Bos & Lommer

#BOLO

fusion flavoured
locally presented



WOOD &APPLES

FUSION

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/'fju:3(e)n/

noun

* *The process or result of joining two or more things together to form A single entity*

* *The process of causing materials or objects to melt with intense heat so as to join with another*

FLAVOURED

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/'fl3iv3d/

adjective

* *Having a particular distinctive quality*

* *Having a particular flavour*

* *Having been given a particular taste by the addition of a flavouring*

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VISION FOR THE FUTURE, SOLUTIONS FOR NOW

1. WHY

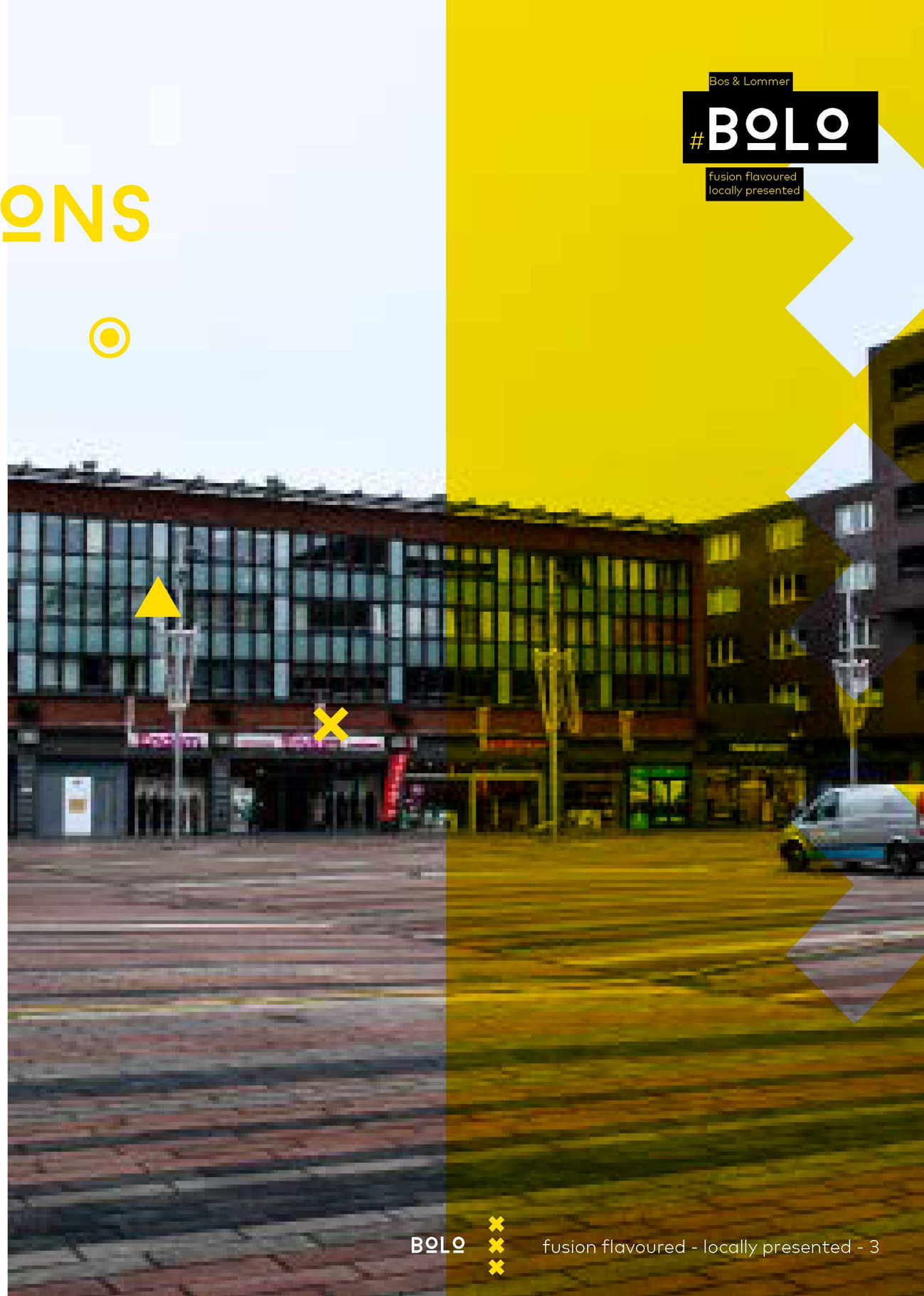
Substantiation of the redevelopment
& concept strengthening

2. CONCEPT

Explanation of the story and plan of intent

3. HOW

The requirements for implementation
The concrete and abstract returns



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ABSTRACT 1/1

With great honor we present you this audit, which is a valid and substantiated plan of approach, with first directions of concept design. This audit has been formed to answer the problem posing: "How can we increase the right to exist and therewith the attractiveness of Winkelcentrum Bos & Lommerplein (BOLO), in the form of a translation of it's main goal into a memorable experience-based concept that will lead to more tenants, more long-stay visitors and an over-all increase of value creation? " The answer to this question will be formed by going through three up following phases, namely:

- **The Concepting Phase:** ***where substantiated new ideas are created throughout the four different ideation stages***
- **The Executive Phase:** ***where concept ideas are being translated into concrete actions***
- **The Development Phase:** ***where Physical concept ideas are being implemented***

By approaching the main problem posing with several different methods, all the different point of views and therewith stakeholders will be taken into consideration. The concrete outcome of this concept development is the lease of the vacanct space, the upgrading of the current market, and the overall improvement of the shopping area and corre-sponding atmosphere. With all above mentioned improvements a long-term, substantiated increase of value will arise.

Concept research pointed out that the current concept of Winkelcentrum Bos & Lommerplein is too thin. In other words, the current concept is not suiting the changing target group anymore, it therefor has no clear message to address at the moment. The consequence of this is that there is no solid base to build on and implement innovative change. Therefor, in view of our ever-changing consumer needs, liquid markets and blurring society , the concept outcome is about creating a future-focused concept for BOLO to experience by its visitors, tenants and other stake-holders. This concept will be based on thorough research to ensure a high level of consequential innovation, long-term usability and distinctiveness in the concerned marketsegment.

ABSTRACT 1/2

Taking all the known information into consideration the theme of final concept design can already be appointed as **FUSION FLAVOURED**. The word Fusion stands, *amongst others*, for the process or result of joining two or more things together to form a single entity. Combine this with Flavoured, *having a particular distinctive quality*, the final concept is focusing on bringing the divers perspectives, needs and values of both the environment, the current and future visitors and tenants, together.

This over arching concept topic will be the central thread and the basic for all concept designs and activities carried out by BOLO and all involved stakeholders *(event programming, relevant tenants, exterior design etc.)*. Every aspect of BOLO, including the direct setting will be overhauled and redesigned to create a perfectly thought out concept with a tremendous level of certainty.

The main creative end goal is, *next to the main business goal of leasing more space and getting more long-term visitors*, to create an innovative concept, renewed dynamism and a positive atmosphere by telling a memorable story which one can build on in collaboration with all involved parties. By actively improving and optimizing both the external elements, rent flows, programming and the overall ambiance, BOLO will convert the draft hole with no atmosphere into a lively and high quality meeting place for the divers residents and visitors of Bos & Lommer.

1. WHY

Substantiation of the redevelopment & concept strengthening

WHY 1/2

Looking forward is often realised by looking backwards to learn from mistakes or to increase our productivity and strengthen the core concept. When we look into the history of Bos & Lommerplein we can go all the way back to 1930. It was then that an old Farmhouse in the beloved area was named "Bos & Lommer", a heritage that is still being used until this current day, to point out the specific area BOLO belongs to. When talking about the consumers and visitors, we refer to the two main groups appointed by the Strabo Research; *Goed Stadsleven and Stedelijke*
Balanceerders

Looking back at this lively and rich story that forms the soil of Bos & Lommerplein and the situation now, we can claim that at the moment there is not so much left of this *"former place to be"*. What once was graded, **Best market of Amsterdam**, is now a cheap looking abandoned market square. What once was a shopping mall with different A-brands, is now flooded with vacancy and small private owned stores. What once was a crowded meeting-point, now is an empty draught hole.

Although their might be a lot of traffic, sales figures tell us that this traffic is mainly created due to the fact that people use the square as a transit route to the residential area nearby, but not to actively visit the shops on the top level of **BOLO**. One of the main reasons seems to be the poor accessibility between the ground floor and top level as there is no seduction for visitors to extend their visit here. Furthermore, we can detect a shared opinion regarding the quality, or better said the lack of quality, of the current tenants as well as the market and the lack of hospitality concepts.

The current environment of **BOLO** is changing quickly, not only is the neighbourhood becoming more popular in greater Amsterdam, also the inhabitants are altering from mainly foreigners to a younger solvent audience. The direct effect of these changes is most visible when looking into consumer needs and wants, that are not answered by BOLO's offer at the moment. The lack of a consistent vision **BOLO** can build their story on is not available and therefor consumers cannot connect or empathize to the current situation.



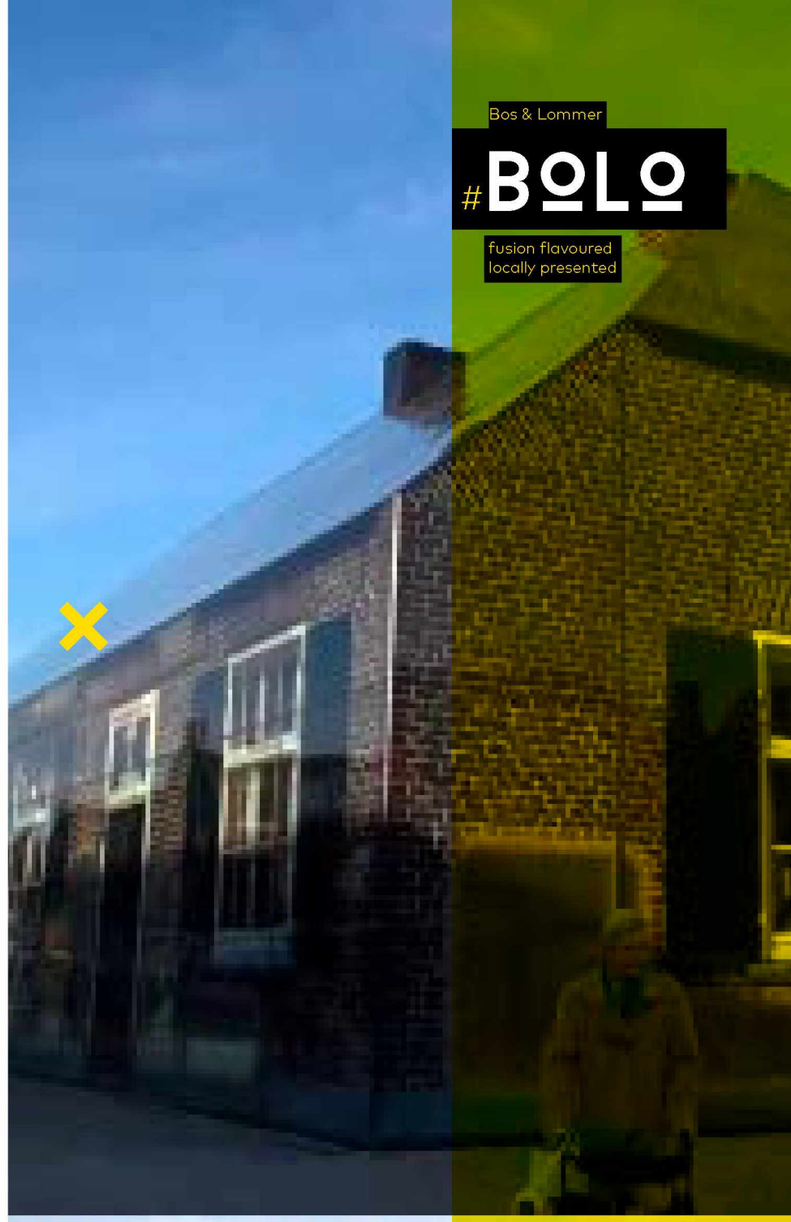
WHY 2/2

BOLO is not surprising visitors or steering them in the right direction, as there is no clear signing or route to walk. In current Zeitgeist, consumers want to make their own choices but unconsciously they need to be directed and accompanied to increase the experience and to lure them into active purchasing. A condition that can easily be embedded in any concept **BOLO** carries out, as it can be achieved by the right routing, signing and by inconspicuous pushing people in the right direction by means of different static objects that lead the way.

This shopping area should have a vivacious and lively concept to endorse its functions and to embrace the changing mind shift of its environment, what is the reason people would come to BOLO? At the moment, there is no clear reason to share, no emotional connection to make and therefor it has become a location that isn't memorable or attractive to its visitors.

To achieve long-term commitment and loyalty of both tenants as also visitors one should focus on increasing the quality, environment, programming, service, story and atmosphere of **BOLO.**

**** Statements are a free translation of the "STRABO" – Bos & LommerpleinResearch 2018, in combination with qualitative research and made conclusions, based on professional experience and knowledge of the project team.***





TRENDS

**To develop a new idea, a concept and therewith a strategy, you need to have a vision for the Future.
However, having a vision is not enough, you should be able to translate it into a feasible solution that can be executed today.**

With this future-proof focus you can develop for long term, as you determine a presumably scenario for alteration. That does not mean this approach will not be lucrative and understandable on the short term, it means you create an established and maintainable working process for the long haul.

To translate the vision for the future into solutions that are feasible today we need to capture the ever-changing Zeitgeist by defining the shifting movements of today. The most impactful trends to keep in mind regarding the development of a long-term strategy are:

Mish-Mash Society
Experience Economy
Social Space

TREND UNIVERSE

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Mish-Mash Society

Mish-Mash society is a trend that can be explained from a different point of view, but is always referring to the merging of divers groups in society. We see minorities more and more as an extra-ordinary aspect. Homogeneity stands for stagnation while heterogeneity stand for progress. Cross-sectoral innovation is therewith often the answer to the most difficult innovation issues as Mish-Mash is forcing us to go beyond the conditioned answers. It is seeking by combining and combining by stop diverging.

Mish-Mash Society & Bolo

When looking at the current and future target-group of BOLO we can detect an enormous variety in background, purchasing power and interest. We should embrace this diversity in our final concept as it is an inconclusive element of the direct involved parties.



Experience Economy

In a world that overflows with stimuli, we seem to be somewhat blunted for that same stimuli. These incentives are so self-evident that they do not seem to make an impact on us anymore. Experience economy is the way of consumption consumers are seeking for nowadays, the urge to develop a sixth sense that can amaze them again. In retail this means that we are no longer focussed on consumption only but we demand an extra-ordinary service and experience. Therewith buying turns into an multi-sensory and memorable day out.

Experience Economy & Bolo

This urge for an extraordinary experience while being at BOLO, should be embedded in an active programming of the area in the form of marcom, events and different multi-experience brands. Moreover, by embedding unexpected external elements the specific area can get added value by increasing the experience.

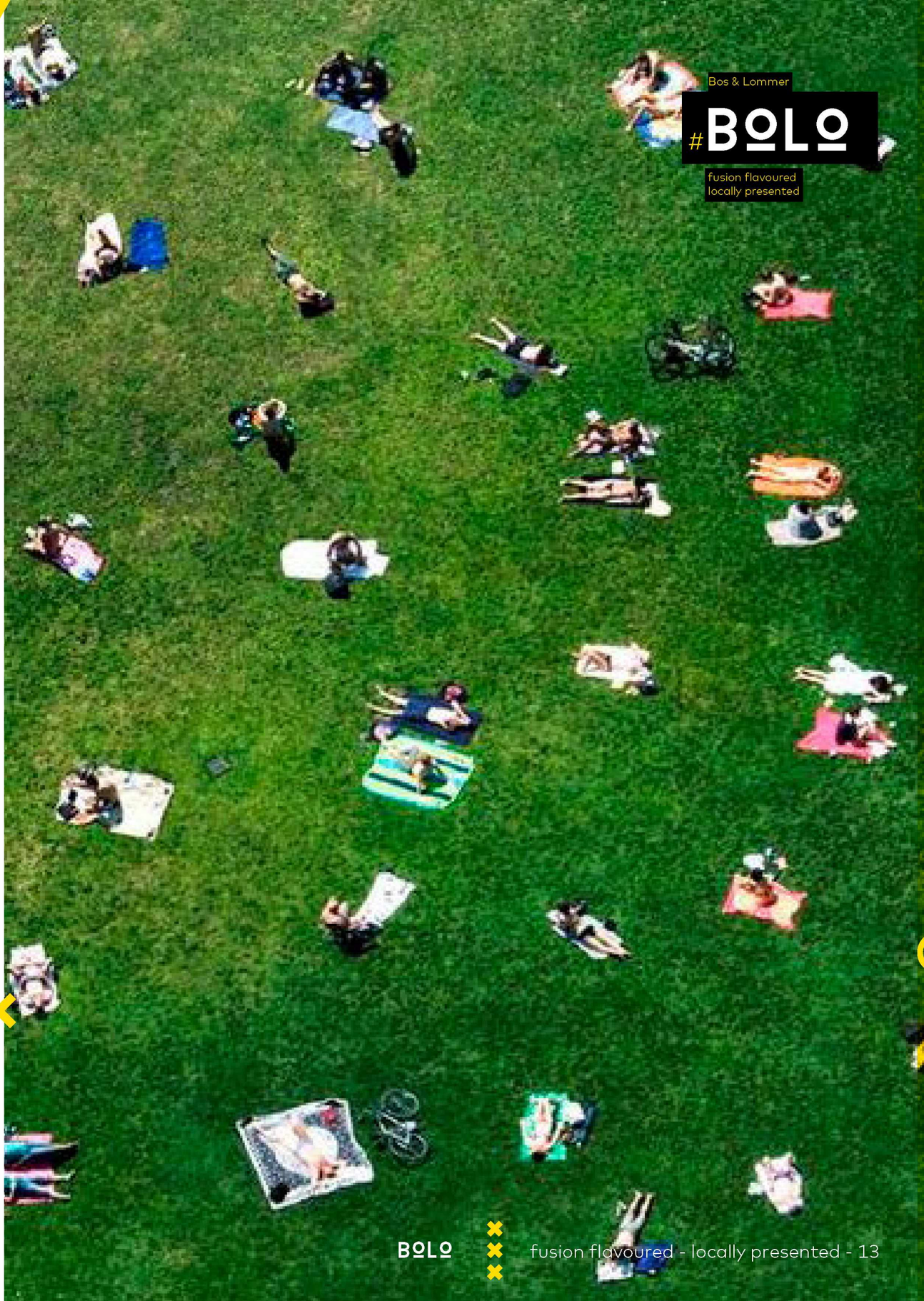


Social Space

We are more often reverting to an understanding used in the 60's when talking about our social futures, namely "communities". Our World is rural and causes individuality to fade to the background while humans create their own circles of trust that serve as private social spaces. However, we also seek for these social encounters in public space, where we can meet, connect and develop ourselves. Being together, and doing together is our new motto and we prefer these encounters as an escape from our every-day stress-society.

Social Space & Bolo

Referring to our Social Space movement, BOLO can be the perfect place to facilitate random encounters as a lot of people use the square as transit route. Moreover, it is the perfect place in a very urban area to create nature embedded city escapes that can stimulate these social encounters.



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2. CONCEPT

Explanation of the story and plan of intent

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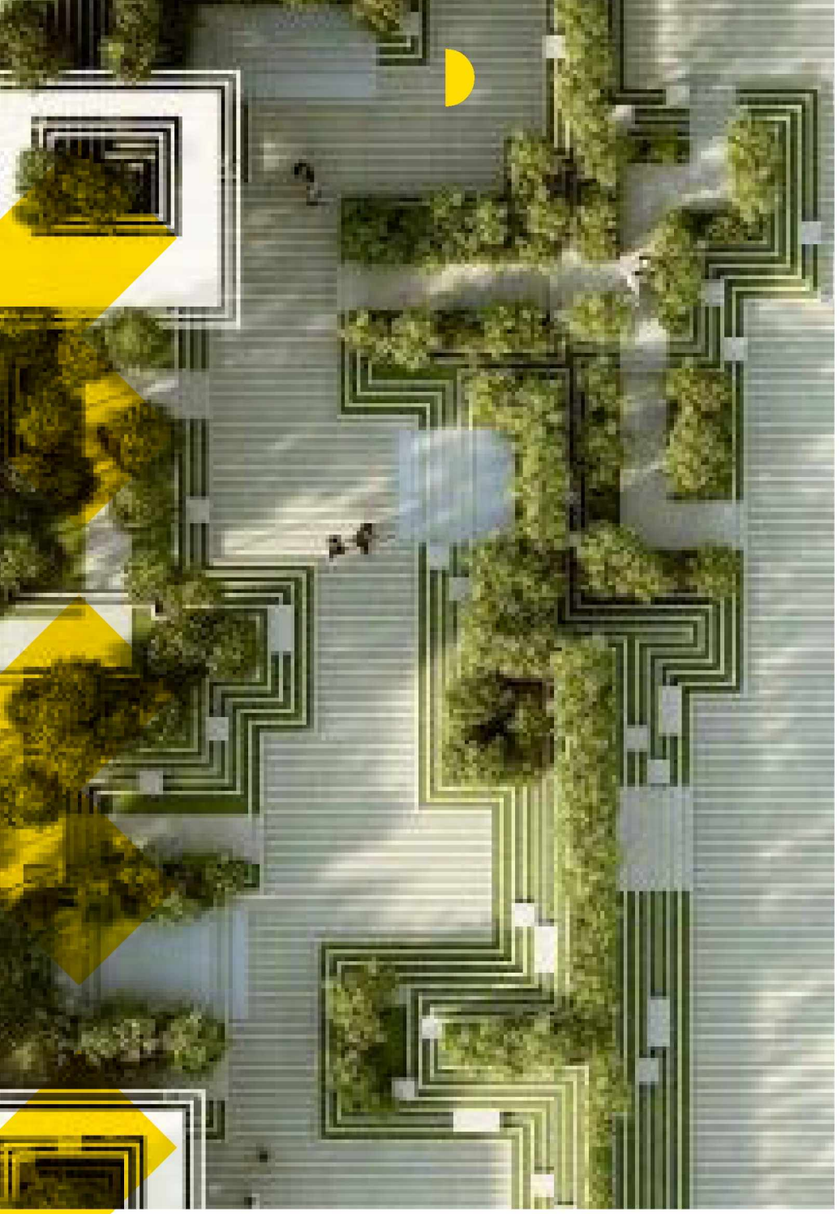





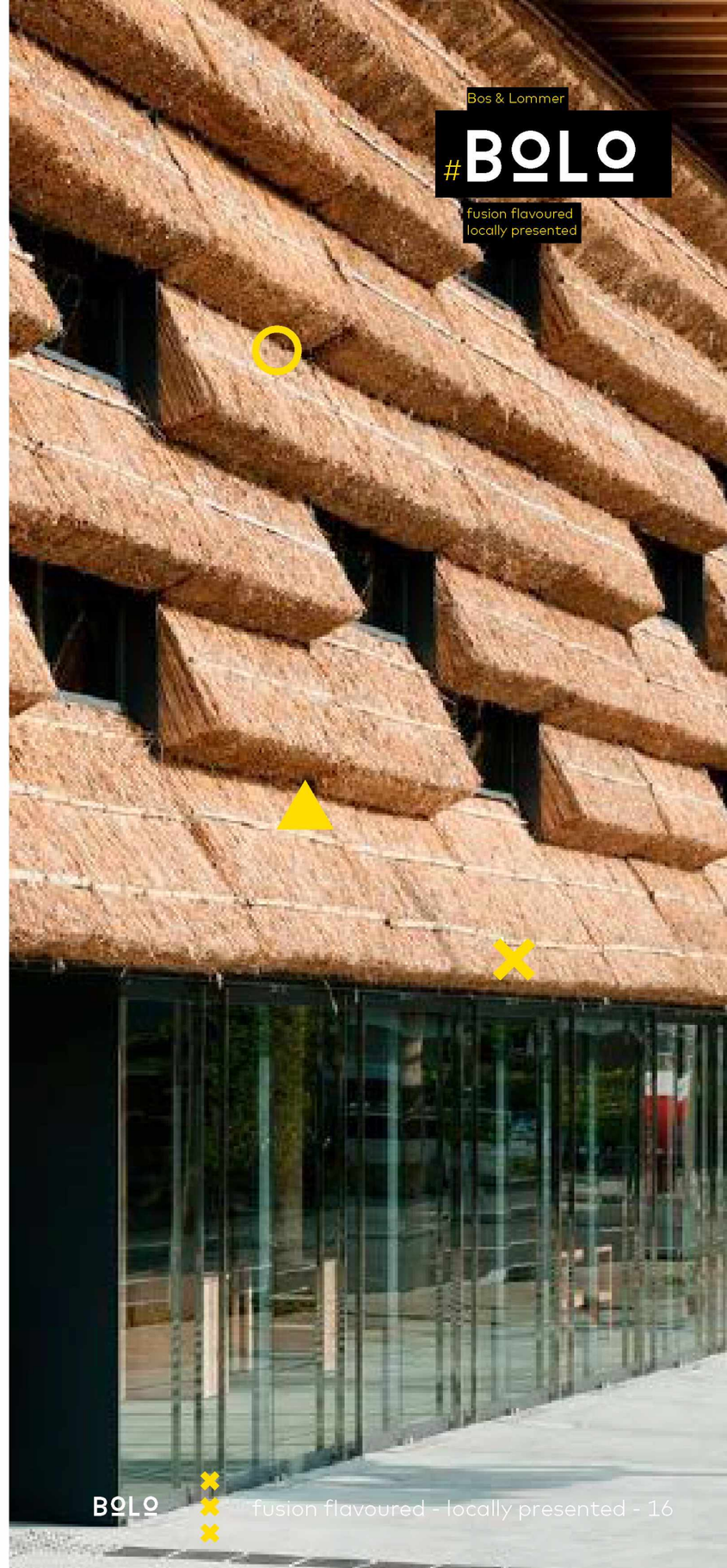
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AUTHENTICITY
RESPECT
TOGETHERNESS
HAPPINESS
DEVELOPMENT
COMPANIABILITY

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CONCEPT STORY

As soon as you enter the market square, that is the heart of BOLO, you experience the diversity of this rough diamond. Not only the mixture of people, but also flavours, scents and atmosphere. Homogeneity means stagnation while heterogeneity means progression and the latter is exactly what this square breaths and communicates.

Visitors are guided through the locally presented hidden gems on the square, that together form the authentic cross that stands for Amsterdam. No longer is the square an open space; high quality and static market stalls form the core of the cross. They are completed with an indoor regional specialty bazaar, green city escapes and remarkable hospitality opportunities.

Along their, **Fusion Flavoured** memorable journey, the visitor of the renewed **BOLO** experience can find a mix of A-brand retail experts, independent up-coming labels, hospitality offers, leisure activities as also art and innovation elements throughout the whole area, to create a permanent attractive ambience. Lastly, the permanent dynamic programming of the retail area in combination with practical enhancements, to increase the accessibility pave the way for a lively and successful new start for **BOLO**.

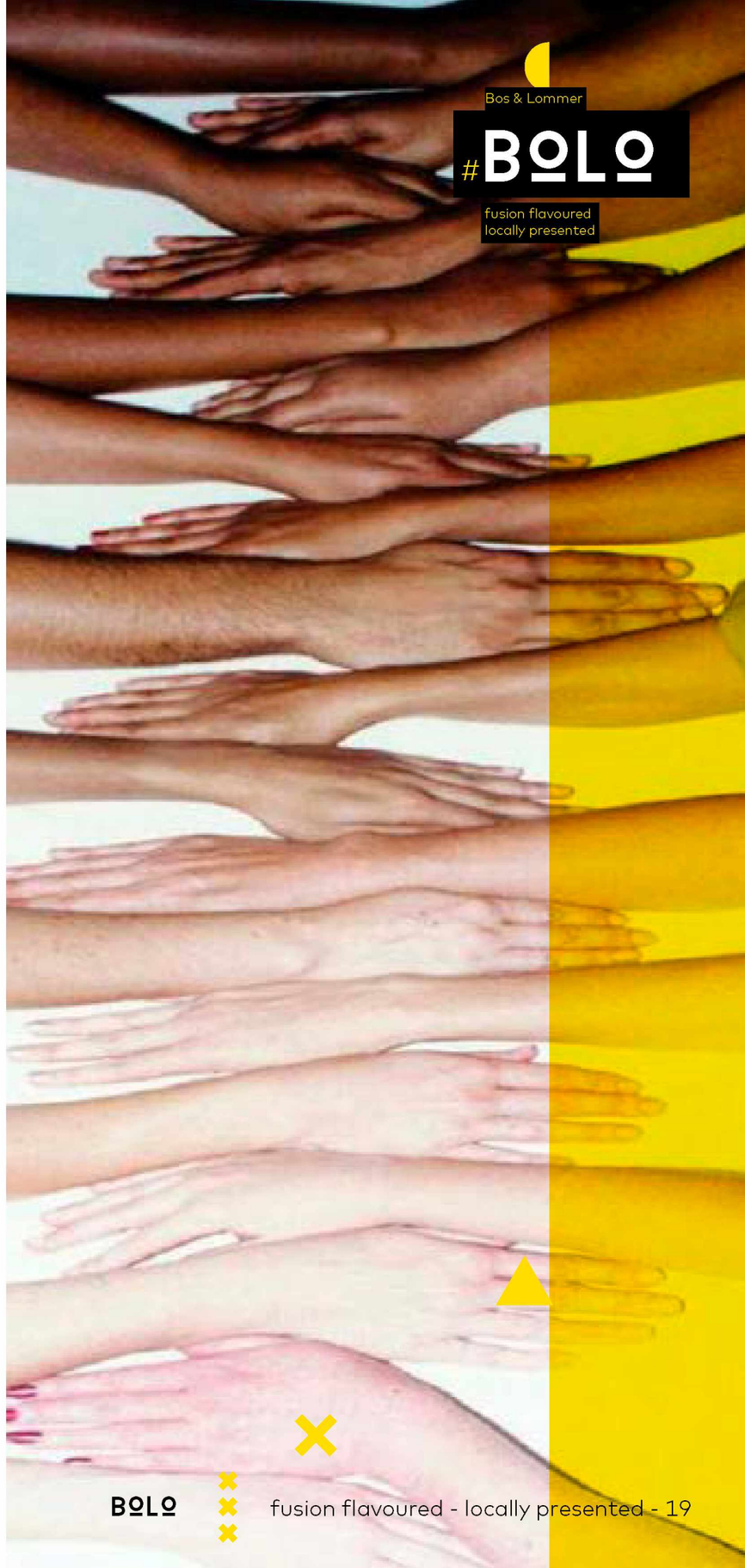
Therewith **Fusion Flavoured** is a retail concept that focuses on the many aspects of the direct environment of the area. Taken all facets of change on the short and the long-term in consideration, a mix of all needs is defined in the final concept by focusing on the overlapping values of all stakeholders.

Fusion Flavoured offers its users the support to empathize, adapt and get involved in a multi-sensory and memorable retail experience by answering to their needs and beliefs. This concept provides visitors a new experience that they are so determinedly seeking for.



CONCEPT CARRIERS

- ✖ Indoor speciality market
- ✖ Hospitality area
- ✖ Green city escape
- ✖ Signing
- ✖ Events
- ✖ Selected Shops
- ✖ Branding / Marcom



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CONCEPT CARRIERS

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UPGRADING THE SQUARE

When looking at all the different concept carriers we've developed to strengthen the overall concept, we can find several carriers with the same goal. These carriers all point towards an updating of the whole square including the market from what it is today to a more successful and seducing version in the near future.

- ✖ Market 2.0
- ✖ Green city escape
- ✖ Hospitality Area
- ✖ Indoor Specialty Market

CONCEPT CARRIERS

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✖ Market 2.0

Instead of the market stalls that are now randomly spread over the whole square, we suggest a vast number of static, high class stalls that form a double diagonal line over that same square. Therewith the external identity of the market is increasing and visitors can be steered through a profitable route over the square and shops.



✖ Indoor specialty market

To underline the “fusion” in the final concept statement you walk right into a, for example, glass house that will be the Indoor specialty market which can be a combination of high quality spices, tea and other global food trends.



✖ Hospitality Area

One of the things that **BOLO** is really missing at the moment is hospitality spots, next to the embedment of a good quality and popular coffeeshop. We suggest to integrate more 'catering establishments' both indoor as also outdoor in the form of a terrace, tea-garden and a little catering area. By physically placing them close to the market, both the market as well as the catering facilities will strengthen each other.



✖ Green city Escape

One thing that is definitely missing at the Bos & Lommerplein is 'green'. On the ground level and on the first floor there is a lot of opportunity to place trees, bushes and flowers to create a green city escape and therewith lure people to the Square. We suggest to create a clear and visible green zone, where people can drink their coffee, sit in the sun or even have a picnic with the products bought on the market.

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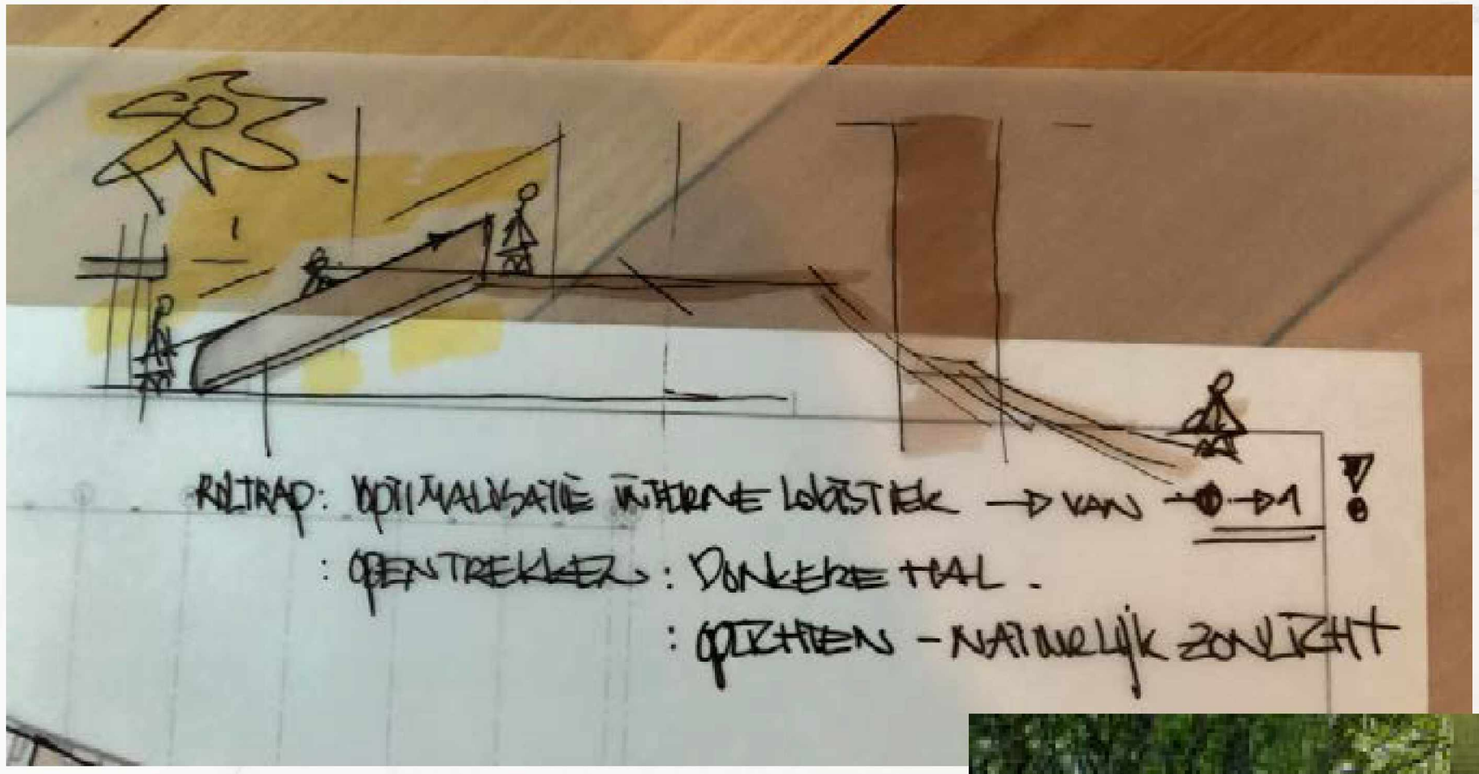
CONCEPT CARRIERS

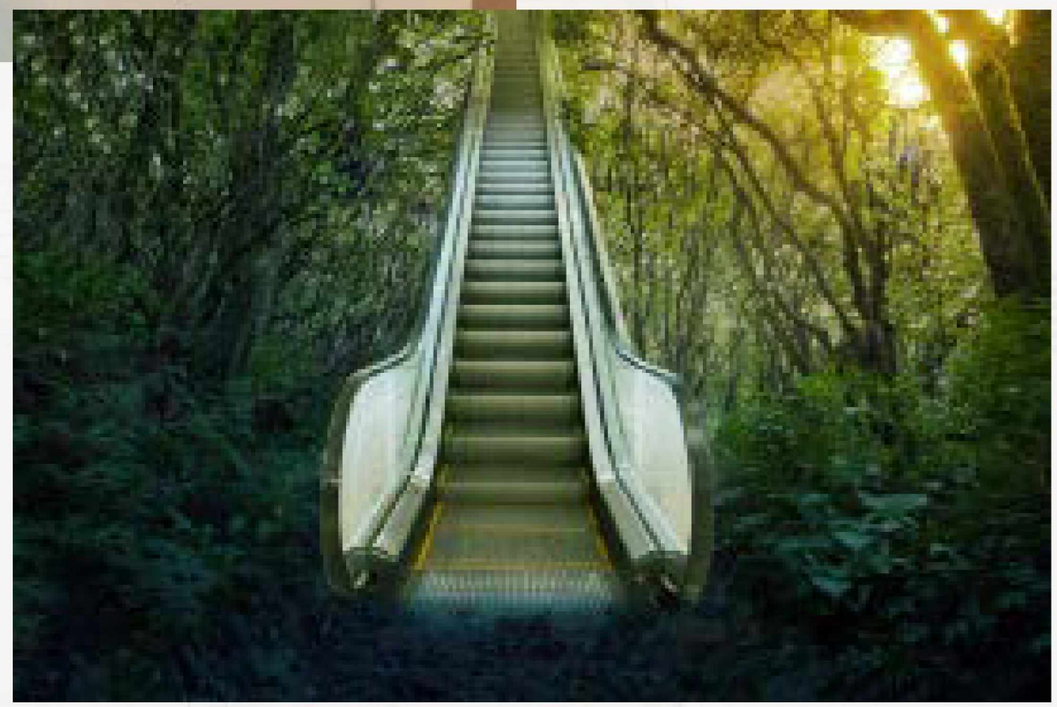
ACCESSIBILITY

One of the problems at BOLO is the bad connection between the parking garage, the supermarket entrance and the top floor. It is too big of a hassle to go upstairs for people, as there is no form of seduction right now. Our suggestion would be to make a visible connection between the ground floor supermarkets and the top floor by means of a glass escalator surrounded by nature. This won't only increase the light on the ground floor, by decorating it right it can work as a curious magnet on people downstairs.

CONCEPT CARRIERS

ACCESSIBILITY





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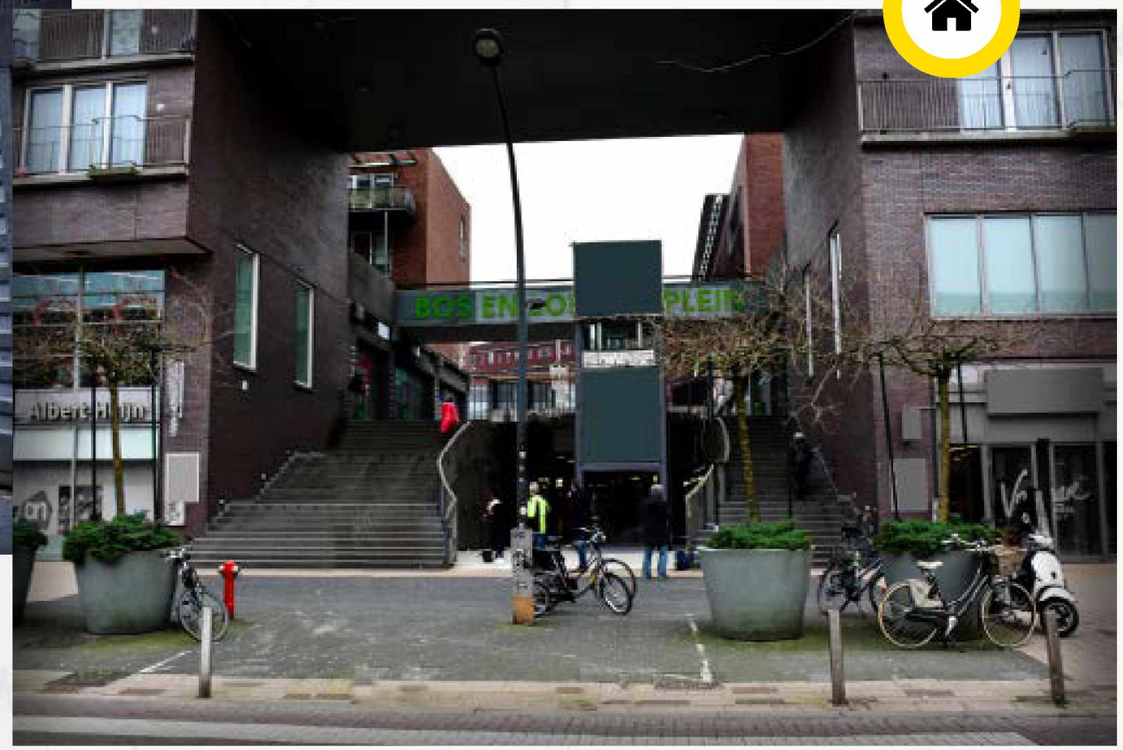
SIGNING





One of the most important elements to attract and seduce customers is to have clear and 'inviting' signing. At **BOLO** we can detect no real strategy if it comes to signing and information. By upgrading this, fast results can be achieved. We suggest to make leading guidelines and rules for all tenants to follow, no room for own interpretation, but clear instructions that will lead to overview, solidarity and a clean and tight-looking overall design.

EVENTS

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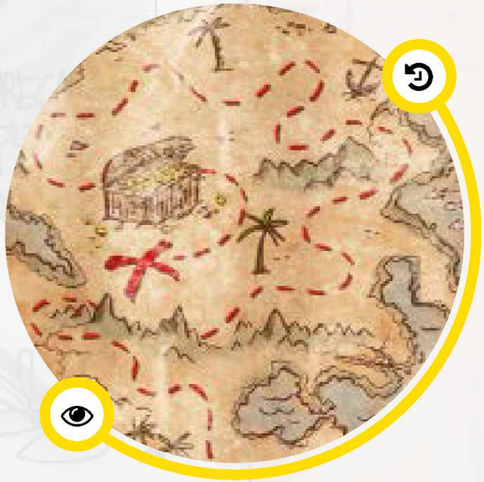



We can speak from experience when we say an active programming with innovative events is highly recommended, to increase the loop, the visibility and also the number of people visiting **BOLO**. To guarantee the new story of **BOLO**, it is of indispensable value that these events will be in line with the concept **Fusion Flavoured**

A few first raw ideas for BOLO Events could be:

- **BOLO Foodmarket**
- **BOLO Fusion Music Festival**
- **BOLO BBQ**
- **BOLO Social Picknick**
- **BOLO Treasure Hunt**



QUICK WINS

✖ Clean & tidy

Clean the shopping area thoroughly, both outside and inside the shops. Get rid of all the old posters and clean-up empty lots.

✖ Lighting

To increase the safety and atmosphere of the area and prevent loitering, embed clear but warm lighting.

✖ 5.1,2,e recalculating

To expand the numbers of tenants, recalculate the lot surfaces and reclassify them into smaller lots that will rent out easier for the time being.

✖ Signing

To improve accessibility and findability of the area place better signing both at the mall itself as also in the direct area around it. For example Bos & Lommerweg as also the A10.

✖ Point of contact

To win trust back from the different stakeholders, make sure there is a visible and permanent point of contact at **BOLO**, which is physically available.

✖ Active programming

To increase the fuss around **BOLO** start an active program of events and activities in and around the total area.

✖ Marcom

To grow visibility start with an active form of Marketing & Communication around **BOLO** and all the changes it is going through right now.

✖ Catering facility

To prevent people to use **BOLO** as a transit route only, embed a popular catering facilitator on the top floor, such as . Starkbucks.

THE GOAL

The main goal of **FUSION FLAVOURED | LOCALLY PRESENTED** is to turn the current perception of **BOLO** into a memorable and thoughtful retail experience, that is carried out in every detail of the final concept. The most desired outcome will be the attraction of visitors directly connected to the environment as also ***neighbourhood strange*** visitors. When we manage to achieve this, it means the concept is spreading wide and consumers are curious to experience a memorable day out. Meaning that the **BOLO** concept is a succesful business model.

A sub-goal of our main focus is not to deliver a mainstream concept, as in Amsterdam it is a requirement to distinguish yourself from the mass if you want to have an impact and be successful. Therewith we can conclude that our object is to deliver an extra-ordinary storyline that will motivate and stimulate people to come and spend time at **BOLO**. To actively buy products and to experience and describe **BOLO** as a hot-spot in Amsterdam. It will therefor indirectly also benefit the direct environment of the area.



FUTURE AMBITIONS

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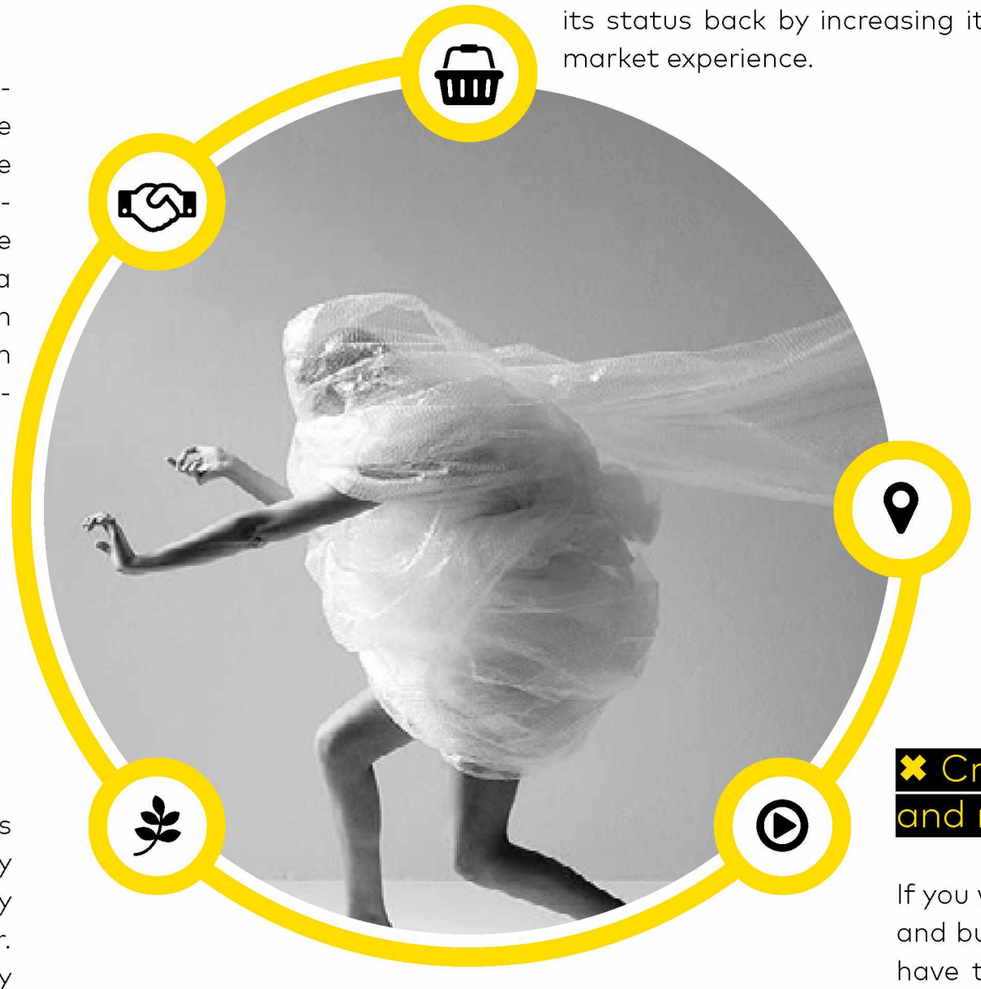
✖ Bringing divers people together

Our world is a rural place at the moment. A lot of impactful events have driven people closer together on the one hand but also further away on the other. We want to turn **BOLO** into a place where people can meet each other in a relaxed and casual way to strengthen the neighbourly feeling an therewith stimulate understanding regarding diversity.

✖ Become a green city escape

When living in the city it is sometimes hard to escape the bustle of everyday life, find a spot where you can just lay back, relax and absorb some green air. **BOLO** wants to become a green-city escape to offer visitors, passers-by and residents a place where they cannot only enjoy a eventful day of shopping but also a green getaway in the heart of everyday city life.



✖ Host the best high-quality market in amsterdam again

Back in the days the BOLO market was appointed 'best market in Amsterdam', we want to make sure this market gets its status back by increasing its quality and enhancing the market experience.

✖ Reaching the top of I-amsterdam must-see places

If you want to be included in to the hotspots of Amsterdam, that are being visited by a serious amount of people you have to make sure you'll be mentioned in the top of the I-Amsterdam Must See Places. Our ambition is to execute the concept as detailed as possible to turn **BOLO** in to a new Amsterdam Hotspot.

✖ Create a multi-sensory and memorable experience

If you want to make sure your visitors will not just 'run and buy' or even only run through your retail area you have to offer them an experience that will tickle all their senses. At bolo our future ambition is to answer to all aspects of our consumer senses by implementing the concept in every little detail of the execution.

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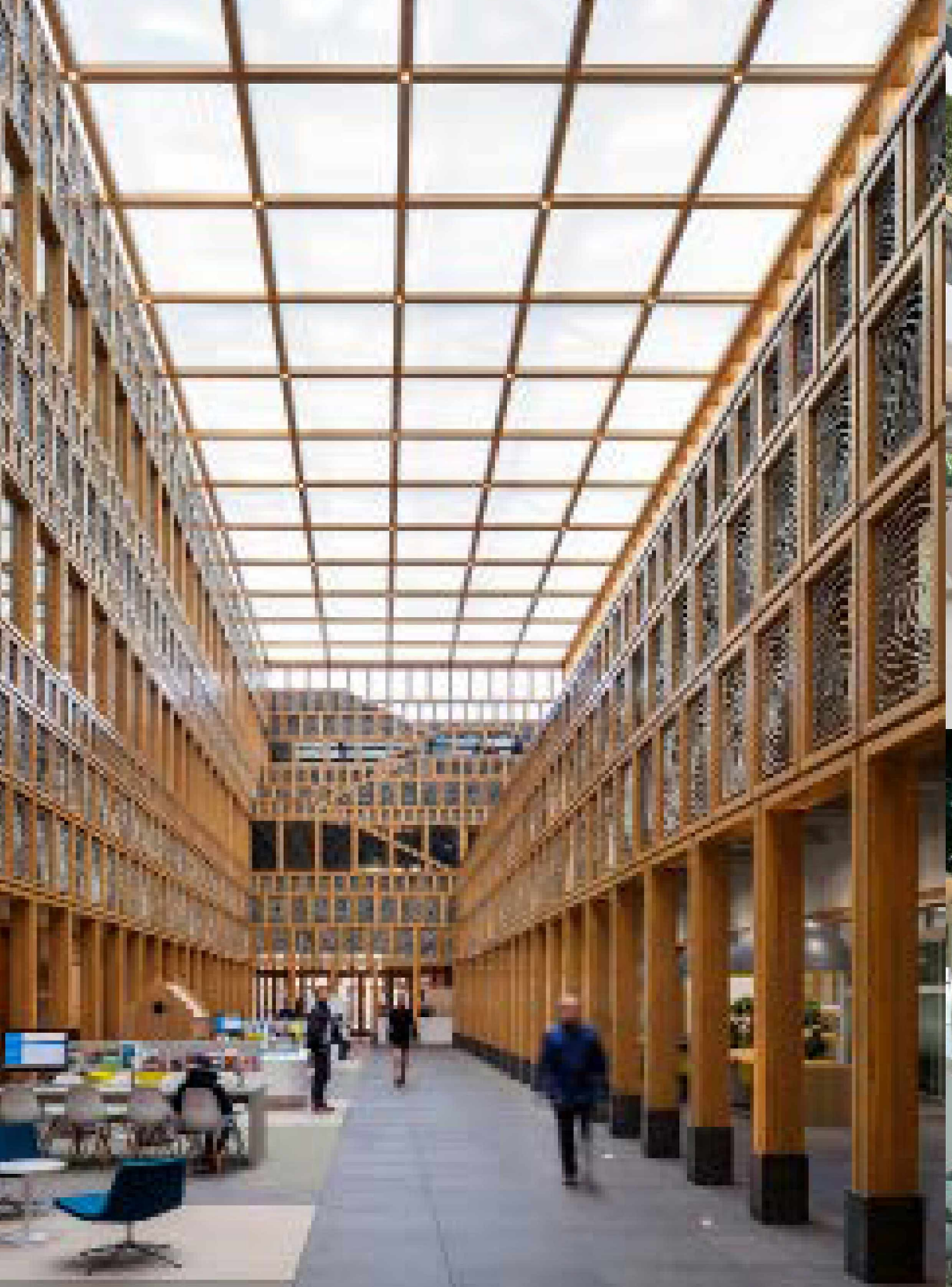


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3. HOW

The requirements for implementation

OPERATING ORGANISATION

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Solit

BOLO

5.1,2,e

Senior Asset Manager

5.1,2,e

& Team

Asset Marketing Manager R.E.

Task Operating Organisation

- ✖ Concept deepening and improvement
- ✖ Hospitality and events
- ✖ Seduce and letting
- ✖ Marketing and communication
- ✖ Exploitation and management
- ✖ service agency

Letting Team

- ✖ 5.1,2,e : assetmanager/ marketingmanager
- ✖ 5.1,2,e assetmanager
- ✖ 5.1,2,e for Wood & Apples

Wood & Apples

5.1,2,e

& Team

Concept, concept guarding & letting

Tenants

Users

Services

Suppliers

Others

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2018



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