Finally, this is the planning of the first edition of The Nice Lab.

This leadoff event will take place in August 2019, closely after the newest generation of creatives has graduated. Have a read through the chosen event topic, the exciting workshop programme, communication examples and most importantly: Stay tuned for a summer in The Nice Lab!
Connected to the desires of our target group, the first event edition’s theme will be "Togetherness" — the most crucial ingredient for bliss and success.

We do not count on individual geniuses, but believe in the power of collective madness, as great things are created together. In the workshops, we will discuss such topics as community spirit, empathy or professional collectivism and last but not least learn from our creative coaches and their points of view. Summed up: You can go fast if you’re alone, but you can go far if you go together!
For the first time ever, The Nice Lab will temporarily settle down in the beautiful city of Amsterdam. With 46 per cent of the local workforce employed in the creative sector, the vibrant city crawls with international and diverse talents.

Only a stone’s throw away from native London, we are certain that Amsterdam is the perfect host to introduce The Nice Lab to global creatives.
The Nice Lab in Amsterdam will happen in De School, a former technical school located in the West of the city. Serving as a nightclub on weekends and as gym, exposition space and restaurant during weekdays, the multi-purpose venue is a true cultural hotspot of Amsterdam’s creative scene.

The unique building offers different halls, gardens and an auditorium and therefore provides the ideal facilities for our multi-faceted and proactive event program. Further, the space embodies a creative, experimental vibe, which can easily be transformed into a vibrant workshop-lab.
Kelly Geurden & Thomas Petherick

Sharing an abstract vision of meaningful storytelling, London-based set designer Thomas and Dutch fashion designer Kelly come together for The Nice Lab to introduce the graduates to the varied field of three-dimensionality. In their workshop, they will explore the sculptural quality of clothes and further learn about the diversity of set design.

Daan van Dam

Creative director Daan will base his workshop on the idea of his current editorial photo project One Shot, which celebrates the uncertainty of analogue photography. Instead of analogue, the graduates will experiment with instant cameras and, based on collectively developed backbone concepts, explore the vibrant tangibility of visuals.
<table>
<thead>
<tr>
<th>Programme</th>
<th>The NICE Lab</th>
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<tbody>
<tr>
<td><strong>Ruth van Beek &amp; Kristine Kawakubo</strong></td>
<td>While Ruth creates uncanny collages, turning ordinary objects into characters, Kristine is specialised in hand-binding typographic books. In the age of 3D printers, the two creatives both prefer to work with physical tools to shape and design their ideas. Joining forces for this workshop, they will inspire to go wild with materials to build expressive visual compilations.</td>
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<td><strong>Avoidstreet</strong></td>
<td>The Amsterdam-based collective Avoidstreet celebrates and reuses binned apparel by transforming waste goods into new products, in order to stop the waste of potentially useful materials. In the workshop, attendees as well will recycle clothing and other waste materials and through improvisation and experimentation create new garments out of them.</td>
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<tr>
<td><strong>Cari Vander Yacht</strong></td>
<td>Cari creates overenthusiastic illustrations with an observational and slightly silly humour. Her creative workshop will be all about recognising our everyday failures, taking ownership over them and developing something fun and enjoyable as a team.</td>
</tr>
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</table>
After collaborating for a sunglass collection in 2016, It's Nice That and Ace & Tate have been inseparable. With the Ace & Tate Creative Fund, the Amsterdam-based eyewear brand shares our affinity to support creatives, by offering financial grants to emerging and established talents. For the first edition of The Nice Lab in their hometown, Ace & Tate will, of course, join forces with It's Nice That once again and be one of the main sponsors of the event.

The Art Fund and It's Nice That have already partnered up twice for their collaborative project “Art & About”, where we sent off creatives to visit a variety of galleries and report about inspiring insights they came across during their journey. For The Nice Lab’s day of the open exhibition, the Art Fund will ally with us once again by providing generous funding support.

The collaborative document service Dropbox Paper provides a flexible digital workspace and allows creatives to edit shared data. Dropbox has supported It’s Nice That in various projects and talk sessions already and will as well support the development of The Nice Lab financially.

Standing for modern designs and functional innovation, Uniqlo is always open and eager to work with inspiring creatives. We are thrilled that the Japanese brand will enhance The Nice Lab by supplying qualitative workshop materials such as fabrics or crafting tools, as well as textile products for the exhibition’s live printing experience.

After joining us for several online projects, we are happy to team up with Polaroid Originals once again. To best capture the creative workshop progress, Polaroid will kindly provide The Nice Lab with cameras for intuitive and instant documentation.

A good party needs decent drinks and yummy snacks. Therefore, we are thrilled to collaborate with the Café DS staff for the day of the exhibition event. The café is located within the De School complex and will, exclusively for The Nice Lab, install a stand on the event site to offer refreshments and bites.

As one of the world’s leading paper makers, G. F Smith has contributed to previous of our projects and will again kindly supply The Nice Lab with high-quality paper and working utensils.
### COMMUNICATION

#### PHASE I - PRE EVENT:

The Nice Lab is being introduced to the public. This first phase of the communication aims to create interest and eventually activate the Curious Creatives to apply to the event.

**Channels:**
- Website, social media, newsletter

<table>
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<tr>
<th>Event Stage</th>
<th>Timeline</th>
<th>Activity</th>
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| Social media posts to waken the interest and trigger curiosity | 16 weeks before | Announcement to be made: "Guess what... Something nice is cooking up! Stay tuned!"
| Introduction of the The Nice Lab | 14 weeks before | Sub-page launch on www.itsnicethat.com/the-nice-lab
| Activating application process | 10 weeks before | 1. Sub-page launch on www.itsnicethat.com/the-nice-lab
2. Promotion of subpage via social media linking: Instagram fixed post (link in bio) + twitter + facebook
3. Mention of sponsors and partners via social media and webpage linkings: "The Nice Lab 2019 is kindly supported by @aceandtate @artfund @dropbox @gfsmith @uniqlo @polaroidoriginals #TheNiceLab #Amsterdam #cocreativityinprogress"
| Generating public relations | 5 weeks before | RSVP invites for The Nice Lab exhibition to relevant stakeholders, industry professionals and creative recruiters
| Venue introduction | 5 weeks before | Depending on the venue, this can eventually generate extra social media buzz via the venue's channels: "Not too cool for De School! #TheNiceLab #Amsterdam #cocreativityinprogress"
| Final reminders to raise excitement | 10 days before | 10 days to go - reminder 1 day before: sneak peek of venue build up via Instagram stories: "See you in The Nice Lab! #cocreativityinprogress"

- **Constant engagement of sponsors and partners (linkings and tags)**

- **Announcement to be made:** "Guess what... Something nice is cooking up! Stay tuned!"

- **Website, social media, newsletter**

- **10 weeks before**
  - Sub-page launch on www.itsnicethat.com/the-nice-lab
  - Promotion of subpage via social media linking: Instagram fixed post (link in bio) + twitter + facebook
  - Mention of sponsors and partners via social media and webpage linkings: "The Nice Lab 2019 is kindly supported by @aceandtate @artfund @dropbox @gfsmith @uniqlo @polaroidoriginals #TheNiceLab #Amsterdam #cocreativityinprogress"

- **5 weeks before**
  - Total three application reminders via social media with link to website: "Shouting out to creative graduates! Did you recently or will you graduate soon from a creative course (bachelor or similar). Then we cannot wait to hear from you! Apply now and join us in The Nice Lab Amsterdam this summer! - Hit up the link in our bio to find out how to apply"
  - The Nice Lab 2019 is kindly supported by @aceandtate @artfund @dropbox @gfsmith @uniqlo @polaroidoriginals #TheNiceLab #Amsterdam #cocreativityinprogress"

- **5 weeks before**
  - Venue introduction

- **10 days before**
  - Final reminders to raise excitement

- **10 days to go - reminder 1 day before:** sneak peek of venue build up via Instagram stories: "See you in The Nice Lab! #cocreativityinprogress"
**PHASE II - DURING EVENT:**

**Live engagement with digital audience via Instagram stories.**

**Inclusivity:**
This makes the digital readership a part of the experience through sneak peaks of the event.

**Temporary digital content**

<table>
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<tr>
<th>Workshop days:</th>
<th>Exhibition Day:</th>
<th>Event wrap up:</th>
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<tbody>
<tr>
<td>Instagram story takeover from the creative workshop coaches with sneak peaks into different workshop classes</td>
<td>Sneak peak into build up, finishing touches and exhibition via Instagram stories</td>
<td>4 day after: It's a wrap! Wrap up post with event imagery via stories, linked to website</td>
</tr>
<tr>
<td><em>Work nice, play nice! Co-creativity in progress at @daanvandam's workshop in The Nice Lab</em></td>
<td>Engagement of sponsors and partners (linkings and tags)</td>
<td>2 days after: Social media fixed post with The Nice Lab aftermovie teaser</td>
</tr>
</tbody>
</table>
| Nice try! Co-creativity in progress at @avoidstreet's workshop in The Nice Lab | *It was a blast! Swipe up to enjoy the highlights of The Nice Lab and see you next year!* | *The Nice Lab 2019 is kindly supported by @aceandtate @artfund @dropbox @gfsmith @uniqlo @polaroidoriginals*
| The Nice Lab 2019 is kindly supported by @aceandtate @artfund @dropbox @gfsmith @uniqlo @polaroidoriginals | #TheNiceLab #Amsterdam #cocreativityinprogress | #TheNiceLab #Amsterdam #cocreativityinprogress |

**PHASE III - POST EVENT:**

**Permanent digital content**

Within the frame of The Nice Lab 2019 subpage:

1. Highlights: event photos and reports
2. After movie
3. Feature articles by and about participants, coaches, eventual collaborations, job offers, etc.

After the big happening the event is being recapped throughout the whole year.

This intends to trigger the new generation of creative graduates to become part of The Nice Lab's next edition.
CATCHY SLOGANS AND ENERGETIC VISUALS ARE SHARED ON INSTAGRAM AND OTHER SOCIAL MEDIA CHANNELS TO INTRODUCE THE EVENT AND RAISE EXCITEMENT.

DISPLAYS AND RECAPS THE EVENT THROUGHOUT THE WHOLE YEAR AND BY THAT TRIGGERS NEW GENERATION OF CREATIVE GRADUATES TO BECOME PART OF THE NICE LAB'S NEXT EDITION.

PERMANENT DIGITAL CONTENT

SUBPAGE EXAMPLE:

THE NICE LAB — 1 DAY AGO
The Nice Lab — 2 DAYS AGO
The Nice Lab — 5 DAYS AGO
The Nice Lab — 1 WEEK AGO

It was a blast - Watch the aftermovie of The Nice Lab 2019 here!
GRAD REPORT: "It was all about exchanging and having a creative dialogue."

THE NICE LAB 2019 EVENT HIGHLIGHTS, INTERVIEWS, COACHES AND SPONSORS

CO-CREATIVITY IN PROGRESS

ADVERTISING          ART         GRAPHIC DESIGN         FASHION         ILLUSTRATION         PHOTOGRAPHY

VIEW ALL CATEGORIES

SPONSORED & SUPPORTED BY:

IT'S NICETHAT

CO-CREATIVITY IN PROGRESS

ACE & TATE

ART FUND

DROPBOX

GF SMITH

POLAROID ORIGINS

THE NICE LAB

WORK NICE

NICE TRY!

LET'S BE NICE!

IT'S NICETHAT

THE NICE LAB 2019

RACK REPORT: "It was all about exchanging and having a creative dialogue."

THE NICE LAB 2019 EVENT HIGHLIGHTS, INTERVIEWS, COACHES AND SPONSORS

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THE NICE LAB
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<td>2. Image by Katy Cowan, “Berlins U-Bahn is an intriguing underground journey of spectacular design”, via <a href="https://www.creativeboom.com/">https://www.creativeboom.com/</a></td>
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<td>1. Image by Claire Cottrell for Freunde von Freunden, via <a href="https://www.freundevonfreunden.com/">https://www.freundevonfreunden.com/</a></td>
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<td>2. Image by Unfold Belgium, via <a href="http://unfold.be/">http://unfold.be/</a></td>
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<tr>
<td>3. Image by Fernando Guerra for Prudência Studio, via <a href="https://www.designboom.com/">https://www.designboom.com/</a></td>
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<td>3.1 Image by Textures.com, “OSB”, via <a href="https://www.textures.com/">https://www.textures.com/</a></td>
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<td>3.2 Image by Sara Mellone, via <a href="https://www.dezeen.com/">https://www.dezeen.com/</a></td>
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<td>1. + 2. Images by Annie Collinge for PYLOT Magazine #5 The Excess issue</td>
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<td>1. Image by Erwin Wurm, “One minute sculptures”</td>
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<td>2. Image by Arielle Bobb-Willis, via <a href="https://ariellebobbwillis.com/">https://ariellebobbwillis.com/</a></td>
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<td>3. Image by Willi Dorner, “Bodies in urban spaces”, Israeli Festival Jerusalem</td>
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<td>1. Image by Harbor and Hill, via <a href="http://harborandhill.com/blog/amsterdam-without-the-tourists">http://harborandhill.com/blog/amsterdam-without-the-tourists</a></td>
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<tr>
<td>2. Image by Theresa Weisheit</td>
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<td>1 - 3. Images by De School, via <a href="https://www.instagram.com/deschoolamsterdam/">https://www.instagram.com/deschoolamsterdam/</a></td>
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</tr>
<tr>
<td>2. + 3. Images by Thomas Petherick, via <a href="https://www.itsnicethat.com/">https://www.itsnicethat.com/</a></td>
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### SOURCES

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1. + 2. Images by Ruth van Beek, via [https://www.itsnicethat.com/](https://www.itsnicethat.com/)


4. + 5. Images by Avoidstreet, via [https://www.instagram.com/avoidstreet/](https://www.instagram.com/avoidstreet/)

6. +7. Illustrations by Cari Vander Yacht, via [https://www.itsnicethat.com/](https://www.itsnicethat.com/)

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1. Logo of Ace and Tate, via [https://www.aceandtate.com/](https://www.aceandtate.com/)

2. Logo of Art Fund, via [https://www.artfund.org/](https://www.artfund.org/)


5. Logo of Uniqlo, via [https://www.uniqlo.com/](https://www.uniqlo.com/)


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iPhone Mockup by Mockup World, via [https://www.mockupworld.co/](https://www.mockupworld.co/)

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