

Vitesse Buiten Spel

The image shows a map of Arnhem with four yellow callouts illustrating different outdoor sports activities. The callouts are: 1. Top left: Two people playing soccer on a field. 2. Middle left: Two people playing basketball on a court. 3. Bottom left: Two people playing table tennis on a table. 4. Right: A group of people playing soccer on a field. The map includes labels for streets like Stationsweg, Schelmseweg, and locations like Park Zypendaal, Klarenbeek, and Klarendal.

The concept lifts playing football outside to a higher level providing battles that are guided and demonstrated by the team of Vitesse and linked to specific places in Arnhem, aiming to achieve a positive social impact in Arnhem. The game exists of different elements that form a connection between the users, Arnhem and Vitesse to create a sense of belonging and relatedness.



To make the platform work, 'Vitesse Buiten Spel' is built-up in four elements

Facilitated by: developing and growing in the game by earning points and digital and offline rewards, creating a new objective to play.

The app has the purpose to connect the four elements creating a connection between the game and the real world.

