

		Morning (08:30–12:00)		Afternoon (13:00–17:00)	Evening (18:00–...)
8/12/19	Wednesday	Arrival			18:00–20:00: Welcome drink Skylounge, Hasselt
8/13/19	Thursday	Module 1: Get to know the brand	09:00–10:30 10:45–12:15	introduction Summer school work-flow for the whole week Prof. dr. Katelijn Quartier (UHasselt): design proces & sustainability	Design brief Visit store
8/14/19	Friday	Module 2: 360° design	design work-shop Sofie Dieltjens (Studio Dott) The customer at our heart		Surprise activity + dinner
8/15/19	Saturday	Module 4: Customer Journey	Design workshop: Leontine de Witt (TUDelft) Responsible retail design		evening session: midweek-presentation location: bar Hostel H
8/16/19	Sunday	Excursion Maastricht (by bus)	retail safari		
8/17/19	Monday	Module 3: Customer flow	design work-shop Elisa Servais (dra. UHasselt): Customer flow theory		evening session location: bar Hostel H
8/18/19	Tuesday	Design project			
8/19/19	Wednesday	9:30 Jury*		+ round-up	Departure from 3 o'clock
Continuous design support by Philippe Swartenbroux and Elisa Servais					
* members of the jury: Philippe Swartenbroux, Katelijn Quartier, Elisa Servais,					