

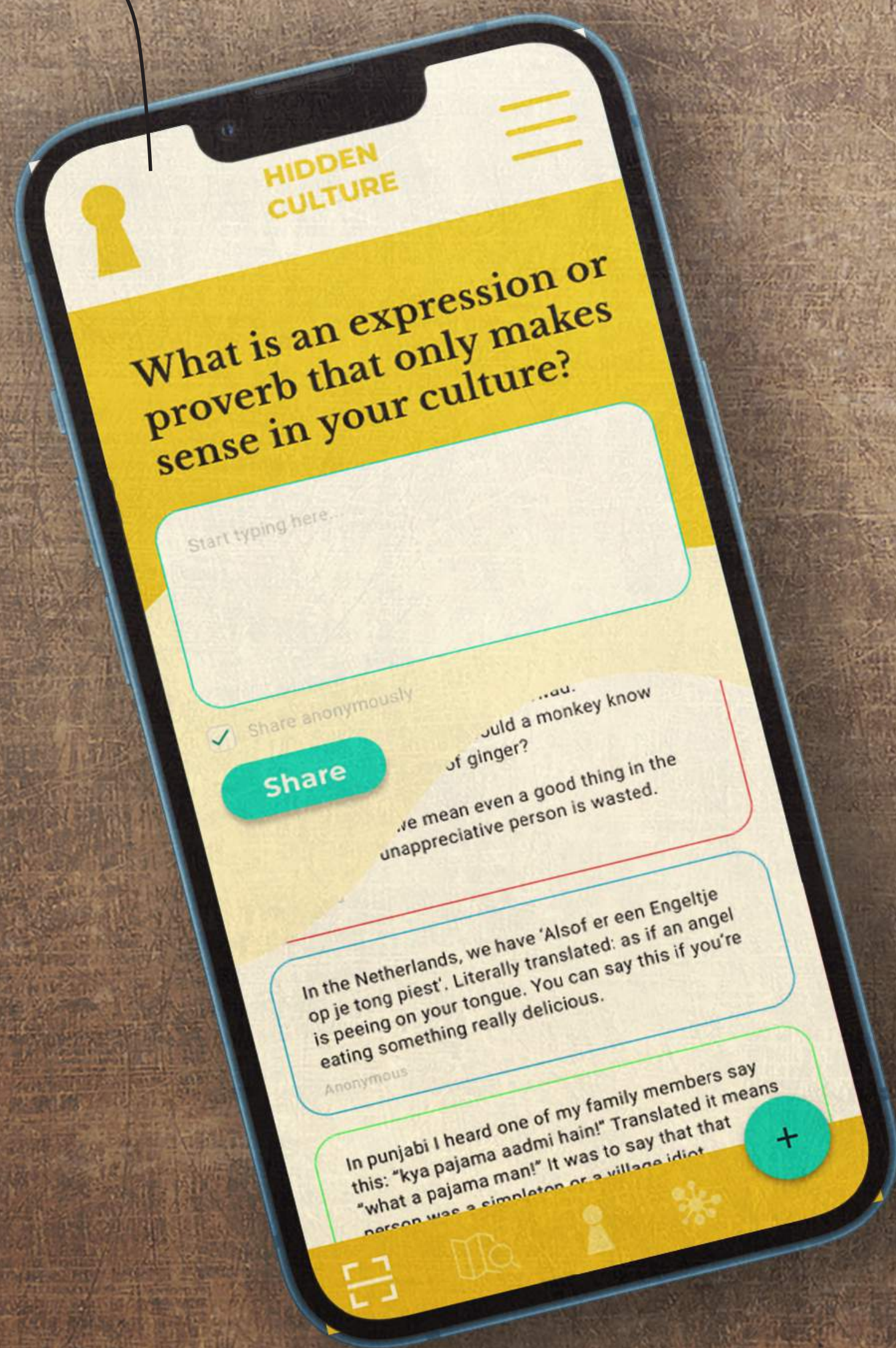
The Hidden Culture Experience

COASTERS

The coasters are created to provoke sharing of personal ICH by reflecting on past experiences. They are conversation starters at the wall or at the bar, thus encouraging sharing and reflecting. Moreover, each person should have a randomly picked coaster with a different question to keep the conversation going.

THE APP

When starting online, the app is the solo traveller's entry point. Even though the app supplements the offline experience, it can still be considered an individual entry point. The app contains all the three requirements to make ICH relevant to the youth and thus has three core components - for sharing, for exploring and for reinforcing identity.



DELFT



BROCHURE

The brochure gives the user the experience of moving around the city like a local. It is interactive such that it helps to collect memories by encouraging the youth to engage with the place, to experience examples of ICH and prompting to spark a conversation with the locals or custodians. To further enrich their local exploration, some parts of the brochure are left empty so that the user asks for recommendations from the locals, the receptionist of the hostel or other travelers.



Making Intangible Cultural Heritage (ICH) relevant to the Youth

Guiding identity development in young adults through ICH exploration

Strategic Product Design Master Thesis by Poornashri Kandade (4764862)

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