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**DELFt Daily Secret**

*Acculturation:* is the cultural modification of people by adapting to and/or borrowing traits from another culture, creating a mutual merge of cultures as a result of prolonged contact. In its practical sense, it means settling in a new environment without losing your own identity but interacting peacefully with other cultures and social backgrounds.

**OVERVIEW**

Two stages of coming to know Delft:

**Stage 1:** Introduction week

- Knowing our way around the city
- Knowing where to find the necessities: groceries, convenience stores, etc.

**Stage 2:** Continue to connect with the city beyond introduction week: knowing what's going on throughout the year. Delft as a dynamic city, not a static place that you "get to know" only once BUT a city that continuously changes, people change, and new experiences come up.

- festivals
- special events/sales
- exhibitions
- outdoor markets

**AIMS AND OBJECTIVES**

The goal of this project is to create an innovative medium through which, by the end of our stay in Delft, will have really experienced and enjoyed the city and learnt its 'secrets'. Furthermore, we aim to not only connect students but also bring together the locals and Dutch citizens with the new members of the society, even if they are students or not.

The most direct way to do this, is through a website, accessible to everyone. The website aims to extend our exploration of Delft beyond introduction week, acting as a platform for sharing and exchanging our discoveries in the city throughout the year.
INITIAL IDEA

In the beginning of the project we all got together and discussed several ideas and tried to think what is missing and what could be done differently after having experienced the first introduction days. Since, the orientation and introduction week was really well prepared and gave us all the necessary information for our first days in Delft, we realized that what is missing is the continuous connection with the city and a better insight of the things that are going on. Instead of feeling as tourists we want to make ourselves really blend and interact with the happenings and the lifestyle of Delft. Although Delftulip and Calendar42 and several other tourist websites, give useful information about the city and events, there is no place where you can find, for instance, one-time-happenings, proposals for a nice café, offers that shops or restaurants have, a terrace with wifi and great donuts and lots more that only locals would know or possibly not even them.

We propose a collaboration between Delftulip, Calendar42 and the info point in Delft to form a website that would include all the basic information for students to begin settling in the city but also take this further and make it a daily part of their lives. We were inspired by an idea that is already done but in larger cities and its purpose is to make the people who live there to love again their city and place they live in. Thus, we took this idea and extended it and tried to make it fit with our goal and in our context.

HOW DOES THIS WORK

The acculturation plan will be in different formats, in order to attract as many people possible.

1) The main element/product is the website: DELFT DAILY SECRET (DDS)

*Delft Daily Secret emails you one of your city’s best kept secrets every day and asks that you share it only with close friends. You can subscribe for free and then you receive every day a proposal to do something in the city. It can be anything: a place to eat, an event, a festival, a shop, an activity, a performance, an offer, a party. You can also send and propose a ‘secret’ for other to see or join the live chat room and ask from the team to give you an insight on something you are looking for.*


This way you get familiar with the places of the city, you get to know new people, locals and visitors, and it always reminds you that things are going on, so even if you have nothing planed you can always find something to do. All ‘secrets’ are categorized in 5 groups: shopping, eating, art&culture, entertainment and miscellaneous so you can always go and search for a past secret.

2) Another part of the idea is the flyer/business card that will be used to promote the project and invite people to subscribe to the website and join us on facebook and twitter and get involved.

3) Brochure- including a map and useful information and contact details, that will be given to students in the orientation week since a printed copy is always useful since you might still have no internet access.

4) Iphone application (under construction/consideration)
**PROCESS**

We wanted to actually design the website and be functional so we started working straight away from day 1. We decided to include some examples and have some secrets so that it will be understandable and clear what the aim of the project is. Some members of the group started searching and going around the city to spot the first entries/secrets of the website, asking around the city and trying to reveal the essence of each place. A group of people worked on the presentation, some on the website and some on editing the information, making a map and designing our logo and brochure.

Ideally a team would be needed to work on DELFT DAILY SECRET full time. They would edit posts, search for new entries and update the site daily, bringing to everyone the city’s best kept secrets. Although it would be great if this did exist, because of a hectic year that lays in front of us it is not realistic to continue working on it. However it would be a great idea if a team of eager, creative people could be created and actually start this as a small ‘business’. It would be a great promotion not only for the University but also for Delft.

Although the platform is online, we think that acculturation would actually be created really successful through this project. It brings people together, that have similar interests and you get to know more about each person and his background.

**RESULT AND REFLECTION**

Overall we are really satisfied with the outcome. Our collaboration between all the team members went well; we communicated great, agreed at most things and had constructive conversations. Each one of us got one responsibility but we were open in exchanging roles and not being too stubborn. This made the cooperation fluent and without any frictions. When we found an idea that we all relatively agreed on, we developed it together and all of us added something to it. And we felt comfortable enough to tell the others if we did not like something, or if we had a different idea.