This Presentation:

• Examples of Dutch culture
• Cultural dimensions by Hofstede: comparison of USA, Netherlands and Japan
• Wayfinding research in a Dutch context
Objectives of this presentation:

• Insight in cultural differences
• Insight in materialization of the Dutch office culture
Introduction

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  – Lecturer Facility Management
  – Researcher Research Group Facility Management
• Centre of Expertise Healthy Ageing
  – Project Leader Living Lab Health Space Design
What is the Dutch culture?

- Tulips?
- Cheese?
- Wooden shoes? (Klompen)
- Flat land (= the Nether lands)
- Van Gogh?
Black tulips
Typical tulip field
Materialization in Dutch office furniture
Sunflowers
by Van Gogh
“Potato Eaters” by Van Gogh
Typical old fashioned Dutch interior
“Rietveld”-chair in primary colors by Gerrit Rietveld (1921)
Painting by Mondriaan (aprox. 1920)
Cultural dimensions by Geert Hofstede

• PDI Power distance
• IDV Individualism
• UAI Uncertainty avoidance
• MAS Masculinity
• LTO Long-term orientation (IVR Indulgence vs restraint)
Power distance
Power distance

Former queen Beatrix in a street in Amsterdam
Individualism
Individualism

Japanese office
Individualism

American cubical office
Masculinity

95
62
14

Masculinity

‘gezellig’

Courtesy: http://www.inrichting-huis.com/kantoorinrichting/kantoorinrichting-van-etsy/
Long term orientation

Pragmatism
Study on Wayfinding

• Who has recently visited a hospital where he had never been before?
• Who could find the way?
Study on Wayfinding

Study: ... wayfinding of visitors and patients entering the hospital from the multi-storey car park

Method: shadowing (McDonald, 2005, Eager & Oppenheim, 1996)

Setting:

1. Bachelor thesis student Engineering and student Facility Management
2. 15 Arts students in small groups
Wayfinding results: bottlenecks
Results study 1 Wayfinding

• Quick wins: advantage: cheap
• New design of the central hall: disadvantage: expensive

Actually, the hospital is considering the new design of the central hall!
Sketch of distinguished routes (*)

Sophie Seidel & Martijn Feenstra, 2014
The ‘Cloud’ route

Sophie Seidel & Martijn Feenstra, 2014
The ‘Forest’ route
Other example:
Current situation: long corridors

Fredrieke Kuik, 2014
Inspiration by Mijksenaar at Schiphol Airport Amsterdam
Again: Current situation: long corridors
Example of Mijksenaar
Applied to the corridor

Frederieke Kuik, 2014
Recap:

• Office design is affected by culture
• Culture dimensions of Hofstede are applicable
• Culture can materialize in e.g. wayfinding
Thank you very much for your attention
Questions?
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