie. (2015). Dit gebeurt er allemaal op youtube in een dag. Opgehaald van Dutch cowboys: [http://www.dutchcowboys.nl/video/](http://www.dutchcowboys.nl/video/dit-gebeurt-er-allemaal-op-youtube-in-een-dag)

[dit-gebeurt-er-allemaal-op-youtube-in-een-dag](http://www.dutchcowboys.nl/video/dit-gebeurt-er-allemaal-op-youtube-in-een-dag)

Redactie. (2016). Customer experience. Opgehaald van Got Total branding: [http://gototalbranding.nl/customer-experience-](http://gototalbranding.nl/customer-experience-beleveniseconomie/)

[beleveniseconomie/](http://gototalbranding.nl/customer-experience-beleveniseconomie/)

Redactie. (2016). Customer Journey. Opgehaald van Got total branding: <http://gototalbranding.nl/customer-journey/>

Redactie. (2016). Samsung disst apple met reclame. Opgehaald van Icreate magazine: <https://www.icreatemagazine.nl/nieuws/>

samsung-disst-apple-in-nieuwe-reclame/

Redactie. (2016). Save your relationship with this function. Opgehaald van Icreate magazine: <https://www.icreatemagazine.nl/nieuws/>

nieuwe-functie-whatsapp-redt-relaties/

Redactie. (2017, Juni 3). Muziekfestival. Opgehaald van Wikipedia: <https://nl.wikipedia.org/wiki/Muziekfestival>

redactie, D. (2014, Oktober 12). Generatie Grenzeloos. Opgehaald van HP de tijd: <http://www.hpdetijd.nl/2014-10-12/generatie->

grenzeloos-jongeren-van-nu-zijn-onzekere-prinsenkinderen/

redactie, D. (2014, Oktober 14). Generatie Grenzeloos: jongeren van nu zijn onzekere prinsenkinderen. Opgehaald van HP de tijd:

<http://www.hpdetijd.nl/2014-10-12/generatie-grenzeloos-jongeren-van-nu-zijn-onzekere-prinsenkinderen/>

redactie, D. (2015). Deelnemers Hoger beroepsonderwijs. Opgehaald van Onderwijs in Cijfers: <https://www.onderwijsincijfers.nl/>

kengetallen/hoger-beroepsonderwijs/deelnemers-hbo

redactie, D. (2015, Januari). Personalisering rukt op in vrijetijdssector. Opgehaald van Business intelligence: <http://cxo.nl/business->

intelligence/83939-personalisering-rukt-op-in-vrijetijdssector

Talk, R. C. (2016, December 13). Trends en ontwikkelingen: Technologie. Opgehaald van Customer Talk: <https://www.customertalk.>

nl/nieuws/trends-en-ontwikkelingen-2017-de-technologie/

Trendteam, Y. (2015, Februari 16). Hoe beleven jongeren hun vrije tijd? Opgehaald van Youngworks: <http://www.youngworks.nl/hoe->

besteden-jongeren-vrije-tijd/

Veenstra, M. (2012, Februari 21). Toekomst van retail. Opgehaald van Frankwatching: <https://www.frankwatching.com/>

archive/2012/02/21/de-toekomst-van-retail-focus-op-bezoeker-en-experience/

Works, Y. (2011, Juli 15). Van patatgeneratie tot prestatie generatie. Opgehaald van Youngworks: <http://www.youngworks.nl/van->

patatgeneratie-tot-prestatiegeneratie/

Zandjans, J. L. (2017, Oktober 7). Virtual reality. Opgehaald van Frankwatching: <https://www.frankwatching.com/tag/virtual-reality/>

Khuvutlu, J. (2015, Juni 18). Millenials, technology, the expierence economy. Opgehaald van Bizcommunity: <http://www.>

bizcommunity.com/Article/196/379/130016.html

Konig, E. (2015, Maart 31). Jongeren van nu zijn verliezende generatie. Opgehaald van NRC: <https://www.nrc.nl/nieuws/2015/03/31/>

'the X is what we know about, but don't talk about'

The X is the depression that we are not discussing. This concept will give the opportunity to start a conversation and talk about the thing we most likely dread. The concept designed for Festival Mundial covers the subject in depth. Get inspired and look at an unique vision covering 'Mental Illness'.

talk about it.
start a discussion.
share your experience.

