

1/6 **IMPERIAL DINING ROOM**

King size, king view, king quality.



Solution

The idea is to give the production worker especially, as well as the other two target groups (knowledge worker and digital nomad), the deserved luxury, at least at lunchtime. Why? Because THEY PRODUCE the value, capital, resources, not the CEO (which goes to dinner in 5 star restaurants). How? By making the canteen luxurious, and the serving 5 star like, all the way the plating and tableware. The food - the employee's choice. The context and serving - king worthy!

Think Outside the Lunchbox



2/6

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Which target group is your concept for?

All the three

Status: 15.06.2018

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3/6

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How does digitization & connectivity create a unique eating experience?

By helping choose which grade of royalty the emmployee is, from digitalized production and efficiency reports.

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4/6

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What other amazing features does your concept offer?

Improves self esteem, builds confidence and respect in the company.

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5/6

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What is the core idea behind your campus food experience?

I already explained, and will detail in the slides!

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6/6

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Creative's profile



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Creative's top 5 skills

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ID: 54597. Last updated: 06.09.2016

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Status: 15.06.2018