



experience economy

ON BEING

we are our experiences

'a man is the sum of his experiences'

Laing, R.D (1967)

CONTENT

1. psychology & meaning of experience
2. 5 steps of value creation
3. case studies and q&a



CENTRE FOR
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ON BEING

biological perspective

psychology of the senses

the role of emotions

the process of experiences & experiencing

how do we create meaning

kind of experiences



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demystify the concept of experience

ON BEING

experience is a biological process incl;
sensing, feeling, thinking, imaging,
acting, moving, interaction, communicating

TOTAL ORGANISM WE ARE OUR BODIES

We do not have bodies, we are our bodies.
Emotional reality and biological ground
are the same and cannot, in any way,
be separated or distinguished. (Keleman, S. 2007)

WE ARE OUR BODIES

*." Life incarnate is a process
of individual human experience
manifesting in the body." (Keleman, S. 2007)*

ON BEING / FORMATIVE PROCESS

Our bodies are formed by a universally inherited process of shape-making that generates and organises interior anatomic structure. The ability to influence inherited behaviours is how we grow a personal somatic life . (Keleman,S. 2007)

FORMATIVE PROCESS

We have concrete experiences and invisible ones.

1)hormonal existence, 2)muscular existence

3)social existence.

Our life is composed of a multiplicity of
excitatory experiences in which you form yourself.

FORMATIVE PROCESS SHAPING THE FORM

We are continually organising ourselves,
creating and shaping the form of our lives.

*We are constantly changing the shape of our structure
and the form of our experiences.*

We form our world by our life activities, gestures, our
imagery and feelings.

FORMATIVE PROCESS

We live in a sea of constantly altering situations internal and external realities, new desires, new people, new environmental conditions.

PSYCHOLOGY OF THE SENSES

Via our senses, we are not only in contact with the world around us, but also with our own body. Seeing, hearing, touching, smelling and tasting are the most well-known sensory activities, but kinaesthesia, sense of equilibrium and the somatic feelings, that inform us about the situation in our body are at least as important(Köster 2003)

PSYCHOLOGY OF THE SENSES 2

The senses provide us the possibility to become aware of the part of the physical reality that establishes *our* world. *They are an evolutionary response to our physical environment* (Gravity, muscular feeling, equilibrium, kinaesthesia) Senses often have a double function. (Eye & Nose)

Senses usually perform their function without us being aware of it

PSYCHOLOGY OF THE SENSES 3

In the history of psychology intellectual aspects of behaviour (language, thinking, learning and memory) have received almost all attention.

In perception psychology *this has led to a dominating* interest in the senses that are involved in these intellectual activities: vision and audition.

PSYCHOLOGY OF THE SENSES 4

Higher senses

of the intellect and of spatial orientation

Lower senses

of bodily pleasure, of well being,
lust and safety and security



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PSYCHOLOGY OF THE SENSES

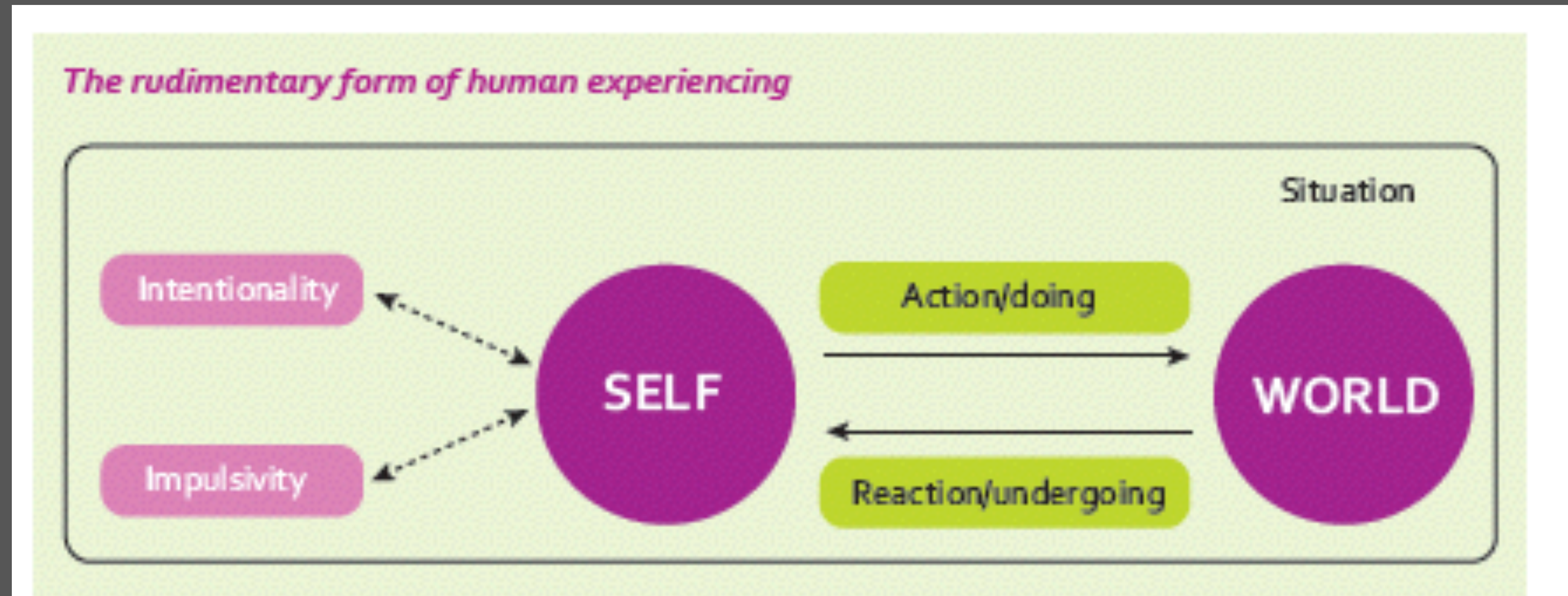
we cannot live without our senses

EMOTIONS

*“Emotions are involuntary,
unintended,
not well thought out
way of dealing with the outside world.”*

(Frijda, N 1986)

PROCESS OF EXPERIENCE



EMOTIONS

The essence of emotion is a tendency to action.

Emotion is a personal coloured perception(self/ world)

Not the objective situation that causes the emotion

but the way a person assesses the situation

Emotions are responses of the whole person(body)

and take control. Emotions have steering priority

Frijda,N.1996

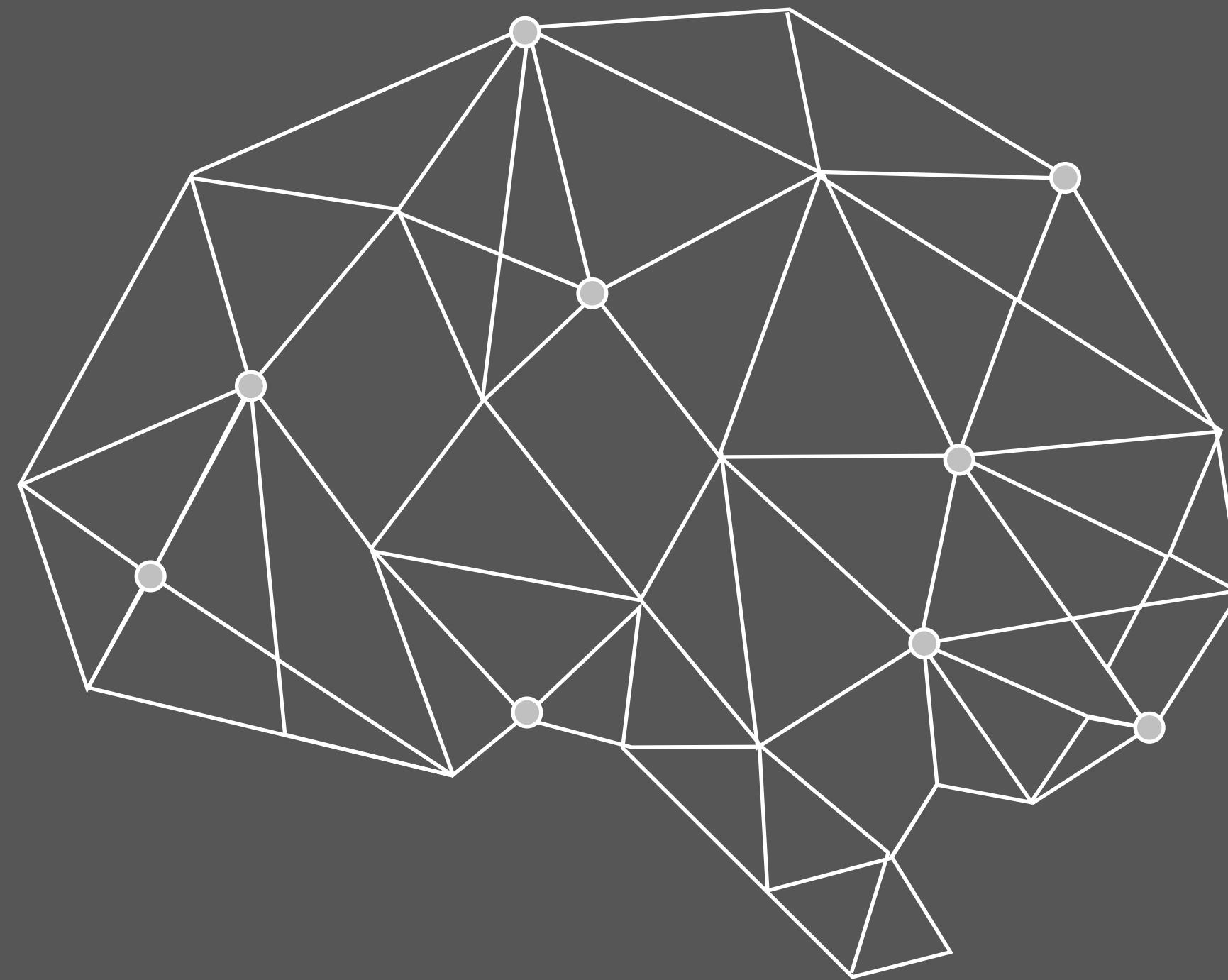
THE LAWS OF EMOTIONS

- Emotions arise in response to the meaning an event has
- Law of relevant interest
- Law of apparent reality(seen as reality and intensity)
- law of habituation and comparative sensing(pleasure & pain)
- Law of hedonistic asymmetry (impact of positive emo neutralised)
- Law of maintaining emotional momentum(recall emotions)
- Law of closeness(absolute priority, no space for considerations)
- Law of concern of consequences(moderating impact)
- Law of lightest burden and greatest gain

Frijda, N. 2006

FUNCTIONS OF THE BRAIN

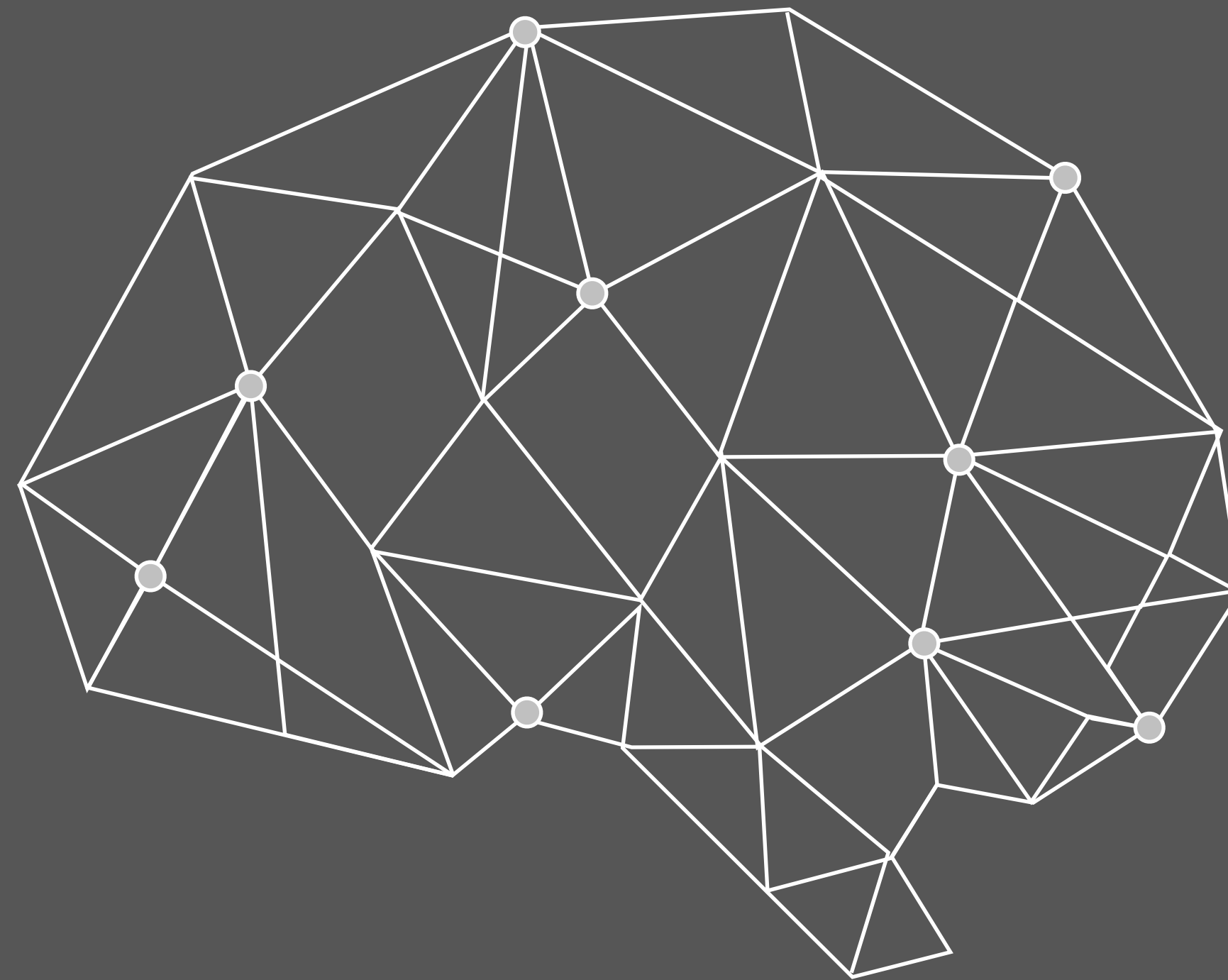
the experiencing
self



the memorising
self

THINKING SLOW THINKING FAST

system one
intuitive



system two
rational

MEANING ERLEBNIS & ERFAHRUNG

An immediate, relatively isolated event with a complex of emotions that leave an impression and represent a certain value for the individual within the **context of a specific situation.**

(1) sensory

(2) emotionally



erlebnis

Experience is a continuous, interactive process of doing and undergoing, of action and reflection, of cause and effect. **That is meaningful to the individual in different contexts of his life.** An experience causes an individual to change his perspective on the world and / or himself

(3) wonder

(4) meaning



erfahrung

PRIMARY & SECONDARY

by doing
and undergoing



Pregnancy

PRIMARY & SECONDARY

through digitalised
social technology



Boiler room TV



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Personal experiences **determine** what
we **value** most in our life.



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we need to **formulate** criteria, of
a working definition to put the concept of
experience in a proper perspective

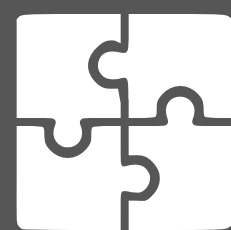
WE CREATE MEANING THROUGH EXPERIENCE



emotion
anticipation



doing &
undergoing



challenging
unavoidable



being part
of it



losing sense
of time



memorable
unique



wonder
about

EXPERIENCE

“Experience is a continuous, interactive process of doing and undergoing, of action and reflection-of cause and effect- that is meaningful to the individual in more than one different context of his life. An experience causes an individual to change his perspective on the world and/or himself.”

(Snel, J.C. naar Dewey 2011)

progression of value

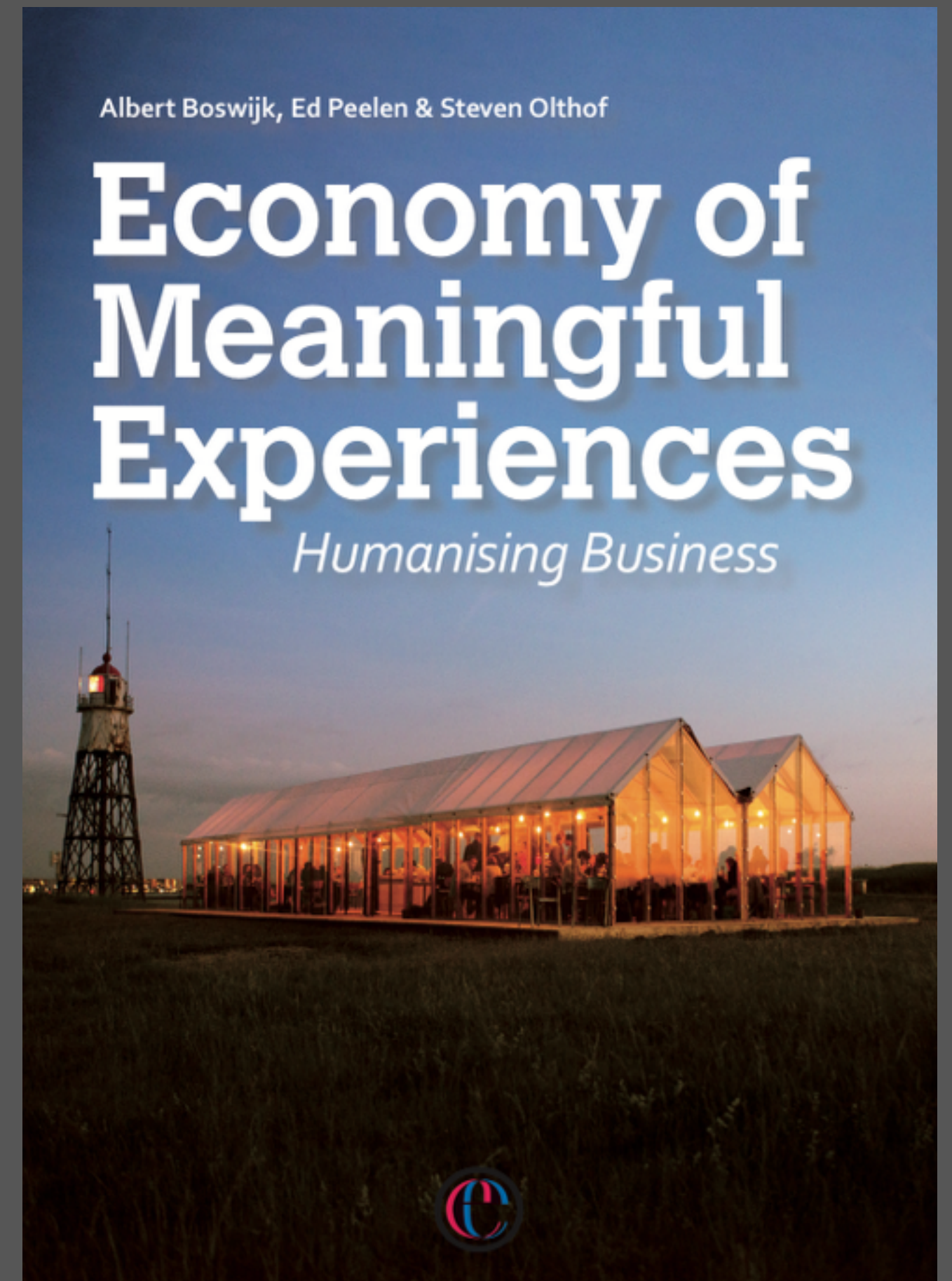




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VALUE CREATION CASE STUDIES
ECONOMY OF MEANINGFUL EXPERIENCES 5ED

liberation route (EU)
Anne Frank Huis (Amsterdam)
Frida Khano (Mexico)
Zoku (CPH/AMS/Vienna)
Seats2 meet (Amsterdam)



Liberation Route Europe

Liberation Route Europe is a continuously growing, international remembrance trail, connecting important milestones of modern European history. Liberation Route Europe links the main regions along the advance of the Western Allied Forces.

Read more



View the trailer



Storylines (12)



The Battle of Normandy



Battle of Huertgen Forest



Historical locations (150)



The crossing of the Rhine



AVOG's Crash Museum





Who was Anne Frank? | Anne Frank House | Explained



Later bekij...

anne frank
house

Who was Anne Frank?

Pauzeren (k)



Frida Kahlo CocoLAB



ZOKU





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VALUE CREATION

how do we **create** value & **meaningful**
experiences...

COMPETING VALUES FRAMEWORK AS A PIVOTING BASE

4 | people & culture

How do we develop and train the people who have to support the experience strategy
Which skills need to be trained and what is the desired culture?

3 | which internal processes create xp value?

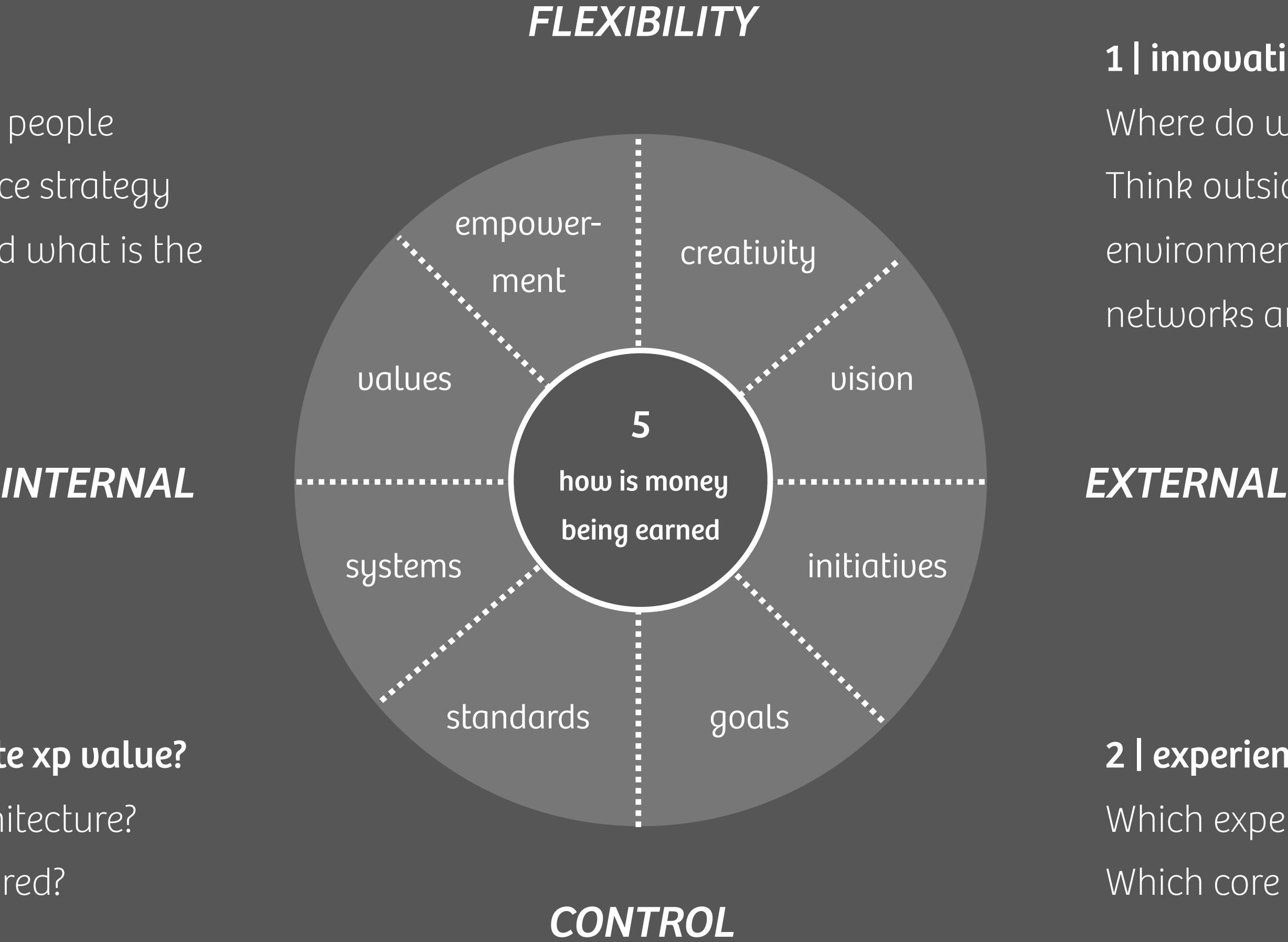
Which experience co-creation architecture?
Which core competences are required?

1 | innovation & learning

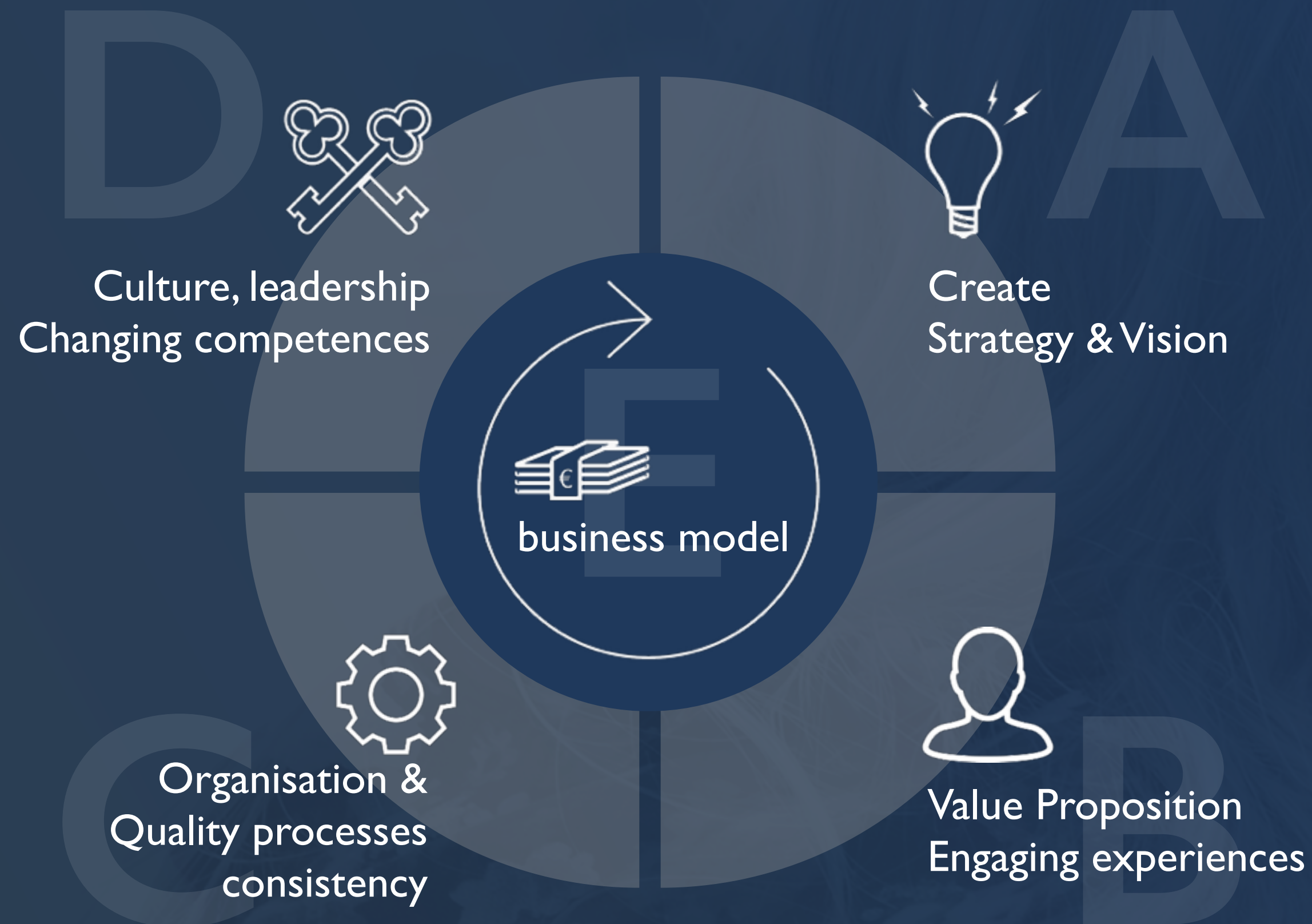
Where do we need to be creative,
Think outside the box, to creat new environments and platforms and which networks are relevant?

2 | experience (co-)creation

Which experience environments?
Which core competences are required?



MODUS OPERANDI 5 STEPS OF VALUE CREATION



Read the book
with illustrating
case studies

www.experience-economy.com

Albert Boswijk, Ed Peelen & Steven Olthof

Economy of Meaningful Experiences

Humanising Business

