

#work#coffee@Rotterdam

*The appeal of the coffee bar among urban
professionals*



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The appeal of the coffee bar among urban professionals

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Foreword

This thesis for me is the ending of almost ten years that I have spent climbing up from college to university. I am proud of what I have reached during these years and I am grateful for all the support I have gotten from my family and friends. Without them I would have not been able to do this. They supported me mentally, not only be cheering me up when my motivation was down but also through their faith in me. Furthermore I want to thank my supervisor, Janna Michael, without her supervision I would not have be able to finish this last (for now) step in my academic carrier.

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1. Introduction

1.1 Motivation

“You’ve got nice music, it is very open and light and it inspires (interviewee 6).”¹

This is a quote about the coffee bar, a venue that is common for the urban streets. In Rotterdam there are more and more coffee bars every year. I myself am a regular customer at some of them. The entire concept of a coffee bar is quite different than a shop, a club, or other venues you could encounter during a day. There are many different types of coffee bars, but most of them give the customer, usually a young person with a trendy look, a taste of the Bohemian atmosphere. The music they play is not from a mainstream playlist, the walls display art and the food on offer is mostly organic (Thompson & Arsel, 2004). When looking at the coffee bars in Rotterdam, one can recognise a lot of these elements. That makes one wonder: what motivates people to take their laptop and start working in such a setting while enjoying their coffee?

I myself am a regular customer at Rotterdam-based coffee bars. When I have my coffee, I tend to look around, and I’ve been noticing that there are not only friends who are drinking coffee together, but there are also a lot of people who are working or studying in the vicinity. One of the reasons people choose to work in a coffee bar could be because the environment is quite different from the white office cubicle or a working desk at home. People preferring different places from their homes or offices to perform their work is a phenomenon that can hardly be seen as a new trend; for centuries, people have been going outside of their homes and offices to meet other new people for occupational purposes, believing that exchanging their thoughts with other people would result in new ideas (Trönqvist, 2004). A big company in Rotterdam, Nationale Nederlanden, opened up their own coffee bar in an attempt to stimulate this type of exchange. In addition, they believed that their coffee bar, NN DE Café, could be a place where their customers could do business and have pleasure at the same time. But are these the only reasons for people to go and work in a coffee bar? For example, some of the social reasons could probably have an impact on the occupational motives of the customers working in a coffee bar.

During the last ten years the number of individual entrepreneurs in the Netherlands has been growing. Not all of these people own an office; according to the Centraal Bureau voor de

¹ Dutch citation: “...je hebt een lekker muziekje, het is heel open en licht en het is inspireert (interviewee 6).”

Statistiek (2012), there are so called flex(ible) offices opening up through Rotterdam (for example, Kennis en Koffie and Het Nieuwe Kantoor Rotterdam) which provide work and meeting spots for entrepreneurs or small businesses. Not all entrepreneurs use these facilities. Where they do work and what can be learned from their way of working is an interesting question. According to the governmental bureau for statistics in the Netherlands (CBS), these entrepreneurs are an important influence on and a contribution to the Dutch economy. This makes understanding how they work useful, as it could, for example, optimise their and others way of working in the future. Uncovering information on these working spaces enables others (government, organisations, and partners) to anticipate this line of work and render more revenue from this group, which is beneficial for their economy as well.

There is another phenomenon related to this subject: an increasing overlap between our social and working lives. The idea of separating work and privacy could therefore become or be an old perspective. Why people choose a coffee bar as a social place has been examined several times (Waxman, 2006; Papuli et al, 2012; Warner et al, 2013). It is a place where people feel at home and therefore go to meet friends, or people experience it as an environment where they do not feel alone (Waxman, 2006). In this research study, the social aspect will be considered as well as the occupational; by doing so, it will add to existing research on the merely the social aspects of these venues.

The coffee bar is a place filled with rumors, just like the city. The fact that there is activity around the customer has social meaning. Simmel (1903) talked about this in his analysis about city life. That a coffee bar is a place filled with stimuli also has an effect on people, especially on the creative process of a person (Metha et al., 2012). Knowing this, it is interesting to find out how the working customer puts this advantage to use. This is useful information for both the customer and coffee bar entrepreneur. These advantages are especially clear for places like Douwe Egberts in Rotterdam, which aspires to function as an inspiring setting for their customers.

The coffee bar looks and feels, as mentioned, rather Bohemian; it can have an artistic and non-mainstream feeling (Thompson & Arsel, 2004). This attracts clientele that looks as if they are part of the creative milieu: young, hip and a bit artistic, as well as people who strive to be part of that scene (Thompson & Arsel, 2004). This makes one wonder: are the customers that work in coffee bars a part of the creative scene, and how does working in a coffee bar add to this specific professional career? It is found that creative people tend to band together in certain places (Currid, 2007). The cultural sector is dynamic; the way of working in the professional cultural scene is different from other sectors. For example, there is a thinner line

between one's private and professional life than in other sectors (Currid, 2007). By taking the coffee bar as the object of research, the way of working in the cultural sector becomes clearer. This research study searches for patterns and structures that make up the way people work, why they work the way they work, and how this is beneficial for them, and perhaps even others.

To summarise, this research will focus on the social and occupational aspects and usage of the coffee bar as related to the professionals who work there. It looks at customer motivations, takes into account special elements of this surrounding like noise, and also considers how the (creative) entrepreneur behaves within this venue. Therefore, it is beneficial because it renders knowledge about the creative professional sector and its freelancers and the coffee bar as an enterprise, social phenomenon and part of city life. Most of all, it attempts to explain the contributions to the economy which are created in the coffee bar.

1.2 Research Question

This thesis will concentrate on customers working in a coffee bar. The main question of this thesis is: *What are the motives for customers to work in a coffee bar, in particular for their professional lives in the creative milieu of Rotterdam?* This central question derives from other questions that occurred to me before: who are the customers that work there, what is their profile and what are their motives for choosing that particular spot? To find answers, working customers will be interviewed (this will be discussed in more detail further on). Furthermore the research will focus on the city of Rotterdam for two reasons. It is practical, as the researcher is a resident of this city, but also because the number of coffee bars has been growing the last two years. The main question is divided into two sub-questions. The research will answer these questions based on existing scientific theory (Chapter 2) and empirical data that will be gathered through twelve semi-structured interviews (Chapter 4). In the end, a profile sketch of the research population will be given and customers' motives of working in the coffee bar will be explained.

The first subquestion is used to give a profile sketch of the research population and reads: *Who are the customers that go to a coffee bar to work?* An overview will be given of different socio-economic variables that represent the research population and indicate whether they belong to the formally-mentioned creative milieu of Rotterdam. After stating the research population's origin, they can be approached for further analysis. Existing data about this specific population will be discussed in Chapter 2. New data will be added as a result of this study in Chapter 4.

The second sub-question is: *What are the occupational consequences of being a customer working in a coffee bar?* The aim is to find out what these people gain (or lose) in their

specific kind of working conditions in relation to their professional lives. The fact that people work in a coffee bar does not necessarily mean that it is a productive working environment. This study may render a refreshing view on this point, because it attempts to explore motives within the way people work, and, more specifically, how people work within the creative industry. This is of importance because the subsidised part of the labor market of the cultural industry has recently experienced governmental cutbacks. New ways of looking for income in the cultural sector are thus necessary, and common. If the coffee bar seems to be a breeding ground for cultural exchange, the economic outcome might provide insight into the recovery of the cultural sector as it shifts its focus out of institutions and into existing and newly established commercial city life.

To answer these questions, this research study will be based on existing scientific evidence, theory, and new empirical research. How this was done will be discussed in the next part of this chapter.

1.3 Relevance

The academic relevance of this thesis has three elements. First, it attempts to explain the behavior of human beings working in different settings. Understanding how a coffee bar can contribute to the performance of a working customer is interesting for getting a clear view on how people work these days. Furthermore, this can help us understand in what way these working settings can directly or indirectly contribute to our economy. The research will be done in an urban environment where the research population is active. It will elaborate on the theories laid down by, for example, Simmel (1903), one of the first sociologists that examined the social behavior of the city dweller. His theory is useful for considering how people in the city look at their work environment. Furthermore, other scholars will be addressed to explain more about the behavior of the city dweller and their way of acting in a third place, a term that will be explained later.

Secondly, this research will provide new information on how people work and what drives them in finding an ideal working space. It can render light on how the modern working class wants to operate. This gives individuals and organisations an opportunity to adjust their current working environment, which ideally can lead to better performance. Because of this, the role of the coffee bar in the creative milieu of Rotterdam is important. It provides a different way to network, and maybe even look for economic benefits. As explained earlier, this is of importance for a sector that is in need of new ways to generate an income. Although this at first

seems to not be linked, a blooming creative milieu can be beneficial for the economic climate for Rotterdam, as will be shown in Chapter 2 (Meusburger, 2009; Wojan et al., 2007).

Thirdly, this research adds to exciting research on all kinds of work environments, including the coffee bar. The research concentrates in particular on the work environment in the Netherlands, adding information on what the current employer or entrepreneur values. The research done on the modern coffee bar is mainly conducted in the USA and focus on the social and marketing aspects of the venue (Waxman, 2006; Thompson & Arsel, 2004). Research on the coffee bar in the Netherlands, and more specifically in Rotterdam, could lead to a different and interesting outcome or confirm similarities to the USA market. At its best, it will refine, add to, or confirm existing knowledge and theory.

This thesis has a practical relevance too: it is beneficial for several coffee bars, as the information and results of this thesis will prove useful on how they should anticipate customers' wants and needs.

1.4 Overview

The research is a qualitative research that consists of a theoretical framework and an empirical research portion that uses interviews from working customers in different coffee bars in Rotterdam. The theoretical framework can be found in Chapter 2. Topics that will be addressed in the theoretical framework are: the coffee bar, city life, the creative milieu and aspects of working in the 21st century. In Chapter 3, the methods used and the construction of the research will be technically explained. The empirical data consist of twelve semi-structured interviews that were between the 45 and 60 minutes. These interviews are analysed and the results are described in Chapter 4. This leads to answering the research questions. Chapter 5 will finish the thesis with a general conclusion, and recommendation for further research will be given.

2. Theoretical Framework

2.1 Introduction

An elaborate understanding of the topics involved in this research is necessary. There are four key themes that will therefore be highlighted in this chapter: occupational motives, the coffee bar, professional life, and the creative milieu. This knowledge will form the basis for the empirical research, which answers the research questions at hand.

The first theme that will be explained are the occupational motives. The aim of the research is to figure out why some of the customers choose to work in a coffee bar and how this relates to their profession. Occupational motives can either be practical or social. For example, working in a coffee bar might be a cheap option, or the research population may have the need to be around other people (Waxman, 2006). Within the professional motives, an overlap between professional aspects and social ones occur. The universal underlying assumption that people are social beings, and thus have social motives, will be connected to their professional motives. For example, having people around makes working more pleasant and visible professional motives like wanting to network in a coffee bar are socially connected.

To decide where the empirical data will be collected, the concept of the coffee bar needs to be defined. A coffee bar is a place where serving coffee to customers is the main goal. Customers can order their coffee at the bar and can choose to stay in and enjoy their coffee or take it away to drink their coffee somewhere else. Most coffee bars have a Bohemian atmosphere; they play non-music, they have an artistic feeling, are warm and cozy, and have free Wi-Fi for their customers (Thompson & Arsel, 2004). Coffee bars tend to have a mellow and relaxed atmosphere which is suitable for any working environment. The coffee bars that are the object of research in this thesis are local and national establishments in the city of Rotterdam. Some are part of a larger chain; others are an independent establishment.

The professional life also needs to be defined. In this research study, the professional life will be put in a broad spectrum. The professional life consists of all work-related activities that take place in the life of an individual. It is the part of the day that people spend on labor-related activities. Social events that people go to with occupational purposes are also included in the professional life. The professional life has changed a lot over the last century, as can be read in Sennett (1998). What these changes were and how it is shaped today will be explained further on.

The last concept is the creative milieu. To understand this concept, the two words need to be explained separately. In this thesis, the definition of creativity that will be used is that

creativity is the ability to come up with ideas that are innovative, original, and valuable. A creative person is therefore somebody who is able to recognise, address, and solve problems on topics that others are not able to see. These abilities produce certain products and ideas that are useful for the entire community (Meusburger, 2009)

The second part of the concept is the milieu. This term is defined as an environment where the creative processes are active. This can be in the professional or in the social life of a person. These spheres can be separate, complement each other, or be entwined with each other. In other words, a person who works in the creative milieu does not have to spend his social life there, and vice versa. In both situations, these people are part of the creative milieu. From a professional perspective, the milieu contains occupations or higher education related to the arts, literature, music, philosophy, science, and technology. Within this professional field, an environment is created where creative processes are prominent. Within the creative milieu, there is an external and an internal communication system among people that is full of innovative ideas (Trönqvist, 2004; Meusburger, 2009).

These concepts need to be compared to earlier research and empirical studies in order to build a base for the empirical study done in this thesis and to answer the research questions. To make this possible, the culture and sociology of the city life and the creative milieu will provide a base for the description of the research population. In addition to this, diverse empirical studies about the coffee bar life away from home and the third place will be discussed. This will give an idea of the earlier research and an overview of why people tend to choose public places. This will all end up as a framework about how people set up their professional life in the 21st century.

2.2 Coffee Bar

Urban life, and coffee houses especially, brought people into close proximity, where they might be rubbed and jostled together, smoothing rough edges and polishing manner (Ellis, 2004, p. 186).

The coffee bar is the focus of the research; there all the action happens. The purpose of this section is to explain why people go there and what is going on; therefore an overview is given of its history, its current status, and the place it occupies in in people's routines.

2.2.1 The Coffee Bar Now and Then

The coffee bars that are the object of research in this thesis are local and national establishments located in the city center of Rotterdam. Some are part of a larger chain; others are a one-man shop. A coffee bar is simply a place where you can get coffee. But people do not only go there to have a drink; there are more facets to it. Every coffee bar has its own characteristics. The visual appearance may be different, but most of them will have some common features, as will be addressed. The coffee bar and coffee house are two concepts that are used for the same purpose. It is in the first place a venue that people see as a social place; the idea of the coffee bar is centuries old, and can be found in Western and Arabian cultures and other parts of the world.

Coffee bars has been popular in the Western world ever since its discovery in the beginning of the 16th century coffee houses in Middle Eastern countries (Ellis, 2004; Graioud, 2007). It then became an important spot for social gathering. In Europe, it first appeared in England in the 17th century and was introduced to mainland Europe almost a century later with a coffee house in France (Haine, 1999; Ellis, 2004). The essence of the coffee houses has never really changed since. The coffee bar at that point was a place that served coffee, tea, and small snacks (Hiane, 1999) which still is de case today.

A few other common features that still are the same today are that they are more for the local customer and that people come there for conversation, but also to read the newspaper or to work by themselves. People go there individually or in groups. This was true in the time Haine (1999) wrote about and still can be seen today. Haine also saw a change occurring in the use of the coffee bar around 1830 in Paris. Here, the place changed from being a gathering spot to a working environment (Haine, 1999, p. 59). But before we go into the overlap of the social and the professional life, let's see what the current coffee bar contains.

Nowadays, Starbucks is the most well known coffee bar in the world. This American franchise started out really small in the seventies and can now call itself a global company. In the beginning, they wanted to serve good coffee, but also create a place for the community to start their day. This was part of their marketing strategy then, and still is today (<http://www.starbucks.com/about-us/our-heritage>). Although Starbucks only recently made his appearance in the Netherlands, there were already multiple coffee bars, situated mainly in the big cities. In Rotterdam, there are many coffee bars and most of them are frequently visited. Although we see more and more coffee bars appearing, going to a coffee bar is nothing new.

The current coffee bar is still a meeting point. People go there with friends just to have a chat, but also go there alone to read the paper and enjoy the feeling of people around them

(Waxman, 2006). If one considers the visual look of a coffee bar, the general look, is, according to Thompson and Arsel (2004), mostly the same. They have comfortable and fashionable furniture, there is mostly non-mainstream music playing, some local artists on the wall, a generally young clientele, and the smell of coffee and local or fashionable food on the counter (Thompson & Arsel, 2004). According to Thompson and Arsel (2004), the latter description also suits Starbucks. This perception of the coffee bar has an effect on the atmosphere, according to them (Thompson & Arsel, 2004).

2.2.2 The Social Use of the Coffee Bar

According to Ellis (2004, p. 245) the coffee bar is a place that suits all social classes. He also found that the coffee bar transcends other social boundaries such as gender and race. Everybody is able to find a home away from home there, where people with different backgrounds can interact socially (Ellis, 2004, p. 245). Waxman (2006) elaborates on this assumption: she reviews the coffee bar as a gathering place. People meet there socially and to study or work. Waxman (2006) looked at it from a social point of view. She concluded that customers can see the coffee place as a substitute for other places, therefore, she calls it a third place; a place that substitutes a living room, office, or library (Oldenburg, 1989; Waxman, 2006).

People often go to this “third place” regularly and get attached to the place. In this, one can see a certain territorial behavior, as people have favorite spots where they like to sit. The overall idea of Waxman (2006) is that by being in a social environment like the coffee bar the customer feels more a part of society. Customers feel less isolated, which is a reason to go to a coffee bar. This originates from the social phenomenon, according to Waxman (2006), that social ties are nowadays loose and people are searching to fill this void.

The third place Waxman (2006) is describing and Thompson and Arsel (2004) focus on, comes from the sociologist Oldenburg (1989). Thompson and Arsel (2004) make a broader sketch of this place. The third place is not only used to avoid isolation, but also loneliness and alienation, which are part of isolation. However, there is more to it than these negative reasons. It is bound to one’s personality and status. Going there can define who you are as a professional, says Oldenburg. It is a place where you can get to know your co-workers in a different setting from the regular office and where they can get to know you. Colleagues you normally don’t see in the office can meet you in the third place, which broadens your network. It also contributes to one’s status; if people see that someone is going to the “right” places, it shows motivation for their profession, since even though they are not working, they are willing to

invest time in their jobs (Oldenburg, 1989). The third place will be further addressed in Chapter 2.3.2, but first the use of the coffee bar is further explained.

The latter point of Oldenburg (1989) also comes forward in the research of Thompson and Arsel (2004). They argue that the coffee bar, partly because of the atmosphere created, gives people an idea of being cultured, an assumption that Ellis also has (2004, p.185-206). In other words, they say that the customer gets the feeling of being in a cultured environment and thus feel a connection with higher classes. Although earlier research indicated that the coffee bar transcends boundaries (Ellis, 2004, p. 245), that does not imply that people do not notice these boundaries. The lower class is able to go to the coffee bar, and when they go they feel connected to the higher classes rather than alienated from them. Here the coffee bar relates to the existence of cultural capital that Bourdieu (1984) described in his theories (Thompson & Arsel, 2004). Bourdieu (1984) developed a theory on distinction in society which states that people from higher classes have more cultural capital, which is something lower classes want to achieve. Because of class distinctions, it is harder for people from the lower classes to have access to resources to build up their cultural capital (Bourdieu, 1984). The coffee bar is a place that is accessible for everybody, no matter what their class.. Thompson and Arsel (2004) say that providing this cultured feeling for a customer is one of the reasons why Starbucks is a success in most communities (Thompson & Arsel, 2004).

What will see later on is that the coffee bar customer is not that different from a member of a brand community. Muniz and O'Guinn (2001) argue about brands and their meaning to communities. In general, the brand community has a few criteria. Within these communities there is a consciousness of a kind; a shared way of thinking, knowing and belonging. These communities are not bound to geographic borders, *per se*; rather, they are social groups. The product that the brand community focuses on sometimes creates certain lifestyles, and with these communities can be formed that look much like subcultures. However, they function within the dominant culture rather than setting themselves aside from it (Muniz & O'Guinn, 2001).

Although coffee bars have on average a specific area in which regular customers lives or work, there is an overlap between brand communities and the coffee shop. These communities form themselves around certain products. According to Thompson and Arsel (2004), the marketing strategy from Starbucks is formed to enable and motivate the local community to bind itself to the coffee bar:

We have argued that hegemonic brands can exert a structuring influence upon consumers' thoughts, feelings, and actions through their complex of discourses and

material forms, thereby functioning as a metacognitive and ideological system. Seen in this light, the much-discussed corporate strategy of integrating brands into consumer lifestyles (Holt 2002; Klein 1999) can be an impetus toward a broader social dialogue whereby the brand is constructed, contested, appropriated, reconstructed, and otherwise infused by myriad cultural discourses... The brand becomes a cultural model that consumers incorporate into their personal outlooks, embodied practices, and communal identities (Thompson & Arsel, 2004, p. 50).

Here can be noticed that a coffee bar can be more than a place to drink your coffee; it is a place that you can relate to and identify yourself with. This can lead to place attachment, which extends from private time to working hours.

2.2.3 The Professional Use of the Coffee Bar

The assumption that the coffee bar could be part of your identity or status is backed up by the argument of Oldenburg (1989) that being in a place like a coffee bar is positive for one's status. To add to this assumption, Currid (2007) says that people go to certain places because they think that interesting people go there and that this could be useful for their professional lives. Meeting people within your profession can thus happen in the third place. Meeting face-to-face is important for the creative milieu; for example, ideas are created in places where this is possible, as will be addressed in a later part of this research (Trönqvist, 2004; Wojan et al, 2007; Currid, 2007).

Ellis (2004) mentions that in the 18th century, some people already saw the London coffee houses as their office. Some even claimed, according to Ellis, that the London coffee house represented the democratic foundation of England. In that time period, the London coffee houses had an overlap with the clubs where the wealthy and established Londoner could go and discuss, for example, politics. A coffee house was accessible for more than just London's wealthy, and was therefore seen as a reflection of society and democracy (Ellis, 2004, p.187, 245).

That the coffee bar was a place for many classes was also something Haine (1999) saw occurring in Parisian coffeehouses in the beginning of the 19th century. He saw that the coffee houses were not only used for social pleasure, but were places of professional exchange. He is fascinated by the behavioral pattern of this social and professional interaction, and argues that this pattern occurred due to the decreasing level of expectations at work and the diminishing amount of hours spent at home. Because the working man wanted to have some control over

his professional and social life, he found a place where he felt at home but still could perform his profession. Haine concluded that research after this pattern should be done, as the coffee bar showed an unusual pattern that is neither social nor professional. Therefore, the division between the two could be gone, according to Haine (1999, p.59).

It can be concluded that workers viewed the third place as an ideal place, which projected itself in the coffee bar. It shows that how they cope with the overlap between the social and the professional remains unclear; perhaps these two elements do not clash, but go together in a natural way. Furthermore, what they get out of working in a coffee bar is also not clear. If in fact people have been working for a long time in a coffee bar, there should be positive gains there that they get out of it. The last question added is this: Are there more motives behind working at a coffee bar than Haine (1999) argued in his book? Is there more to it than the basics of needing a home away from home because of the workload that needs to be done? If one looks at the importance of meeting face-to-face in the creative milieu, this could be a professional motivation for people to go and work there. Later on in this paper, the topic of ambient noise will come up and how this can influence one's creative thoughts. If a person is conscience of this effect, this could also be a motive (Metha et al., 2012). Already it can be said that a coffee bar is a suitable place for an entrepreneur.

In today's society there are a lot of entrepreneurs. These people generally work by themselves and mostly work from out of their houses or offices. This is an isolated situation that the coffee bar can maybe help them escape. They can find a comfortable place in the coffee bar where they can work and can feel at home. But there are other benefits to working in a coffee bar. The coffee bar could be a fertile place for both those who belong to the creative milieu and those who do not. Not only networking, but also brainstorming ideas could be valuable. This point will be further explored later in the chapter about the creative milieu.

2.3 City Life

The coffee bars in this thesis all are located in Rotterdam, one of the bigger cities in the Netherlands. As was shown in previous chapters, they occur mostly in urban areas. The fact that they are situated in an urban environment and a part of the city dweller's life needs to be further elaborated. For this, a quick overview is given of the changes that have occurred in city life over the years, based on the theory of Georg Simmel.

2.3.1 *The Sociology of City Life*

The attraction of the city is that it liberates individuals from deeply felt norms in the private self, and allows people to learn about themselves and others. (Montgomery, 1997, p. 86).

Urban and rural environments have quite a few differences, including the way that people behave socially in the two environments. The changes in social spheres became more and more visible during industrialisation in the 17th and 18th century in Western Europe. More and more urban areas developed. This caught the first sociologists' attention. George Simmel (1903) wrote about the social changes the city life brought after industrialisation; before that time, people had few roles within their community and those they had were straightforward. But as time passed, life got more complicated. Cities grew and became bigger and the roles people had to play became more complicated. Even though people became more independent individually, they became more dependent on the social structures they were functioning in.

People adapted to this changing environment and were able to protect themselves against influences that came with the metropolitan life. By forming an inner system, they were able to defend themselves from emotional harm. If the urban resident did not have this shield of protection, he would not be able to emotionally handle the city's pressures. In this way, he was able to function as an individual in a hectic and complicated social society. He could now be in places where a lot of other people were (Simmel, 1903, p. 324-339). Nevertheless, there are still times today where that the city dweller finds it rather difficult to cope with his surroundings, for which he can use technology to protect himself. Bull (2000) did empirical research on this phenomenon. The conclusion of his research shows that people use music in their daily lives to drown out their surroundings. City dwellers can use music to protect themselves from external stimuli; it drowns out that part they don't want to hear. In practice, this means that they use their headphones and mp3 players to do this (Bull, 2000).

The use of headphones does not only prevent external stimuli from coming in, but also gives people the ability to shape their lives. Changing music based on one's feelings gives a person the ability to change their way of perceiving the urban surroundings. Furthermore, it gives a person a feeling of safety. Not taking in all of the sounds from the outside world means that negative or frightening sounds do not bother the mind. By not receiving these sounds, a feeling of safety is enforced, although it is technically a fake kind of safety (DeNora, 2000; Bull,

2000). Nonetheless, using music in this way seems an extension of what Simmel (1903) described as a more natural shield of protecting oneself from external stimuli.

Simmel (1903) wrote more extensively on how people function in an urban setting. Their mental state and also their way of communicating changed a lot in the period he describes. This is partly due to the increasing external stimuli. Because of all the external stimuli a person turns blasé and seems ignorant and uninterested in what goes on around him. This is why the city dweller is very individualistic and why the relationships he builds are impersonal. This distanced behavior is also due to the fact that a person in the city is surrounded with people he does not know. Simmel gives the example of people in a small town, where they know almost everybody, and are able to understand what negative or positive effects they can expect when encountering a specific person. In the city, people don't know most others, so during an encounter there is a level of insecurity based on not knowing what one can expect from that person. For this reason city folk are more careful and distant in their contacts with others; they are as Simmel calls it, reserved (Simmel, 1903, p. 324-339).

If this argument by Simmel is true, could the assumption then be that the city dweller is able to produce his own work in a social setting such as a coffee bar? A coffee bar is a place where a lot is going on. People come in and out, talk to each other, and music is playing. These are all noises and activities people need to block if they want to work in a concentrated way. Furthermore, how does the idea of people going to work in a coffee bar fit in? They clearly are careful when it comes to interacting with others. So what triggers the city dweller to go to a coffee bar? Can it be said that a lot has changed over the years and that the mechanism Simmel (1903, p. 324-339) describes is perhaps not entirely outdated, but should be updated to fit with today's perspectives?

2.3.2 The Third Place

The third place is already discussed quickly in the chapter on the coffee bar itself. The theory on this phenomenon will now be more extensively discussed and it will be shown that there is a strong connection between the third place, city life and the use of the coffee bar.

Within the urban environment there are still places that give the city dweller somewhere to feel comfortable and at ease. This is at first his home, but can be extended to a place in the city described as a home away from home, where the city dweller can spend his social life. As mentioned earlier, Oldenburg (1989) describes the third place as the "the core setting of informal public life" (Oldenburg, 1989, p. 16). It is a place where one spends his social life and can be a shopping mall, restaurant, coffee bar, or any other place where people spend time

communicating and interacting with others (Jeffres et al, 2009). The home is generally considered the first place, where most of the time with family is spent, and the workplace, where people are productive and get structure, is the second place. Along with the third place, most lives are structured by these places. This is true not only city life, but also, for example, in villages (Oldenburg, 1989, p.3-19).

According to Oldenburg (1989, p. 14) the third place gives people that little bit extra they need to have a fulfilling life. The people that go to the third place come casually, especially the regulars. They do not dress up to go there. They feel at home, and thus do not bother with the way they appear there. Individuals today have a problem, since Oldenburg says they find neither work nor play as satisfying as before; boredom is present in daily life and the feeling of being content is gone.

Having a fulfilling daily life consists of three elements that an individual needs to balance. The three elements are: having a stable domestic life, having a rewarding sense of being productive, and having a social life. All the elements have different times and places where they take place. The idea is that people use the third place as an escape from daily life. This use of the third place could fall away if people started to take their work to that place. Other facets of going to a third place still stand, such as wanting a new experience or building up or maintaining relationships. Boredom and the feeling of being unsatisfied can be banished when a suitable third place is available (Oldenburg, 1989, p. 3-19). Jeffres et al. (2009) who did an empirical study on the use of the coffee bar, concluded their research by saying that the third place has influence on one's quality of life (Jeffres, et al, 2009). The pleasure people get out of going to a third place is part of the benefit they get out of going to these places.

There are specific personal benefits related to the third place. Oldenburg (1989) names the most important: novelty, perspective, spiritual tonic and friends. Novelty comes from the idea that a third place creates an environment ideal for inventing new things due to its collective nature. According to Oldenburg, that nature comes from the mix of social backgrounds. From this mix of people, conversations occur that are only possible in the third place. Only by conversing are people able to get novelty as a benefit from a third place. For this, people need to be able to keep a conversation going. Another example of a benefit is spiritual tonic, as in by going to the third place you feel like a good thing has happened and your whole day is good. It is fuel for individuals to function in society and, thus, for how people experience the quality of life (Oldenburg, 1989, p. 20-42, 55; Jeffres et al., 2009).

The type of people that go to a third place is rather diverse. Jeffres et al. (2009) find that the third place is racially homogenous, which opposes Ellis' findings (2004), and add that it is

socioeconomically diverse. This especially applies to the regulars of the third place (Jeffres et al., 2009). As mentioned before when talking about the coffee bar, it is a place where, although it may be homogenous, people of all races are welcome. This is what makes the place rather unique and a visualisation of the society Ellis (2004) was talking about. Furthermore there are more overlapping features between the third place and the coffee bar. Oldenburg (1989, p. 20-42) describes six characteristics that a third place needs to contain they must be on neutral ground, they are a leveler, conversation is the main activity, they are accessible, they are a home away from home, and the mood is playful.

As previously described, the coffee bar is a place for social gathering where discussion and conversing is an important activity (Haine, 1999: Ellis, 2004). The coffee bar is described by both Haine (1999) and Ellis (2004) as accessible for all classes and races. Next to this, Waxman (2006) calls it a place where people feel at home. Only the coffee bar seems to have an extra element that a 'regular' third place has not: the possibility to work there. As noted by Waxman (2006) and Thompson and Arsel (2004), coffee bars seem to have the position of being a third place. Jeffres et al. (2009) even call it one of the most popular third places in America. However, using the coffee bar as a third place seems to overlap with the second place, also known as work environment. Although Oldenburg (1989) does not mention this overlap, he sees the third place only as a place for social purposes, while Ellis (2004) and Haine (1999) acknowledge this overlap. Haine (1999) addresses the practical side of why people work there, simply because it is very practical when one is too busy to go home but needs a relaxing place to work (Haine, 1999).

The question of the research is: are these still motives that exist for working in a coffee bar or are they different today? Later on the idea of needing an office as an entrepreneur will be further discussed, but what effect does the playful mood have on the productivity or the creativity of the working customer? But more than a third place is needed for an entrepreneur to succeed. As will be shown later in this thesis, a city is a place for creativity and innovation and can therefore be a place for a creative milieu to arise.

2.3.3 The City as a Place for Creativity and Innovation

Whether people have a regular third place or not, Meusburger (2009, p. 139) says that people are attached to certain places. They are, as he calls it, place dependent and emotionally attached to places. He says that when people are content with certain places they often go there together. They do this for functional, symbolic and emotional reasons. This place acts as a gathering point for exchanging ideas and resources that people have. Face-to-face contact here

is very important, and this exchange and contact can lead to creative and innovative ideas that one person could not produce alone (Meusburger, 2009, p.139). These places are, as it were, the foundation of the creativity of a city.

The citation of Ellis (2004) at the beginning of the chapter nicely puts the coffee bar into the perspective of the city. The city brings people together and makes them co-created, not only their social behavior, but this could be extended to the idea of what happens in a coffee bar. As previously mentioned, people in a coffee bar interact with each other and are able to come to new ideas through face- to-face contact and the stimuli from their surroundings (Haine, 1999; Trönqvist, 2004; Ellis, 2004).

According to Hall (1998), who writes about the construction of the city, the city is a creative place because it has needed to be creative since it came into being. It had many problems because of the growing amount of city dwellers. Nevertheless, the city society wanted to maintain a certain level of living conditions, which required knowledge and creative and innovative ideas and solutions from within. Through this compulsory factor, the city dweller became more and more creative (Hall, 1998: 6, 288). Furthermore the creative milieu has its origin in people that are on the margins of society are, young people, and those that stand out socially. They can be more creative than others, perhaps because they do not follow the set guidelines of a society (Hall, 1998).

According to Landry (2011), who did a lot of research on the creative city, creative places can mostly be found in an urban environment. These places give people the opportunity to express their talents and exchange them with one another so new ideas can arise. A creative space is created in an environment that is inspiring: where old and new architecture come together, where art is visible, where sub-cultures live, and where third places are available. According to Landry, one can pick up these places on the “buzz”: it is a place where entrepreneurs feel at home, even young entrepreneurs, because in a creative place room is given for learning and exploring. In Hall’s words (1998), they are at the margin of society. It is a place where communication and networking is essential, because, as mentioned earlier, it is through that new ideas arise (Landry, 2011).

Creativity and innovation are strongly connected and can both occur when the conditions are right, yet there are some differences, since innovativeness and creativeness are not the same and do not occur in one person simultaneously, *per se*. Trönqvist (as cited in Hall, 1998, p. 18) argued that there are four important elements; information, knowledge, competence and creativity. Creativity is a product of the other three elements. Creativity is also the innovative element that is part of the creative milieu, and by this leaves the innovative milieu behind. There

can be multiple creative milieus, but they are all places that are unstructured, where creating new products can take a long time, and are most common in cities. They mostly exist in cities because they need a certain density to communicate.

One can conclude that the elements mentioned in this chapter form a basis for a fertile ground for the creative milieu. The creative milieu is more than its people and in need of more elements than the city, a third place, and a creative place, but these are a start. What the creative milieu contains and what conditions are necessary to make a solid and productive milieu will be described in the next chapter. It will be shown that a lot is necessary for this and that sometimes this concept cannot be defined as concretely as one would hope.

2.4 Creative Milieu

To be creative, an idea must be different from what is already known and must also be appropriate in solving the problem at hand. In other words, an original but bizarre idea is not a creative idea (Metha et al., 2012, p.792).

An expectation of this research is that the people that work in a coffee bar are part of this creative milieu. The term itself is broad and to narrow it down, to explain it, and demonstrate why it is expected that the creative milieu will be visible in a coffee bar will be explained next. Although this concept has already been addressed earlier, here the creative milieu will be considered more in depth, including its structure and what dynamics are part of it.

2.4.1 Creative Milieu

The creative milieu is a broad concept and is related to a variety of other work-related concepts. Research related to earlier-mentioned concepts like the cultural sector, creative industry, and the popular theory of the creative class (Florida, 2012) are applicable to this study, as these concepts are all part of the creative milieu. The creative milieu is more than a line of work; it is the surrounding where creative processes occur. It does not only mean that one is engaged with cultural or creative aspects in his work, but also in his spare time; cultural and creative aspects are part of his life. In both his social and professional life, he engages himself with people that are also active in the creative milieu, which leads to a certain, but very dynamic, scene within a city (Trönqvist, 2004). These scenes find the most fertile soil in an urban setting (Landry, 2011).

Creativity needs time and a certain space to be developed (Meusburger, 2009). The creative milieu is a time and space where creative and innovative ideas are created and made.

However, in order for this to happen there are a few conditions this environment has to contain. Bourdieu (1993) argued that the primary socialisation of a person is very important for his later development as an adult, especially when it comes to cultural expression (Bourdieu, 1993). Meusbürger (2009) argues that there are more conditions that influence someone's creative development. Meusbürger says the following:

Creative, talented people are not just raised, trained, and embedded in particular milieus. In their careers they tend to be attracted to certain institutions and places where they can develop their abilities and ideas, have the occasions to interact with other knowledgeable agents, procure the necessary support, be inspired, tackle challenges, and command the necessary resources (Meusbürger, 2009, p. 98).

Meusbürger (2009) adds that it is also a characteristic of creative people that a person is able to see his environment and the opportunities within. These people are sensitive to seeing upcoming problems, identifying them, and, in the end, solving them (Meusbürger, 2009).

The milieu is also a concept that needs more explaining. It is the environment, the space where a person moves around. It contains not only the social sphere, but also the professional. These two areas of life are connected with each other. The milieu is the space in which the person lives, with all the actors that impact them, for example family and friends and facets, for example their jobs come to gether. Meusbürger (2009) discusses the dynamics of this part of space. He says that this is subject to developments that have no fixed rules. The quality and fertility of the creative milieu is based on the fact that, though it lacks rules, it is dependent on certain conditions. Meusbürger and Landry (2011) agree on these conditions, which include an educated middle class, a stable economy, a stable political climate, and enough jobs that are of quality. If these conditions are not present, than the presence of a creative milieu will not create change (Meusbürger, 2009; Landry 2011).

2.4.2 Outline of the Structure of the Creative Milieu

The Swedish scholar Trönqvist (2004) argues about the structures and processes within this creative culture. A part of his analysis is the description of the creative process. The creative milieu was earlier defined as an environment where creative processes are prominent. Occupations or studies related to a creative milieu could be arts, literature, music, philosophy, science, and high-level technology (Trönqvist, 2004). In these occupations or studies, creative processes take place and people balance individual creativity and collective creativity. But the

creative milieu will not develop if everyone stays in their offices. They need a social environment where they can communicate to keep the creative processes going (Currid, 2007; Meusburger, 2009; Landry 2011).

Trönqvist (2004) adds that sometimes a person needs isolation to keep the creative processes going. However, at some point, new ideas are created through interaction. The experiences and knowledge of others can inspire an individual, and new ideas can emerge. “Creating” is therefore not an activity only for the individual, but for a group. Creative processes are a big part of what Trönqvist calls the creative milieu. But the creative milieu is not set and isolated. Although creative processes start with the individual, there are always influences from cultural or social aspects that affect the creative process. When the creative milieu is put into an urban setting, Trönqvist shows more specifically what he means by these influences (Trönqvist, 2004).

Cities are a melting pot of different cultures, religions, and lifestyles. Things are tried out first in the cities: new ways of technology, organisation, and fashion, and trends that can lead to new lifestyles. A city will be the first spot to try out a new trend. Concluding his theoretical analysis, Trönqvist (2004) says that in looking at the whole city to determine a creative process, a misassumption can occur. He would rather look at smaller places within the city, places where the groups of people are more homogeneous and come together at one spot. Past research has shown that good ideas come from small institutions where people are able to interact directly with each other (Trönqvist, 2004).

Currid (2007) also works on the urban environment. Currid (2007) found that there is a significant correlation between the role of clubs, bars, and restaurants and the vast density of a vibrant urban area. According to Currid (2007), artistic types like to hang out in coffee bars in their vibrant neighborhoods. The creative milieu likes to meet at places where social and entertainment meet each other. Places like restaurants and clubs, but also galleries. Places where they can socialise, but also create networks for their work. Work relations and social connection are linked to each other. The interactions that occur in these places make new ideas pop up and form working arrangements (Currid, 2007). Meusburger (2009) backs up the idea that through discussion and group processes new creative ideas occur. He writes that interactions between people function as a catalyst and also give people the opportunity to try their ideas on someone else. Therefore, new ideas can arise (Meusburger, 2009).

Drawing from Trönqvist (2004), Currid (2007), Meusburger (2009), and Landry (2011), the creative milieu needs the city to create new ideas and products. Therefore, they need meeting spots within the city. These are places in the neighborhoods where the creative and the

intellectual community can meet. Even a few centuries ago, it was not uncommon for bohemians and artist to meet in the bookstore to discuss their ideas (Trönqvist, 2004). The idea occurs that a coffee bar can be a place where the creative milieu is created or comes together. If this is so, the coffee bar can be a productive place for creative ideas. Face-to-face interaction between various parties take place and leads to the creation of new ideas, which leads to a variety of different products and services that can even stimulate economic success (Meusburger, 2009; Wojan et al., 2007). Currid (2007) gives the example of a coffee bar in Union Square (New York) where models and model scouts find each other. So why could the coffee bar not be a place for the creative milieu? It could be a meeting point and may be of use in creating a stable and innovative creative milieu which can lead to all sorts of gains for the city itself.

One of the main conclusions of the research of Wojan et al. (2007) is that even a small group of bohemians – visual, applied and performing artist and authors – increases the chance of having a lively creative milieu in a city. This does not mean that this contributes to the local economic climate in a financial way. Economic successes are possible and a contribution to the creative milieu is there. Currid (2007) backs up this argument by seeing something similar about the presence of restaurants, nightclubs, and cultural venues. She adds that it could be the other way around. The creative setting can be a ground for economic successes.

If a coffee bar is a place where the creative milieu meets, they are not only a contribution for the city economically (for commercial profits). They also contribute in a positive way to the creative climate, not only for the city but also for the people going to a coffee bar. These thoughts can be useful for examining the role of the coffee bar in the professional life of the creative milieu. This could have a relation to the motives of customers who work in a coffee bar.

2.5 Working in the 21st Century

2.5.1 The Professional Life

The professional life has changed a lot over the years, as can be read in theory of, among others, Richard Sennett (1998), a sociologist that wrote a lot about working in modern times. His take on the so-called neo-capitalistic society is rather critical. Only the portions of his theory that are applicable to the subject at hand will be addressed here. People nowadays have more demands of their work, and acknowledge that emotions and intellect are important in their jobs, and cannot be neglected (Sennet, 1998).

The professional life is all the work-related activity that takes place in the life of an individual. One of the comments Sennet (1998) makes is that workers in the 21st century are flexible. They are more flexible in dividing their time, both when working in a company and when someone is an entrepreneur. Within a company, flextime is mostly a reward system that only comes up when someone is at a managerial level. The relationships between the different layers in a company may become unbalanced, which can have a negative effect on efficiency. Sennett mentions the negative side of having more and more freedom in a person's professional life (Sennett, 1998, p. 46-63). This is not the topic of this research study, however, the fact that the way people work has impact on them, will be discussed further.

Flexibility is a benefit that not everybody has, but the freedom it allows people is important because it gives them motivation to take risks and, for example, be an entrepreneur. More than that, people want to have the feeling of being free of rules and the bureaucratic system. They want to shape their own lives. As earlier mentioned by Haine (1999), the reason why people worked in coffee houses was because their workload was heavy, but through working in the coffee houses they maintained a certain feeling of flexibility and control in their work (Haine, 1999). This way of working was not something that always existed but developed over the years.

Next to flexibility, another work-related subject according to Sennett (1998) is productivity. After industrialisation, factories became bigger and bigger, and new ideas on how to manage work were developed. The assembly line was developed at the beginning of the 20th century. Factory workers were directed to a certain spot in the productivity line and had to perform a single task repeatedly. Later, it appeared that allowing less freedom of thought was negative for one's character. Sennett (1998, p. 45) argues that this routine labour is therefore degrading. This knowledge led to change, and maybe even has escalated in some parts of society where structure in itself is gone. In the end, this could lead to the de-escalation of the efficiency of different important parts of the economy. Finding out what level of flexibility is needed would not only be efficient, but also be positive for forming a stable personality (Sennett, 1998, p.46; Sennett: 2006).

Organisations and the individuals within them try to balance between productivity and flexibility. For example, some companies offer flexible hours in which employees get the opportunity to choose when they work. Giving the employee the idea of freedom and flexibility makes them more motivated, and thus more productive, it is believed. Sennett (1998) is critical about the effect of flexibility, but acknowledges the idea that physical contact with other employees is important for one's pleasure in their work (Sennett, 1998, p. 46-63).

2.5.2 The Creative and Work

The developments discussed by Sennett (1998) are taken under consideration by different scholars. Today, even more changes have taken place in the organisation of labor (Shalley, Gilson, & Blum, 2000). Scholars do not only look at the efficiency of labor inputs, but also at the stimulation of the employee's creativity. The conditions of one's environment have an impact on the creative output of an employer. Some conditions mentioned in the research of Shalley et al. (2000) are a certain level of complexity, autonomy, a certain distance between the tasks of an employee, and low organisational constraints (Shalley et al., 2000).

We have moved from developments early in the 20th century, where the work of the group was what was important (for example, the assembly line mentioned earlier), to an era where people are exploring more creativity and individuality in their jobs. Gill and Pratt (2008) did research on the changes in working condition in the cultural sector. They say that it stands in a time of uncertainty (Gill & Pratt, 2008). Creative entrepreneurs, people that see a niche in the creative market and act on this with their own company, are becoming a big part of the economy, but being independent also means that one has insecurities, as Sennett (1998) claims.

Gill and Pratt (2008) argue that it is peculiar that the creative sector is driven by occupations that are almost mystical. This idea and the idea that the creative entrepreneur may be the driver of a big part of the economy is perhaps a bit exaggerated, but they play an important role nonetheless. An element in their theory that is of more interest for this study is the notion that the creative entrepreneur is a role model for more types of industries (Gill & Pratt, 2008).

According to the theoretical research done by Gill and Pratt (2008) there are a few elements which are typical for working as an creative entrepreneur, including combining work and play, long irregular hours, poor pay, high mobility, informal work environment and a passionate attachment to the job. People within these sectors have different characteristics like: highly educated, individualistic and usually young (Gill & Pratt, 2008). The coffee bar might be a cheap and a social option for these isolated young men and women.

It seems that when talking about the creative sector, the professional life and social life are connected with each other. People in the creative sector not only spend their working hours in the creative environment, but are also often present at events and activities organised after working hours. They attend these for diverse reasons, one of which is being able to network at these events. Their future career depends on their network, which means that they have to attend these events to get themselves out there (Currid, 2007).

The idea that a coffee bar is a replacement for an office or study hall is possible considering the formerly-described theories (Ellis, 2004; Haine, 1999). One could think that people want to avoid isolation if they have to study or work alone a lot (Waxman, 2006). However, this does not have to be the case. As Simmel (1903) argued, urban people learned to cope with all the influences from the outside, which makes them not only able to deal with a hectic social environment, but also with a hectic work environment. Metha et al. (2012) underlines this idea by saying that an environment like a coffee bar can be a tool for inspiration and creativity. This may not be a new way of working, but is a renewed way which should be used efficiently as a creative space or a gathering space for the creative milieu of a city.

2.5.3 Boredom and Playfulness

Working in the cultural industry is not only limited to office work. It is normal to mix labor and pleasure activities. Within these pleasure activities cultural workers are able to network, which increases their chances of signing new contracts in order to sustain an income (Hesmondhalgh & Baker, 2012). Although Hesmondhalgh and Baker (2012) limited their research to pub and bar activities, their findings can be seen in a broader perspective. The reason behind these pleasure activities that the two authors describe is to broaden one's network. When in the office, one always works with the same people. During these outside activities, a person is able to meet other people than those they normally work with. Outside of these social activities, there is also an isolated part to working in the cultural sector. Writers don't come out of their homes for days and hardly see a living soul, depending on their working stage (Hesmondhalgh & Baker, 2012; Gill & Pratt, 2008).

It can also be assumed is that people could be bored of their office environment and look for a more inspirational environment. Like Huizinga (as cited in Otterspeer, 2003) described, humans would rather play than be stuck in the inflexible structures of our society. This is shown in different kinds of cultural elements and in the way we work: mixing labor and leisure and needing a more hectic environment where the city dweller is more at home. Based on this, people want to get out of the office and indulge themselves in the idea of being free, flexible, and playful, all of which they can find by having more stimuli around them. We can already see this in the main office of *Google* in New York. They make it look like a playful environment through their interior architecture, adding a game room and a slide in the building (<http://myartzine.com/2014/03/google-a-place-where-you-would-love-to-work/>). The link here to the coffee bar as being a third place and thus a place where playfulness is found is easily made (Waxman, 2006; Jeffres et al., 2009). According to Oldenburg (1989), one of the criteria of a

third place is the playful mood. So if an employer is bored in his office, a coffee bar could be a suitable place to find more fun in his profession.

2.5.4 Noise as Inspiration

As already addressed, there has been research done on the effect of environmental circumstances and noise on the creative process of a person. An example is the research on background noises from Metha et al. (2012). They concluded that a moderate or low level of ambient noise enhances the performance on a creative task and likely increases innovation in product development. Therefore, it can be said that there is an impact or influence of the physical environment on someone's creativity. However, Metha et al. warns that on the opposite end, unwanted sounds can be defined as noise and this could slow down the level of creativity or irritation occurs and one's concentration level declines. Nevertheless noise is not always bad. When noise distracts someone for a little while, it creates space in the brain where new input can nestle, which can lead to new thoughts and new ideas. What people define as noise or nice background noise is different if one lives in an urban or rural environment. People who live in the city have a different perspective on when noise gets too loud compared to people who live further away from the city, who are presented with less noise, which makes them define random sound as noise at earlier volume levels (Metha et al., 2012).

On the same lines of thought, Simmel wrote that urban people, the city dwellers, developed a coping mechanism to be able to manage all the stimuli from their surroundings. Is it possible, then, that the city dweller developed himself so much that he can now put the external stimuli to good use? The answer to this idea could be yes; when looking at the research of Metha et al. (2012), the idea that there is a relationship could be realistic. The way people handle and influence around us is something we have seen before in the research of Bull (2000). He already wrote about the way we put the personal stereo to a good use, so why not use a whole coffee bar as a tool (Bull, 2000)? Thus, working in a coffee bar, partly because of the background noise, can be inspiring for the people who work there.

In this chapter, it is shown that the coffee bar is related to all sorts of social aspects and a lot of dynamics can be researched in relation to the coffee bar and its working customer. The city life, thus the individual versus the social human being, plays a role in this, but the atmosphere in the coffee bar itself, with its noise, is also part of this relationship. Furthermore, a coffee bar is a place of social gathering, with this comes the need for it to be accessible for everyone who wants to go. In the end, this all leads to a place where people seem to feel at home and at ease. Nevertheless, almost since the existence of the coffee bar, it has been also

used as a place they could work.

3. Methods

3.1 *The Research Process*

A thorough theoretical framework has been formed that consists of existing theories and empirical research done on related subjects. The theory was found in different online databases of the Erasmus University. Articles and books on the four topics of the theoretical framework were consulted: city life, the coffee bar, the creative milieu, and working in the 21st century. The quality of the literature used was judged by a few criteria: relevance to the research, the author(s) (for example, if they were connected to a university or not, if they had at least a master's degree or not) and by whom or where the research was published, an important sociological magazine, for example. Literature used had to be a reliable scientific source.

The theoretical framework formed a good basis on which to pursue empirical research. Theory formed the basis of forming the topic list for the interview, but also for the analysis afterwards. The theory gave the researcher the ability to look at the analysis in a structured way, for example, by using its use of concepts. Furthermore, in using theory, links in the analysis were made with the theory, which led to new insights.

The aim of the research is to gather information about the motivation of customers to work in a coffee bar rather than an office or library. As has been shown in the theoretical framework, some motivations will be very practical, like having no office space and wanting a place to work. Or expectations like avoiding isolation, building a network, and inspiration. These are expectations that have to be examined for their validity and relevance. A person's motivations are not always very clear and therefore the choice was to do a qualitative study based on a semi-structured interview to later find patterns, structures, and discourses about the motivations of the research population.

3.2 *Data Analysis*

The data analysis of the empirical research started with finding a group of people who wanted to participate in the interviews. The participants were found in five different coffee bars spread throughout the city center of Rotterdam: Lebkov at Central Station, De Douwe Egberts in the Nationale Nederlanden, The Coffee Company at Eendrachtsplein, and De Meent and the Hopper at the Schiedamsevest. The population was selected by the use of set criteria: they had to work there on a regular basis (specifically once every two weeks, for over a period of half a year), to make sure that they had a sufficient amount of experience to form an opinion about working there. The participants were approached in the coffee bars on the spot and were asked

if they would like to be part of the research. Customers that were not asked to participate were either occupied or it was not clear that they were working there.

All participants were asked the same questions to verify if they would suit the study:

- Are you working here?
- How long have you been doing this?
- How often do you work here?
- Do you want to participate in an interview?

When suitable customers were found, their email addresses were noted and within a few days they were invited for the interview. The email contained a short explanation for the interview (see Attachment A) and two dates from which the participants could choose. Most of the participants emailed back a few days later to confirm one of the two dates, or send a new date. The participants were asked to pick the place for the interview; most chose a coffee bar in the city center.

The interview group contained six men and six women between the ages of 23 and 54. Nine were Dutch in origin, one was Chinese, and one was Surinamese (both raised in the Netherlands), and one was Bulgarian. To gather six women was rather difficult, as they were present almost in the same numbers as the men in the coffee bars, but they were not all willing to participate in the research. Even though some of the women gave their email address, in more than half of the cases they did not email back, even after repeated emails. Because of this, the women participating in the interview were also found through the social network of the researcher and a snowball effect through former participants.

The interviews were semi-structured. This was to give the interviewees freedom to speak within a set of boundaries. The choice for the semi-structured interviews is grounded in the aim of the research, which was wanting to find out the motivation of people working in a coffee bar. If one wants to gather in-depth information on motivation, a semi-structured interview is the most suitable, according to Baarde et al. (2007).

The topics for the interview were set beforehand and were formed as a result of the theoretical research and the research questions (Baarde et al., 2007). The interview contained six topics: the person, their way of working, the coffee bar, their motives, and work-related and other experiences. The topics build from broad questions to more narrow questions. The experience was that this was also the general buildup during the interviews. Although the participants were given the freedom to tell their story as they wanted to, this meant that the

interview would sometimes get sidetracked, but it was generally build up in the way it was set out in the topic list (for the topics list see Attachment A).

Eleven of the interviews were conducted in Dutch; to make sure the interviewees could express their thoughts completely, speaking Dutch, their native language, was preferable. One interview was done in English, because the interviewee was from Bulgaria and now living in Rotterdam, but was not able to speak Dutch. The interviews were recorded, with permission from the interviewee, and transcribed completely after the interviews. The transcribed material functioned as the data material. Transcribing the material was done in Dutch; for the analysis the interview was translated to English. The interview that was taken in English was transcribed in English. One pilot interview was performed; this was evaluated and it was concluded that it was good enough to be taken up in the research. The twelve interviews were between forty minutes to one hour, excluding the introduction about the interview, which took about five to ten minutes. The introduction contained a short explanation of the upcoming interview and the interviewees were given the chance to ask questions.

To document the interviews, they were recorded with a recorder and their words typed out in Office Word later. For the recording, the permission of the subject was asked, with the promise that their recordings would be deleted afterwards and not be used for purposes other than this research. Also, their results would be processed anonymously, so their names are not mentioned in the research. The recordings of the interviews were transcribed literally. For the transcription, guidelines set out by McLellan et al. (2003) were used. McLellan et al. (2003) use the seven principles of Mergenthaler and Stinson (1992, p. 129-30), but not all of them are applicable here. That is not unusual according to McLellan et al. (2003). The principles that are used here are: *preserve the morphologic naturalness of transcription*, *preserve the naturalness of the transcript structure*, and *the transcript should be an exact reproduction*. These all made sure that the transcription is a literal translation of the recorded interview. The interviews were typed out word by word. Even the sounds the interviewee made were included in the texts (McLellan et al, 2003). Transcribing the interview was sometimes difficult, as the interviews took place in coffee bars with a lot of noise around, and this sometimes made the recordings blurry. Nevertheless, by listening to parts of the recordings several times, the transcription went well and the analysis could begin.

The analysis was done in four steps, as described by Ryan and Bernard (2003). The first goal was to discover themes and sub-themes. This lead to a search in the transcriptions for certain topics that were discussed and words that were used by the participants to describe their motives. Through this, several themes and sub-themes were formed. The second and third step

was to bring these themes back to a several few and structure them. This was rather complex, because of the great amount of the information that the interviewees provided. The first part of the analysis was done without the use of any software. The transcriptions were printed out and markers were used to highlight the important information. Information not relevant was crossed with a pen. Notes were made in the text to identify the different themes and these were given certain labels that were later on set out in a table (see Attachment B).

After analysing the text in hardcopy, a coding frame, in the form of a table, was made in Office Word to make a good overview by dividing the transcribed text under the formed labels. For example, a label *motives* was created, with sub-labels like: *isolation, boredom and situation at the office*. All sub-labels represent a different type of motive. By doing this, a clear overview was made in the analysis. At the end of the analysis a completeness of the motives occurred. The last step that Ryan and Bernard describe is linking the themes to the previously laid out theory (Ryan & Bernard, 2003). This was done in the analysis and discussion of the research. This led to the ability to link the different fields of theory together, and thus to form a theory on the coffee bar. In the end, with the existing theory and empirical data gathered and analysed, the research question and sub-question could be answered and a conclusion with recommendations could be made.

3.3 Justification of the Research

By using different kinds of theory and research, a proper study was produced that could be justified. During the research, a lot of factors had to be taken into account to make sure the research was of quality. This was sometimes difficult when looking at factors as saturations and generalisation.

According to Guest, Buhse, and Johnson (2006) saturation can be reached on the main topics after twelve interviews. This is, according to them, possible if there is a homogenous group and the structure is the same in all the interviews (Guest et al., 2006). Although the general build up was the same, the interviewees were asked the same set of question with a similar buildup to the interview. The general buildup was contained, going from broad subjects like their work and working environment, to the motivation of going to a coffee bar. This led to a general preparation of the interviewee for going into more depth on the topic (Baarde et al., 2007, Guest et al., 2006). The composition of the participant group was not as homogenous as Guest et al. (2006) required for saturation, although the group had some similarities with each other. They were all highly educated, European, 50-50 male/female, and either residing in Rotterdam or lived there before and were still there during weekdays.

During the interviews, saturation was the aim, though this was not completely reached. What was reached was that after the after eight interviews, no more new motivations arose (except one motivation in the 11th interview, which was the motivation of wanting to go to new places out of curiosity). Furthermore there were no more new work activities mentioned after the 6th interview, no more new gains for working in the coffee bar after the 7th, and no more disadvantages after the 9th interview (See Attachment B). Based on these results, it was concluded that enough information had been gathered to make a dense statement in the research. Furthermore, because fullness was reached in analysing the different themes, a sketch of the research populations and their motivation for working as a customer in a coffee bar was extracted. In the last phase, conclusions were drawn and a discussion with the theory and expectations occurred. This will lead to the refinement of the already existing theory about the coffee bar.

The choice of doing a qualitative research is not one-sided. Next to discovering the motivation of the research population, the theory that is presented at the moment is not sufficient to do qualitative research. Using the theory, we can't make hard facts to build up a survey, thus the qualitative research is a better option. Drawing on the set theoretical framework, the semi-structured interviews will be used to make the general theory more specific for further research. For this part, grounded theory will be applied. By using the working customer as a case study within the research on coffee bars, this study will be able to make a deductive statement on customers' motivations and write new theory on that part. These are the goals of grounded theory, according to Eisenhardt and Graebner (2007).

The aim of the thesis is not to make a generalising conclusion, but to an adjustment of the existing theory and to provide useful scientific advice not only on how entrepreneurs could work, but also for the coffee bar. Generalisation is hardly possible because of the size of the research population and the way the research is directed. However, internal generalisation is possible, according to Onwuegbuzie and Johnson (2006), who argue that making a general conclusion about the research group itself is possible. It is only not possible to make the generalisation externally, so that it applies to all the working customers of the coffee bar (Onwuegbuzie & Johnson, 2006). From the internal generalisation, assumptions can be made which lead to recommendations for future research and building new theory. Although forming hard facts is not possible, the research itself is well formed and reliable (Hart, 2012, p. 312-338).

The reliability is guaranteed by following the already-mentioned guidelines for forming the interviews (Baarde et al., 2007), the structure in taking the interviews (Guest et al., 2006), the transcription (McLellan et al., 2003) and the analysis (Ryan & Bernard, 2003). The reliability

was ensured when making the topic list for the interview. The topics and questions were formed from the theory that was set out in the theoretical framework, to be sure that they were free from the personal biases of the researcher. This had limitations because of the personal involvement and assumptions formed when writing the theoretical part of the thesis. By already knowing this, it can be taken into account when forming the interview and executing the interviews.

The first interview was a pilot interview. With the pilot interview there was an option to take out errors and adjust the content of the interviews. There were slight alterations made in the interview, but this concentrated on the execution of the interview itself, specifically asking more specific questions. Furthermore, the interviews were taken by one person and they were recorded and later on transcribed by the same person. By testing the interview and having only one person doing the interviews, the validity is higher (Hart, 2012, p. 312-338). Next, to increase the validity the interviews were taken in Dutch (except for one, which was explained earlier in this chapter). During the interview, the researcher made sure that the interviewee fully understood what was asked in order to give a thorough answer. As said before, this would probably not be possible if the interviews were all taken in English, because the main part of the research population were not native English speakers.

4. Results

In this chapter the results of the empirical research, the interviews, will be discussed. The results will be presented as a description of the content of the interviews that were transcribed and analysed. First topics were formed using the set research questions and the theoretical research. After conducting the interviews, themes were formed by using the topics and the subjects that came up during the interviews. These themes will be discussed here one by one. An overview of the formed themes can be found in Attachment B.

The first theme is the profile of the research group. This includes their personal profiles and their current work environment. It was discovered that there was not one place where they worked, but several. When the interviewees are discussed, a visualisation of the coffee bar will be given. Here, not only what a coffee bar is to the interviewees will be shown, but also what they do there. This will bring the analysis to the motives of the interviewees. Because of the numerous motives they had, five motive groups were made that will be discussed one by one. The last part of the analysis contains the gains and disadvantages from working in a coffee bar and will discuss topics that were discovered during the interview, which were not specifically asked. These topics include the overlap between the coffee bar and the ideal work spot of the interviewee and environmental influences on one's work process.

The analysis will be clarified by tables to structure some of the information. Furthermore, the texts will be illustrated with quotes from the interviewees. These quotes will be translated to English for the uniformity of the text. The original Dutch quote will be placed in a footnote as a reference. An exception was made for interviewee twelve, because her interview was conducted in English.

4.1 Profiling

The group of participants for the interviews consisted of twelve people, six women and six men. Table one shows their age, gender, profession, education, ethnicity and city of residence (page 37). The participants were in the age range of twenty-three to fifty-seven. This made the average age thirty. Eleven of them were Dutch. Two members of this group would be considered foreigners, although they both have Dutch nationality: one interviewee was of Chinese origin and one had a Surinam background, but both were raised in the Netherlands from a young age. One Bulgarian woman participated, who was living in the Netherlands to study and had been here for two years. All participants are residents or were once residents of Rotterdam, with the exception of one man, who is currently living in nearby Utrecht.

The research group is highly educated: they all have university degrees or attained a practical university in the Netherlands. Their studies varied in content from a business degree to cultural studies. This variation was also visible in their professions. Half of the interviewees are working in the commercial sphere, with jobs such as a business developer, marketer, and chemical engineer. The others are working in the creative sector, with jobs like an art educator, constructor (architecture), and graphic designer. Nine of them are entrepreneurs, five are fulltime entrepreneurs, and four of them are part-time entrepreneurs who have a day job on the side.

Within the research group there was no one with the same function or occupation and they were all at different management levels. A common characteristic is the way they perform their jobs. Ten out of the twelve interviewees mainly work individually. They either work for themselves as entrepreneurs or have independent jobs with a company, which means that they get a lot of freedom in how to manage their working time. Some worked together, and thus knew each other. Some of the participants knew each other either because they were colleagues (interviewees 2, 4, 7); others because they knew each other through the coffee bar (interviewees 6 and 9), and two were a married couple (interviewees 8 and 10). Although they knew each other, their motives could be very different and were not comparable with each other.

Because of the high variation in age, the life phases of the subjects were also very different. Participant two had eight grandchildren, the couple had two children, and the rest had no offspring. All three with children had the same notion of spending all of their spare time on their family. Participant twelve was a student; the rest had (for the moment) finished their studies. Nine of the interviewees were in a relationship. Some of them were married or lived together, others were dating.

Most of them said they had an active social life. Four of the interviewees describe that, due to the high pressure of their work and their family life, that they hardly have time for friends. These four all have children, while the rest of the group does not. Their friend groups are in general homogenous groups. Most of them are in the same age group, the same line of work, and as highly educated as the interviewee. Most of the interviewees in the business sector said that they spend a part of their social life on their own business. Activities that they undertake with family and friends are diverse. Some go to arts and cultural activities, some regularly go out and get drinks, and others like to do sports.

There are some general similarities within the group. Firstly it was found that the interviewees are all linked in some way or the other to the creative milieu. Some have stronger

links then others, but if looked at using the theory of Florida (2012), they all have a relation to it. For example most of them are entrepreneurs, so they have a lot of freedom in how to divide their time. Furthermore they are young and have jobs related to problem solving, which according to Florida, indicates inclusion within the creative class (Florida, 2012). Because Florida's (2012) theory is not scientifically-based, the use of other theories is used to verify the connection to the creative milieu.

In the theoretical framework, it was found that it is not necessary to work in the creative milieu for one to belong to the creative milieu. You can be connected to it in two ways, through your profession and through your social activities. Six of the interviewees seem to have a strong connection to the creative milieu within their profession. They are in art education, graphic design, architecture, or consultants for the creative professions. Four of these people describe that they are not only creatively active on a professional level, but also on a social level, which means that they have friends that are related to the creative milieu in Rotterdam. Furthermore, they attend activities that are organised within the creative milieu of Rotterdam, among which are gallery openings and art-related parties.

Nevertheless, not all interviewees were related through their professional lives to the creative milieu. Two of the interviewees who are not related to the creative milieu through their professional lives say that they engage in certain activities and people that are organised to and linked with the creative sector, so they participate in it in their social lives. This means that eight out of twelve people in the research group is linked in some way to the creative milieu. Even though the people were randomly picked from the coffee bar or through other people and they are entwined with the creative milieu, this seems like quite a lot. The expectations that the creative milieu would work in the coffee bar is also confirmed if one looks at the description by the interviewees about the other customers in the coffee bar. The other customers will be properly discussed in the chapter on the coffee bar. Nonetheless it could be already said that they are, according to the opinion of the research group, part of the creative milieu. Most of the interviewees describe the population of the coffee bar as being creative in their occupations or in their appearance.

To summarise, the research group is a heterogenic group, with diversity in their jobs and their social life, and this is also visible through the high number of motives that will be addressed in Chapter 4.3. The theory already showed that the coffee bar is a place for all types of people (Haine, 1999; Ellis, 2004). The theory mostly focused on social-economic backgrounds. This cannot be said of the participants, as they all belong to the more highly educated class. What is also visible is that the research groups is rather homogeneous in ethnicity, with the exception of

three participants, and two of these were raised in the Netherlands, something that Oldenburg (1989) would say is average for a third place. Haine (1999) and Ellis (2004) would have expected more of a mix of races, an outcome that would not be surprising because the city population contains fifty percent of people that are of another ethnicity than Dutch (Bevolkingsprognose Rotterdam, 2013-2030, p.5). The composition of the research group does not mean that it is the general composition of the customers going to a coffee bar. To say this, a more quantitative research is necessary, where the number of people is bigger and a generalisation about the working customer can be made. This does also not say anything about the social visitor, as they are not the subject here.

Per.	Age	Gen.	Education	Profession	Ethnicity	City of residence
1	1976	M	Art Academy HBO	Graphic designer and entrepreneur	Chinese	Rotterdam
2	1957	M	Moviemaker HBO	HRM Coach and entrepreneur	Dutch	Rotterdam
3	1981	M	Architecture WO	Architect	Dutch	Rotterdam
4	1976	M	Business management WO	Marketer and entrepreneur	Dutch	Oud-Bijerland
5	1989	V	Cultural economics and entrepreneurship WO	Policymaker	Dutch	Rotterdam
6	1970	V	Art education WO	Entrepreneur in art educator	Surinamese	Antwerp
7	1984	M	Business management WO	Business development manager and entrepreneur	Dutch	Utrecht
8	1973	M	Management and sales HBO	Entrepreneur in hospitality	Dutch	Rotterdam
9	1977	V	Business management WO	Entrepreneur in small business support	Dutch	Rotterdam
10	1975	V	Process Engineer/ Chemical technologist WO	Manager in the chemical and process industry	Dutch	Rotterdam
11	1983	V	Pedagogy HBO	Pedagogical staff and entrepreneur consultancy illustrators	Dutch	Rotterdam
12	1987	V	Art academy HBO master	Entrepreneur graphic design	Bulgarian	Rotterdam

4.1.1 Work Environment

The first part of the interview was not only to analyse what the profile of the research group was, but also to see where they work. This is because one of the expectations is that most of the group would probably work at home as well as at the coffee bar, and do not have an office space available to them. This appeared not to be true in the research group. What can be said in general is that the working customer from the research population works at many different places, as is shown in table two. There are six different places people say they work. Everybody works in a coffee bar on a regular basis, at least once a week, but there will be more on this later on. Ten of them work at home and eight in an office. Furthermore, people describe other places, like the open air (benches and walking around) or other hangouts as places they work sometimes.

Sub-label	Times mentioned per person
Coffee bar	12
Home	10
Office	8
Outdoors	2
Road hotels / restaurant	2
Train	1

Those that do work in a office work there together with other people, other entrepreneurs, or small businesses or have a large office within the company they are employed by. This last group, which works for a larger company, describes their office as an unpleasant place. This meant that five of the eight participants that work in an office do not describe this as a pleasant work environment. Some talk about too much disturbance from colleagues (interviewees 2, 4 and 7) and another talks about the office being boring (Interviewee 10). Interviewee six is extremely negative about working in an office; she feels constrained when she was asked to work there by former employees. She describes it as the following:

“Because there you had your own office with a nametag on your door, and it was also really expected that you were working there on given times, actually in your office. In an office

setting, well it made me really terribly unhappy... I got cramped of it, really terribly cramped. (Interviewee 6).”²

The research also shows that a reason for people to go to a coffee bar is that they feel closed in at some moments when they work at home or in an office. But no one else described themselves as getting unhappy from working in a structured environment. Although some do not find it appealing to work in an office, they also mention good elements of the office.

If asked to describe their work environment and what is so pleasant about, for example, working in their offices, six of the eight who work in an office mention the communal kitchen and the communal lunches. This leads mostly to the pleasant contact they can have with their co-workers during that time; they see it as a positive social complement to the day. Interviewee nine describes that now that she is an entrepreneur she misses having colleagues around. She talks about the influence of the office, that it gives her structure and motivation to work harder. The importance of colleagues and an office will be discussed further on.

In the interview, she is asked to describe the ideal work environment of the interviewee. Words that were used are: spacious, light, openness, nice atmosphere, and having colleagues around (Table 5). These words have similarities to the words used for the coffee bar, which will be further discussed in Chapter 4.5. The fact that people have more than one workplace leads to some thoughts. In general, the participants have two to three workplaces. Some of the people expressed an internal need for variety and others mentioned the positive influences of changing one’s environment.

No concluding answer can be given for this line of thought, but assumptions can be made. During the interview, not everyone mentioned the need for variation in their work, but some also mentioned a need for variety in their friend group. This general need for variety came up with six of the interviewees. Interviewee nine explains this need of variety and new elements in his work as a must; if they are not present, he gets bored very quickly.

“... I, umm, get stimulated pretty fast, but I’m also distracted rather quickly. So the stimulus needs to be good...You can see that in the daily things I do in my jobs pretty literally. New products, new things. So huh I find that pleasant and the management I find less pleasant. So if you, you always got the development and the management, that just how it is. And the

² Dutch Citation: “Want daar had je dus je eigen kantoor met een naamplaatje op je deur en er werd ook echt verwacht dat je op een gegeven moment op een bepaalde tijd binnen moest gaan werken echt op kantoor. In een kantoor setting, nou dat heeft mij echt heel ongelukkig gemaakt...ik kreeg het benauwd heel erg benauwd (Interviewee 6).”

management I find less pleasant, so once I have done something or huh... yes, well that I'm not that interested anymore (Interviewee 9)."³

This citation sums up in general what others also say; they seem to have an urge for change, diversity, and, thus, variation. There is maybe not enough to make a hard conclusion, but the idea of them searching for different working spots could have a connection to their need for variation in their jobs and also in their daily life. Looking at the theory, this is not an unfounded comment. Like Huizinga (as cited in Otterspeer, 2003) argued, people are looking for an escape from their boredom and are looking for playfulness in their work. It is not strange to not only find this with the people who have jobs within the cultural milieu that Hesmondhalgh & Baker (2012) concentrate on, but also in the interviewees who work in the commercial market.

4.2 The Coffee Bar

The interviewees were recruited and the interviews were taken in Lebkov at central station, De Douwe Egberts in the Nationale Nederlanden, The Coffee Company at Eendrachtsplein, and the Hopper at the Schiedamsevest. These are not the only coffee bars the participants visit (Table 3, p. 41). In total, people mention fourteen coffee bars they visit regularly for occupational purposes. Three mentioned bars in other cities which are not shown here, as the research is limited to Rotterdam. There were four venues that have the characteristics of lunchrooms rather than coffee bars (Tealab, Spirit and Warmousmarket) or flex work spots (Kennis and Koffie). These all were also discussed in the interviews as being a tool to describe the coffee bar itself more precisely. Furthermore, their descriptions were similar to that of a coffee bar and the interviewee that mentioned them called them coffee bars.

³ Dutch citation: "...ik hummm raak redelijk snel geprikkeld en ook wel redelijk snel weer afgeleid. Dus dat moet wel goed zijn de prikkel... Dat zie je in huh de dagelijkse dingen die ik doe in mijn werk gewoon letterlijk. Nieuwe producten nieuwe dingen. Dus huh vind ik wel leuk en beheer vind ik wat minder leuk. Dus als je, je hebt altijd ontwikkelen en het beheren, dus al het er eenmaal is. En beheren vind ik minder leuk dus als ik eenmaal iets heb of huh.. ja dan ben ik niet zo lang geïnteresseerd (Interviewee 9)."

Table 3. Coffee bar	
Coffee bar	Times mentioned per person
Lebkov	10
Coffee Company (Eendrachtsplein)	4
Douwe Egberts (NN)	4
Urban Espresso Bar (pannenkoekstraat)	2
Lungo	2
Coffee bars outside of Rotterdam	3
Hopper	2
Kennis en Koffie	2
Coffee Company (Meent)	1
Tealab	1
Spirit	1
Warmousmarket (Katerdrecht)	1
Urban Espresso Bar (Nieuwe Binnenweg)	1
Lokaal Espresso	1

4.2.1 A Visual

The first part of this chapter will go into what the interviewees define as being a coffee bar. After this, it will show how the coffee bars are used by the interviewees and who the other customers are, according to the participants. As Table Three shows, Lebkov is the most visited place of the research group, ten people out of twelve visit that coffee bar (see page 41). This is an interesting fact, as just two of the participants were recruited there. During the interview the participants were asked to give a description of a general coffee bar from their point of view. Most mentioned the relaxed atmosphere, the nice background music and noise, the openness of the venue and the nice interior. One described it as the following:

“A good coffee place gives you the feeling, that for the moment you are in a different city in the world. A different city, so, for example, you are for the moment, in Berlin or momentarily in Paris, or you are for the moment in New York. Cities like that.... Yes, for the moment being on a city trip. That us what a good coffee place is... and... and better than umm... the coffee in your office, it is better than an espresso cup. Huh and huhmm... you’ve got nice things there. Ummm... nice things to eat, nice people around you. Huh... umm... actually the coffee is pure temptation. Also and and and... yes the temptation in the design also tempts you. It is a place where you want to be, a place nicer than home. Because there are prettier chairs, because

there are chairs you would want at home.... Because there are sandwiches you would actually want to make at home and because, ummm, there are people walking around there who give you a bit of attention. (Interviewee 8).”⁴

Being in a different place just for the moment is refreshing and gives the working customer new motivation to go on with his job. Most of the interviewees described this either as a motivation to go or a nice side effect, a gain, of working in the coffee bar. Participant seven even described it as an activity you did with your grandparents, like going to the zoo. That makes the whole idea of going to a coffee bar more fun. It is also a reason for participants not to go too often to the same coffee bars. It becomes less special when someone goes to the same one all the time. This leads to a former comment on the need for variation: the need for new surroundings is again expressed.

4.2.2 Facts and Figures

In general, the amount of time spent in the coffee bar is around three to four hours; with a minimum of one hour and a maximum of eight, an entire day of work. The general argument for not spending more than three hours at a time in a coffee bar is the loss of concentration and the need for a change of environment. Most people visit a coffee bar one or two times a week, depending mostly on if their schedule allows them to go. Interviewee two says that, on average, he comes there four times a week. He, the oldest of the group, describes it as something that is in his system and that he has been doing for years now.

This leads to another fact: half of the participants have been working for one or two years in the coffee bar. Two have been doing it for two to four years and four have been doing it for over four years. But this was mostly in places similar to coffee bars or cafes, because participants say there were not that many coffee bars back then. The way most people got the idea to go and work in a coffee bar is because they saw other people doing, therefore they tried it themselves, and as it was pleasant, they kept on doing it. Interviewee eleven started doing it for practical reasons from the time she was a student. She said that she was not able to get the

⁴ Dutch citation: “... eigenlijk het een goeie koffie tent geeft je het gevoel dat je even, in een andere stad bent op de wereld. En een andere stad, dus dat zit je even bijvoorbeeld, even in Berlijn of ben je even in Parijs, of ben je even in New York. Dat soort steden... Ja even, je bent even op city trip. Dat is dat is een goeie koffie tent.. en en het is beter dan humm... de koffie op je werk, het is beter dan een espresso cup. Huh en huhmmm huh je hebt er lekkere dingen. Hummm lekkere dingen die je kunt eten leuke mensen om je heen. Huh... humm.. eigenlijk is een goede koffie is pure verleiding...ook... en en en... ja verleiding en ook het design verleid je. Het is ook een plek waar je wilt zijn, eigenlijke een leukere plek dan thuis. Omdat het mooiere stoelen, omdat het stoelen zijn die je eigenlijk thuis wilt hebben... Omdat er broodjes zijn die je eigenlijk thuis zou willen maken, omdat er huh humm.. ja omdat er mensen rondlopen die eigenlijk even een beetje aandacht geven. (Interviewee 8). “

internet working in her house, so she went to a coffee bar to study. Because she liked it so much, she just kept on doing it. Even now that she has her own business, she has meetings there or works there by herself. One of her main motivations for going to a coffee bar is because she is curious when a new one opens up. She wants to know what it looks like and what is new about it and different from the other coffee bars of the city.

In general, the atmosphere is described as a nice and pleasant environment that is relaxed and low-key. Interviewee two says that just the idea of being able to walk in and out whenever you want is a pleasant thought. This makes it accessible for everybody, a key feature of the coffee bar mentioned earlier in the theoretical framework by Haine (1999) and Ellis (2004). Furthermore, people describe the reception as being light, spacious, open, talk about the sounds they hear, the newspapers and magazines that are there, and the "gezelligheid", a Dutch word for describing a nice atmosphere related to the surrounding people (See Table 5.). A description that is used, but talked about differently by each person for each coffee bar, is the décor.

Talking about the interior design shows that everybody has his or her own ideas about what is nice or not; it is a question of taste. Interviewees eight and eleven describe the way the coffee bar looks. This is the way they prefer for their own house. They used descriptions like vintage furniture that they really like. Others describe the comfort of the furniture. The general picture of the coffee bar differs, but has some overlaps with what Thompson and Arsel (2004) said about it. For example, it has the music and an interior design that is attractive. But none of the interviewees seem to mention the artistic vibe that Thompson and Arsel mention. Further on, this chapter will show that the interviewees can describe the audience like that, but the coffee bar does not seem to have the artistic vibe for them. It also depends on which coffee bar they talk about. Thompson and Arsel also mention the way Starbucks connects people to the coffee bar (Thompson & Arsel, 2004); interviewee twelve seems to notice this.

"The coffee company is much closer to Starbucks they have this huh... coffee company huh... depended to... huh at least I think so, the first time I was in Starbucks was in the States. And in the states, coffee...coffee places are really common. The big lounges they made the Starbucks contain, the small living room, the coziness, to make you stay longer to even work and and and the kind of place this feeling that it is cozy and you can have meetings and still you can come and work. Like an office. Or you can't afford to rent an office, you can just go to a coffee place. So that is why there are all these coffee houses with proper Wi-Fi and big cups of

coffee (interviewee 12).”⁵

It is comfortable for people to be served and this is something people mention as a motive (Table 4). This comfort is thus not only seen as something of importance when going to the coffee bar socially; this is also important if people that work there. Furthermore, the work activities they do in the coffee bar vary and depends if one goes alone or in groups.

4.2.3. *Work Activities*

The participants do all sorts of work activities. The most named activity is meeting people; eleven say they do this often. They meet with clients, potential clients, sparring partners, and with colleagues. Within these meetings they brainstorm, write together or consult each other. If people work alone, which happens most often, then their main activity is emailing. Furthermore they blog, some do administrative tasks, they sketch or they study. Almost everything that can be done on their laptops is an option for their work activities in the coffee bar. This is also one of the conditions they name; your computer should be your working tool, if it is not it gets more difficult to work in a coffee bar. This sounds logical, as a factory worker cannot work there. This is also a reason why interviewee three only just started working there, since he now has a good computer. Before that he said he was unable to because his laptop was heavy and slow. Working in the coffee bar only became an option when he had a better computer.

While working in the coffee bar, some of the participants described certain rituals that they have there. Some describe that the way they lay down their stuff is always the same. Others describe that they first read a newspaper before they go to work.

“Well if I go and have a seat somewhere, I often read a paper for a while and then I’ll go and work...just to settle. I must really need to work for me to get my computer right away (interviewee 10).”⁶

The newspapers and magazine are used by four participants in that way. Some just read them to get their mind off things for a bit. But there are more things that are part of the whole ritual of working in a coffee bar. Five of the participants say they have a favorite spot to work; others are hesitant before they say no. They describe that they have certain places they like better than others. And only a few said that they had no favorite spot without hesitation. Eight of the

⁵ No Dutch citation; interview was taken in English

⁶ Dutch citation: “ Nou als ik ergens ga zitten ga ik wel vaak eerst even een krantje lezen en dan ga ik aan het werk...even settelen. Moet wel heel hard aan het werk willen moet ik acuut mijn computer pakken (interviewee 10).”

contestants were able to describe where they like to sit the most. They describe open and light space. Four describe a big table, which is often placed in the center of a coffee bar with magazines on it, as a pleasant place to sit. This place is rather flexible and most of the time there are also other people working. It is a place which is nice for one person.

4.2.4 The Other Customer

The participants of the research are not the only people that work in a coffee bar. In the interviews, one of the questions was about the description of the working people within the coffee bar. Some were not able to describe them; they said they did not know who they were and could not entirely say what the profile of the other working customers around them was. Others had a clear idea, whether subjective or not, of who these other people are. Eight of the people spoke about creative people coming there. This was either visible by their looks or because they saw that they were working on creative projects. Seven people thought that the people they saw were entrepreneurs, mostly because people work rather individually in a coffee bar. Furthermore, five of the participants said that those they saw were probably highly educated; they were either students or already graduated. Two other interviewees also assumed that there were mostly students in a coffee bar. How they came to this conclusion is not totally clear. Lastly, four thought they were on average young people.

Some concluded by saying that this differs per coffee bar. The Douwe Egberts has a more business type clientele, which seems logically, as they are located and collaborate with an insurance company. Furthermore the Lebkov has the most mixed type of people and the Coffee Company (eendrachtsplein) had the most creative looking crowd. No hard conclusions can be made from this, but it seems that the general idea of the working customer is highly educated, creative, entrepreneurial, and young.

It was previously said that, when looking at the type of customers, the theoretical assumption was that they are from the creative milieu. This is not only based on the theory of Florida (2012), but also uses other theories. The theory shows that a coffee bar can be a place where the creative milieu can find fertile soil for their ideas (Currid, 2007, Metha et al., 2012). As former research showed, the creative milieu is a social construct that consists of highly educated entrepreneurs (Trönqvist, 2004). It also showed that the people who go to a coffee bar are mostly young people (Waxman, 2006). This leads to the expectation that the customers working in a coffee bar will be young and highly educated entrepreneurs within the creative milieu.

The interviews also showed that all of the interviewees are linked in some way or another to the creative sector. Nevertheless, a side note must be made. That the creative milieu is really alive and kicking in certain social venues as Currid (2007) argues is not a set conclusion that can be made here. Currid describes the lively creative milieu in New York that is mainly possible because of venues like restaurants and clubs, as well as coffee bars, where the ideas of the creative milieu come to life (Currid, 2007). In Rotterdam, this is not really the case. During the interviews, the fact that there is hardly any exchange between the working customers came up. That the same results are not found in this research as in Currid's study could be because Rotterdam is not as large as New York, and thus does not have as big and vibrant a creative milieu as New York. Furthermore, the social venues in Rotterdam are not as concentrated as in other cities. And not all coffee bars are a spot for the creative milieu.

4.2.5 Noise in the coffee bar

Noise (geroezemoes in Dutch) is a central theme of the interviews. Even though there was no specific question about noise, it was mentioned by the interviewees anyway, including the low tones of noise surrounding them. The background noise in the coffee bar is caused by all the different types of people around, the things people are doing, the music that is playing, and the coffee that is being made. This all produces a lot of sounds, which did not go unnoticed by the interviewees.

Noise, which was already part of the theoretical framework (Metha et al, 2012), was expected to play a role somewhere in the analysis. The striking thing is that the word noise is not mentioned by the interviewer and therefore an interesting thing to look into a little bit more. The participants see the noise around them as something pleasant. Some even relate it to their creative input and say that the sound inspires them.

“So we need noise. That probably stimulates, that inspires. (Interviewee 2).”⁷

Nevertheless it is not the main expectation that this has a positive effect on workers' levels of concentration. One of the interviewees described it as a positive difference between the coffee bar and her boring office.

⁷ Dutch citation: “ dus we hebben geroezemoes nodig. En dat stimuleert waarschijnlijk dat inspireert (Interviewee 2)”

“I really like the noise. In some ways I can better concentrate there than in my office, where it is awfully quiet. (Interviewee 11).”⁸

These outcomes are supported by the research of Metha et al. (2012), which showed that moderated background noises are stimuli for the abstract creativity of an individual. Interviewee number three says that he gets distracted a lot by the noise, but in a pleasant way. He works a few minutes, and then looks up for a bit or listens to the sounds around him. He says that even though it distracts him a lot, he still is more effective than at home. Others describe it as a release from their thoughts that gives them motivation when going back to work. This latter point is a process Metha et al. describes in their research. They say that through this process of leaving your current thoughts, one gets inspiration. This idea is applicable in a broader line of motivation the interviewees have for going to a coffee bar.

The interviewees talk about freeing their mind when leaving the office. They mention that as a reason to go to a coffee bar. Because of this, they find the coffee bar a suitable place for meeting and brainstorm sessions. This argument for going is consistent with the research of Metha et al. (2012). Like freeing your mind by noise for a few seconds when already working in a coffee bar, going to a coffee bar to free your mind is in the same line of argument. Apparently some of the participants are conscious of the effect of changing one’s work environment to be more productive, especially on the creative front. Maybe this is the reason why half of the interviewees say they brainstorm in a coffee bar. It is not clear if they chose the coffee bar as the spot for brainstorming because they are aware of the effect, but it could be a reason for why they like it, even though they are not conscious of it.

When looking further at the theory, the fact that people find this noise pleasant seems to contradict the sociology of Simmel (1903). This does not have to be the case. It seems that city people like a busy environment. They are used to it and do not have to shield themselves from the stimuli, but are able to put it to good use; this is related to Bull’s (2000) research. DeNora (2000), as already mentioned in this study, described the effect of music and how people use this. It could be that the city dweller found the coffee bar a nice stimulus to use for concentration and inspiration. This idea will be further debated in the discussion section, where will be shown that new research and even companies play into this thought.

⁸ Dutch citation: “geroezemoes vind ik heel lekker. Op de een of de andere manier kan ik me daar beter in concentreren dan op mijn kantoor waar het gewoon akelig stil is (interviewee 11).”

4.3 Motivations

The goal of the research is to find out why customers go and work in a coffee bar. The interviews confirm that there are a lot of different motives; there are 25 different motives among the group. Some overlap with existing theory, others do not. To make them more clear, five motive groups were made. The motive groups are divided by motives that relate to each other, and sometimes even overlap (Table 4). The motives groups are: *Work Environment, Social, Practical, Food and Other*. A side note must be made here that some of the motives seem to have a fundamental relationship to positive experiences people had, so this means that they were not motives from the beginning but were developed by going more often to the coffee bar. Furthermore, it must be said that some motives came up during the interview and were not conscious motives before the interview. Even though they were not motives from the start and were not conscious before the interview, they are taken up in the analysis because they are motives of the interviewee.

Table 4. Motive groups		
Motive group	Motivation	Times mentioned per person
Change of work environment	(Renewed) Concentration/ Situation at the office/ Boredom/ Feeling of freedom/ The need to go/ For stimulation/ Uitje/Going out/ Too much distraction at home	27
Social	Feeling locked up/ The need to go out/ Breaking routine Neutrality/ Other (working) people/ Isolation/ Atmosphere Working while having fun/ Gezelligheid/ Something to see	26
Practical	Practical/ Meeting /Replacement office	13
Other	Inspiration New place	3 1
Food	Lunch/Good coffee	4

4.3.1 Work Environment Motives

In the motive group for work environment, motives like being bored at the office, being too distracted at home, and needing a fresh environment were grouped together. These motives all come to the same argument for choosing the coffee bar as a work place, which is the idea that working in a coffee bar is at that time more productive than working somewhere else. But a

more in-depth look at these motives is possible, which shows that there are other motives that are also related.

The work environment can be divided into explanations. The first is that interviewees' work environment at a certain time is too distracting or they are in need of a new work environment. An element or motive that is not directly named, but referred to here is the need for variety in one's work environment. It seems that people get restless when they stay in one place for too long. Interviewee twelve talks about this urge to change places all the time. By this she meant not only the change from office to home to coffee bar, but also the places she sits in in the coffee bar; she can change seats up to three times a day. She does this because she gets bored. This restlessness is something others also describe and it is something that originates in boredom, as said by interviewees seven and ten. Whether this is caused by the fact that playfulness in their environment is missing is not clear, and thus this cannot be concluded.

An activity that seven of the twelve do is brainstorming and developing new ideas. Half of the participants mention having distractions at home. They say that there is too much other stuff to do there; for example, doing the laundry or getting groceries. These distractions are a disturbance in the working process, and thus going to a coffee bar give more priority to the working process. This is a problem for interviewee seven. He describes the piles of work documents that lie at home, saying that it distracts him. He also mentions the disturbance at his office from his co-workers. Because of these two reasons, he spends three times a week in a coffee bar. He says that there he is way more productive:

“So I go to the Coffee Company and only take my laptop with me... ok, there is also stuff on it but I can work there for four hours on something. Or I have to do my e-mail of 150 and take it back to twenty e-mails. Ideal, wonderful; I am at it for four hours and I am done. And that is way more productive and in establishments like that I am capable of closing myself off (interviewee 7).”⁹

He is not the only one who describes distractions as one of the main motives for working in a coffee bar. Six interviewees described this, by saying distraction is one of their motivations. These could be either distractions at home or in the office that affect their ability to concentrate

⁹ Dutch citation " Dus ga ik naar de coffee company en neem ik alleen een laptop mee huh... ok daar staat weer iets meer op. Maar dan huh werk ik vier uur aan iets, of ik moet mijn mail van 150 terug brengen naar 20 mailtjes. Ideaal heerlijk ben vier uur bezig ben ik klaar. En dat werkt zoveel productiever en ik ben in staat om in dit soort gelegenheden me totaal af te sluiten (Interviewee 7)."

and drive them to go to a coffee bar. This motive has a connection to others that, in the end, leads to a more productive way of working.

Some interviewees describe that their productivity increases by working in a coffee bar. This is for several reasons, like that the noise is pleasant and drowns out the rest, that there is no distraction from colleagues in the office or things at home, and that seeing other people work is motivating and causes one to pick up the tempo. This latter point will be explained later on. Although not all interviewees are aware of the fact that these motives are related to more productivity, nevertheless they are connected. If one is, for example, bored, no new work will be done. Changing one's environment can distract someone from being bored. But behind being bored, there appear to be also social motives involved.

A few describe the boredom from their office or their home to be a reason to go out. Some of them spent so many hours at home that they feel locked in. Interviewee one describes it as the following:

'Yes, if I notice that at some point in the week I'm only sitting at home then, behind your desk and computer. Then.... Yes then I got the feeling that the walls are closing in on me. Just a little bit of space, because it is small you need some room to move (Interviewee one).'¹⁰

Five other people describe this feeling. The home of interviewee one is not that big and sitting at home does not only give you no space to move, it can make you feel isolated. This feeling of isolation leads to the next motive group that of the social motives.

4.3.2 The Social Motives

The social motive group contains motives that are related to the social behavior or needs of the interviewees. Feeling lonely or needing other people around for stimulation are part of this group. Fundamentally, it could be said that people look for other people around; they sometimes even need them for motivation to do their work.

This feeling of isolation came up for three interviewees. None of them described that they are isolated in general, they are if looking at it relatively, just that they can feel it at some moments while working home alone. Therefore they go to a coffee bar, because there is something to see and there are other people around them. Just the knowledge of being there is

¹⁰ Dutch citation: "ja als ik merk gewoon als ik op een gegeven moment in zo'n week alleen maar thuis zit dan, achter je bureau en computer. Dan ja dan heb ik het gevoel dat de muren gewoon op je af komen. Een beetje ruimte gewoon. Omdat het zo klein is geen beweegruimte (Interviewee one)."

sufficient. This feeling is something that came up in Waxman's (2006) research. She describes this feeling of isolation and the need for people around as a motive for people to go to a coffee bar for social reasons. This also counts for people going for professional reasons. This is because people are by nature social, and this is not disconnected from the professional life. Thus, the fact that here the same motives are found is understandable and was expected.

These earlier described social motives are less obvious than others. Some people describe rather distinct and conscious motives for working in a coffee bar. There are several motives that are rather hedonistic, and thus purely for their own pleasure, like wanting to be taken care of (pampered), going for nice food or the nice atmosphere (gezelligheid), and to go and work while having fun. These can be seen as hedonistic arguments for going, because they first and foremost put pleasure before work, even though the end result is working. Here the theory of Hesmondhalgh and Baker (2012) and Huizinga (as cited in Otterspeer, 2003) is visible. People search for a playful element in their work, and apparently find this in the coffee bar. Working here also expels the feeling of boredom and meets the need for variety, as mentioned in the last chapter.

Another social motive that was expected was related to a community feeling. In the theoretical framework, brand communities were discussed, which are groups of people who related themselves to a certain brand. In relating their identity to this brand, it also became part of their social life and can give them a sense of belonging. This could be a brand of clothing, but also something such as the coffee bar (Muniz & O'Guinn, 2001). The expectation was that interviewees in this research would mention a certain relationship to the coffee bar and, therefore, the relationship with the coffee bar would be part of the motives that are socially related. Nothing of this sort occurred. There could be several reasons for this.

Thompson and Arsel (2004)'s study about Starbucks showed that playing into local communities, who function similarly to the brand community, is part of the company's marketing strategy. The feeling of belonging and relating one's identity to the coffee bar is maybe something that is not part of the marketing strategies of the coffee bar in Rotterdam. This cannot be firmly stated, but seems a legitimate thought. Furthermore, because the research group goes to coffee shops with the goal of working, this could explain why they do not relate to the coffee bar as a member of a brand community.

4.3.3 The Practical Motives

The practical motive group contains practical motivations for going to the coffee bar. The fact that it is a central location for everybody to meet is a general motive on this part. But for some it

is just cheaper to work there than to rent an office. What will be shown here is that most of these practical motives seem to have a strong overlap with the first two motive groups. They are discussed separately, because this is not always the notion that the interviewee has. The overlap showed itself during the analysis of the interviews.

Half of the respondents mention the practical reason that they have a meeting at a coffee bar and therefore go. It seems that meeting is also the main activity of the research group. Eleven of them regularly have a business meeting in the coffee bar. Some describe that this is for practical reasons, as the coffee bar is centrally located. Others describe the neutrality of the place and say that you can meet there as equals. Interviewee eight mentioned this especially; he said that the relationship is sort of out of balance when you are in someone's office. If you really want to level with somebody than you have to find a neutral spot, and a coffee bar can provide this.

Furthermore, there is the practical element of money, a subject that will be further explained in the chapter on gains and disadvantages, but needs to be elucidated concerning the topic of practical motives. The coffee bar as a replacement for an office is used by some respondents for budgetary reasons; they simply said working in a coffee bar is cheaper than renting an office space. Nonetheless, the fact that the coffee bar also replaces the feeling of the offices is important for interviewee nine. She says that even though she is an entrepreneur and she likes the feeling of freedom that comes with working for herself, the downside to it is working alone. She says the following:

“... but really being expected somewhere at nine, I find pleasant. Well, just, yes the setting that is more stimulating, now you have to motivate yourself to really, really finish it... And, huh, yes, you know it is just good to go outside. To close the door behind you at nine, I come here to work and at home I am done. So then an office is a place you can go to (interviewee 9).”¹¹

This quote describes not only the practical part of giving structure to one's daily routine, but is also related to the social aspect of having people around, which to her is stimulating. In

¹¹ Dutch citation “... maar echt het om negen uur ergens verwacht worden vind ik wel fijn, dat je gewoon echt ja toch een beetje de setting het het stimuleerd iets meer, je moet nu je zelf echt motiveren om echt echt huh gewoon ja dat moet af.... En hum ja weet je het is gewoon goed om naar buiten te gaan weet je wel. Dat je om negen uur de deur dicht trekken, dan kan ik hier werken kom ik thuis ben ik klaar. Dus dat is denk ik wat een kantoor ook heeft een plek waar je naar toe gaan. (interviewee 9).”

conclusion, it could be said that although the motives seem practical at first, some have a relation to social motives.

4.3.4 Food and Other

Here two motive groups are combined, because these two motive groups are rather small in relation to the other mentioned motives. The motive group of food consists of the motive for nice food and good coffee. Something that was not mentioned earlier on, but still was expected, was the quality of the coffee. Why do people also go to a venue where you can eat? Because the food is good. Or, at least, that is most of the time a reason to go. Nevertheless, in the research good coffee was mentioned as a characteristic of the coffee bar, but not as a motive to go or to stay away. Although some interviewees describe the coffee in some coffee bars, none refer to it as a motive for going or not. The coffee bar Lebkov was the most popular to go to; this is also the one people say that has the best coffee. Only one interviewee describes that good coffee is needed to go out of his office. As seen in the first citation in the analysis, he mentions that the coffee needs to be better than the espresso cup in his office.

The motive group other, contains different motives that were not part of the other four groups, including the need to go to new places, which was mentioned one time and the fact that three of the interviewees go to the coffee bar for inspiration. The need to go to new places can be seen in the curiosity of interviewee eleven. She wants to visit all the new coffee places in the city, just to see what is new in interior design or in the food they have on the menu. The inspirational motive is linked to the visual appearance of the coffee bar, which for some people is inspiring to look at. Some mention that the other customers of the coffee bar also inspire them. This is perhaps also related to the motive that describes the stimulating influence of working around other people.

4.4 Gains and Disadvantages

During the interviews, it was asked what people get out of working in the coffee bar and what is a negative side of working in the coffee bar. These questions were asked to find out what interviewees' professional benefits are from working there. Some describe a purely practical matter, like it is cheaper than an office. Others describe a gain that is related to their work process; they describe the renewed energy that they get out of it, but also the effect of other working people around and that they are less distracted. Although these have overlaps with the motivation people have for going to work in a coffee bar, they see this as a gain for working

there. These gains seemed to be linked to the idea that this is all beneficial to their working process; that they work faster at a coffee bar than, for example, at home.

One of the main gains that people describe from working at a coffee bar is the energy and the renewed motivation, which in the end leads to them being more productive. Interviewee seven describes it as the following:

“The same counts for the atmosphere in such a Coffee Company or where we are now, at the DE, also. If there are more people here that really sit here with their laptops open, then the atmosphere breathes an entrepreneurial feeling, and a certain productivity which leads to being more productive yourself (Interviewee 7).”¹²

Ten of the participants describe a similar effect of the coffee bar. They describe it as, the people around are stimulating, or because of the nice atmosphere it is nicer to work and thus you are more motivated. Others say that going there renewed their concentration and so they can begin with a fresh start even in the middle of the day. These effects are interwoven with the motivations for going to the coffee bar. They go there because previous visits taught them that this is the effect on their work process. They work harder and are more productive. Some describe that this effect is caused by other people around them who are also working. Seeing people work makes people work seems to be a general shared thought.

Most people describe the effect of others around them, although they were not all able to pinpoint it. One of the interviewees had a theory that he found was applicable to this situation. He goes to the coffee bars a lot by himself, just to be around people. But with this people he has no further interaction than just being there amongst each other. And this sort of feeling is something that was described often in the interview. This is not concrete, but his thought went as follows:

“You can be conscious of the social things you do. You always connect with people. Why do I sit here? Because I like it. Why do I like it? Because I want to be connected. I don't want to feel connected by talking to everybody. I want to be alone, but in the meantime be surrounded by people (Interviewee 2).”¹³

¹² Dutch citation: ” en dat geldt hetzelfde voor de sfeer in zo'n coffee company of waar we nu ook bij DE zitten. Als hier wat meer mensen zitten die echt met laptopjes open zitten dan is de sfeer dan ademt het van ondernemerschap en soort van productiviteit en daar wordt je zelf ook productiever van (Interviewee 7).”

¹³ Dutch citation :”Je kunt onbewust bewust doe je dingen die sociaal zijn. Je verbindt je altijd met mensen. Waarom ga ik hier zitten omdat ik het leuk vindt, waarom vindt ik het leuk, omdat ik verbonden wil wezen. Ik wil me niet

So if people are in need of company they can search for other people with whom they do not need to communicate. Just the feeling of having others around is enough. Furthermore, this has a relation to maybe even missing out on professional opportunities.

When people are asked if they network in the coffee bar by trying to get new contacts, the general answer is no. Though some speak to people and sometime exchange their Linked In accounts, they never seem to make active contact and often don't use the information gained. Thus, the contact in the coffee bar is certainly of use, but not in the way it was expected in the theory. The idea of networking as a reason for going or as a positive benefit seems to be unnoticed here. Interviewee six describes it as a shame that even though she meets people, she never really uses them. Interviewee two and nine are the opposite, they don't bother themselves with networking, and they don't like it and don't need it. If indeed they don't need it, they don't miss out. For the ones, especially the entrepreneurs, that could use networking, they could be advised to use the coffee bar as a place to do this because, drawn from the theory, it could be a suitable place to put ones networking skills to good use. A gain that did not come up in the theory but did come up during the interviews is the budget factor.

Working in a coffee bar is more budget efficient than working in an office for entrepreneurs. For those without an office, the money is a positive gain for them. Interviewees six and nine say that for them it is cheaper to sit in a coffee bar than in an office. Although they do not mention not renting an office as a motivation for going to a coffee bar, it is a positive incidental. Interviewee nine says in the interview:

“Yes, what for me is also is the cost. There are also flex places, yes, but for them you have to pay. I think for myself that also is interesting...This is free, nevertheless you buy something the whole day, quickly for a small ten bucks as you could say (Interviewee 9).”¹⁴

As will be shown by the disadvantages, not everybody finds that it is that cheap. For people without an office, the coffee bar is a cheap office. Although you spend money, it is relatively low compared to renting an office.

verbonden zijn door met jan en alleman te gaan zitten praten. Ik wil alleen zijn en tegelijkertijd ben ik onder mensen (Interviewee 2).”

¹⁴ Dutch citation: “... ja wat voor mij ook wel een, is kosten er zijn ook wel wat flexplekken ja die moet je betalen, dat vind ik zelf ook wel een hele interessante...Dit is gratis maar je koopt door de dag heen ook al al gauw voor een klein tientje zeg maar (Interviewee 9).”

Four of the interviewees talk about the amount of money they spent. They say that the risk of spending too much is prevalent. The change of getting something nice to eat or having an extra coffee sometimes adds up on the bill, and not everybody had that amount in mind when going. As shown earlier, two of the interviewees find it a better option to spend their money there than at an expensive office. Nevertheless if you already have an office or like working at home, then the amount of money spent can feel relatively high. Nonetheless, people go to the coffee bar again and again, so the gain must be worth the amount of money spent.

Although every upside has a downside, with the advantages and disadvantages here, it seems that there are more positive sides than negative sides. Problems that are named are the Wi-Fi not working properly, the amount of money spent, and the fact that the coffee bar sometimes gets too busy. However, most say that they will leave if this happens or know beforehand if the coffee bar is too crowded or not, and then will find another place to go. It also depends on the task they have to perform. Finding and maintaining concentration for writing is harder to do than answering e-mails, especially in a crowded and noisy environment. Meeting with people and, for example, brainstorming is not a problem when it is busy, as long as you understand what everybody is saying, it is okay. The fact is that people are not bothered that much about these disadvantages, perhaps because they have chosen the coffee bar as work spot voluntarily and because they have had good experiences. If they did not, they would not come back to that same place. With this comes the fact that the average time spent in a coffee bar is around three hours and these hours are in general more productive than the same time spent in the office or home.

4.5 The Ideal Work Spot

Not all outcomes of the research were considered beforehand. From the analysis, it became clear that there was a certain overlap between the description of the coffee bar and the description of the ideal work environment (Table 5, p. 57). During the interview one question was: how would you describe your most ideal work environment? To this question, different answers were given. In general people describe it as open, a light and spacious environment, that had nice interior design, and that there should be colleagues around. These, as shown in table five, have an overlap in the words also used to describe a coffee bar.

Table 5. Words for Ideal Work Environment vs. the Coffee Bar			
Work Environment	Times Mentioned Per Person	Description of the CB	Times Mentioned Per Person
Light	10	Light	6
Nice interior design	7	Nice interior design	8
People around	6	The people around	4
Natural products (wood, plants)	5	Plants	2
Spacious	4	Spacious	6
People around, but not there	4	Positive/relaxed atmosphere	9
A view	2	The view	2
Not too quiet/ noise around	1	Sound, noise	4
Influence of others	2	Gezelligheid, cozy or sociable because of the company of others.	3

The overlap seems to occur in several areas: the visual look and the atmosphere caused by décor and the people that are there. Having (natural) light seems to be of most importance to participants, and half of them mention this as a descriptive word for the coffee bar. The people around and the people around but not there also seem to overlap with the earlier mentioned gain of a coffee bar. Here it was said that the people who are around but with whom people are not in contact are stimulating for one's work process. This appeared to be something that people not only find in the coffee bar but also describe as a characteristic for their ideal work environment.

Furthermore, the interviewees say the coffee bar itself is a pleasant work environment; if not, they would not had gone back after the first few tries. It is striking that there are similarities in the words used to describe their ideal work environment and the words used for describing a coffee bar. Hard conclusions cannot be made out of this notion, but it is interesting nonetheless, especially when one knows that the questions about describing their ideal work environment and describing the coffee bar had a bit of time in between them, giving the interviewee the chance to forget a bit of his answer and giving the answer to the new question. With all these aspects in mind, there can be speculation about these similarities.

The coffee bar can be seen as an ideal work environment. It looks hip, you get served, and you are surrounded with people who also work, but do not bother you. That the coffee bar is such a nice place to work is maybe also related to the connotation it has. It is a break during your work day and it also is not your normal work spot. This all makes it more interesting than the office itself, whether it is a nice place or not. If people worked there on a more regular basis, maybe than it would get normal and less interesting. Interviewee seven describes the idea of having a time out of your work day, but that it should not occur too often:

“Yes, but it really is like that. Just huh... and that is why you should not go to the same place too often. Ehh... because if I go and sit in Lebkov every day, yeah well then it would not be like it anymore, you will know it. And then I would not like it at all anymore (Interviewee 7).”¹⁵

This idea of the coffee bar being an ideal work environment could also be linked to the theory. Hesmondhalgh and Baker (2012), who have already been mentioned several times, argue that some people are trying to find a more pleasurable setting to, for example, network in. This coheres with the theory of Huizinga (as cited in Otterspeer, 2003) that people look for a more flexible and playful place rather than be in the same place the whole time. This seems to overlap with the earlier mentioned assumption that people are looking for more variety in both their professional and social life. From the words of the interviewees, one could see a feeling of unrest and the need for variety, not only in their work environment, but through their whole lives. They seem to look for stimuli from their friends and in their daily and professional surroundings.

The coffee bar is a suitable place to meet this need, as it has a playful mood and is flexible (Waxman, 2006; Jeffres, et al., 2009). Thus, some things here seem to add up. The participants describe the coffee bar and their ideal work environment similarly and, according to the theory, there is a general need to find other places to work that suits the description of a coffee bar. To make this assumption legitimate, more research is necessary to make a hard conclusion, but a correlation could be there.

¹⁵ Dutch citation: “Ja maar dat is echt zo. Even huh.... en daarom moet je denk ik ook niet teveel in dezelfde komen. Ehh... want als ik elke dag in Lebkov ga zitten, ja dan wordt het niet meer, dan ken je alles. En dat zou ik helemaal niet leuk vinden (Interviewee 7).”

4.6 Influence of Environment

During the interviews, the topic of influence of others or of the work environment was a theme that came up. The influences of the work environment were a subject within the theoretical framework, but more on the subject came up during the interviews, even though there was no general question about the influences of one's work environment. The participants were, whether consciously or not, talking about the way they are influenced by other people or by the visual looks of their surroundings. One of the topics already mentioned was the impact of seeing other people work. One of the interviewees summarises the effect of the appearance of the coffee bar:

“You've got the nice music, it is very open and light and it is inspiring, I think you always meet inspiring people here and you see them and sometimes you have a chat. Anndd.... Yes that takes up my work speed. In one way or the other I can totally disappear in my work here. I can disconnect myself and just go (interviewee 6).”¹⁶

For this interviewee, the atmosphere not only makes her disappear in her work, but the contact she had with other people there was a source of inspiration. Others also name the people around them as inspiring their thoughts, through looking at them or having a conversation with them, but also as a stimuli to go work. Interviewee nine said that for her, this is the gain of having an office, as people around you stimulate you to work a little bit harder. She said that this is one of the difficulties of being an entrepreneur and mostly working alone. And she is not the only one to say this. Seven of the interviewees talk about the influence of others, as motivational, inspiring or giving them the feeling of success, which all adds up to a person being more productive. Interviewee six also mentioned music in the above citation.

Three participants mention the influence of music. This is an element that both the scholars Bull (2000) and DeNora (2000) also claim that has been explained already in Chapter 4.2.1. it has been shown to have a positive influence on your concentration. The citation of interviewee twelve shows that the influence of music is very enjoyable for her.

¹⁶ Dutch citation: " na je hebt een lekker muziekje, het is heel open en licht en het is inspireert ik vind dat je altijd wel hele inspirerende mensen ontmoet hier en ziet en af en toe maak je een praatje. Ennn... ja het bevordert wel mijn werktempo. Op de een oft andere manier kan ik hier helemaal verdwijnen in mijn werk. En kan ik me helemaal afsluiten en ik ga gewoon (interviewee 6)."

“I’m not getting distracted by the music that is playing. Only for three hours, and then I decide to go. The noise the background music is all right. Sometimes I can really concentrate with it, it also surprises me myself (interviewee 12).”¹⁷

This citation focuses on the music itself and not the background noise mentioned before. The positive influence, not only of the music, is different for everyone. Some mention the entrepreneurial feeling in the coffee bar that that is stimulating, and others mentioned the nice and cozy atmosphere caused by other customers.

This atmosphere is something that is of complement to the people who work there. An expectation from the theory was that this exclusively social element to the coffee bar would stand in the way of the professional element that the working customer comes for. But it is nothing of that sort and it seems to have a positive effect. Furthermore, most of the participants come in the coffee bar on social occasions, for example with friends. Although none seem to find that this has a negative overlap with them working also in a similar place, most say that they go to another coffee bar then where they work in social situations. This is mostly related to the idea that people need variety rather than a negative association that is related to them working there.

The idea that there is no overlap between the interviewees’ social and the professional lives was unexpected. The expectation from the theory was that people would describe the idea of the coffee bar being a third place, which would give them the idea of working in a comfortable place that feels like being at home (Oldenburg 1989; Haine, 1999). Nothing of the sort was mentioned. Also, when asked about the time they spend socially in the coffee bar, nothing was said that related to the third place concept, even though Waxman (2006) showed this in her research. This could slightly be explained by the fact that the interviews were about the professional lives, so no social link was made on the part of the participant. A fact is that although a social element is mixed with the professional life in the coffee bar, it does not stand in the way of the participants being productive.

¹⁷ No Dutch citation interview was taken in English.

5. Conclusion and Discussion

In this chapter, the research questions will be answered. Furthermore, a discussion on the findings will lead to recommendations for further research. The analysis showed that the answer to the research question is complex rather than straightforward. There is an overlap between the different motivations.

5.1 Discussion and Recommendations for Further Research

The participants of the research are people who have the ability to choose where they work most of the time. There is no boss who tells them to be in the office all the time. With this comes the fact that they choose to work in a coffee bar several times a week. It appeared that they have several motives for choosing the coffee bar rather than someplace else. Most of the reasons are related to the idea that they work more effectively in the coffee bar than in other places, for example their home or their office. Next to discovering the motives, some assumptions can be made that need to be discussed. These assumptions lead to recommendations. One of the first assumptions is that it seems that the interviewees did not mention some gains that they get out of working in the coffee bar that people did see in the time Haine (1999) and Ellis (2004) wrote about.

The coffee bar back then was a place to meet each other and people used it to make the long hours of their jobs a bit more flexible and more fun. This is certainly also the case for most of the interviewees in the research. Nevertheless, they do not meet people, and this could be seen as a shame. This is not true for the people who just want a place to work alone for a few hours, but it could be true for the people who are entrepreneurs and are in need of the input of others and a bigger network. What is rather a shame is that these people, even if they see the option, do not network in the coffee bar. Even if some say they speak to others now and then, they never put the contact to use. A recommendation that would be that these people should approach one another a bit more or for the coffee bar to facilitate this kind of social exchange. This in the end could lead to a more concentrated and stable creative milieu, because, as is shown, this group is definitely present in the coffee bar and could be of use for one's network.

Furthermore in the time of Haine (1999), but also in the coffee bar of Waxman (2006) and Thompson and Arsel (2004), the coffee bar seems more integrated in one's daily life. None of the interviewees speak of a personal attraction, which could mean they see the coffee bar as part as their third place. The difference here could be explained because this research looks at the professional lives and not the social lives of the participants. The professional life is part of

the second place, the work place as Oldenburg (1989, p. 3-19) defines it. In the interviews, most of the participants deny that there is an overlap between their social and professional life. This was not expected to be there, as they visit the coffee bar on both occasions. More research on the third life and its function is needed to clear this up and to see what kind of effect the third place has when it shows up in professional life.

It could be argued that in the coffee bar, the structure and the creative milieu becomes visible. Looking at the contacts in the coffee bar as described by the interviewees, this means that strings between the people within the creative milieu is rather loose. From the theory, it can be said that through communication within the creative community innovative and creative ideas arise (Trönqvist, 2004; Currid, 2007; Meusburger, 2009). So, building from the argument about the network, the coffee bar can be a place where the creative milieu comes together and, for starters, has conversations with each other. It seems like the coffee bar could be one of the most fertile soils in the city for this kind of creativity. There are networking events organised throughout the city, but this does not happen every day. The coffee bar is a place where most people come weekly and some even more. Based on that perspective, is it not then a task of the creative milieu to solve this deficiency and see their changes? Perhaps by solving this they can create a booming sector in Rotterdam.

During the research, the city as an environment on its own played an important role. Simmel (1903) argued that a city dweller needs to learn to cope with the stimuli from one's surroundings. In the analysis, the idea occurred that the city dweller of today's time has maybe not only learned to drown out the city (Bull, 2000), but has learned to put the stimuli to good use. They use it as a source of inspiration. This idea, in collaboration with the research of Metha et al., (2012) has not gone by unnoticed. The internet site www.coffitivity.com even made an app with the sounds of the coffee bar on it. You can buy this app to listen to the background noise of the coffee bar at home. Coffitivity is a very interesting concept and, as said, is similar to the research of Metha et al. (2012), but in this research the use of the noise is described slightly differently. The interviewees say that it helps them concentrate. If the background noise of the coffee bar also helps you concentrate more, than this needs to be researched. If the app with the sounds of the coffee bar also helps you to concentrate more at home, this would also be something that could be researched.

Along with increasing one's concentration, working in the coffee bar also has an effect on one's motivation. Simmel (1903) said that the city is individualistic, but the human is a social animal. Humans need people around, but they do not necessarily have to get to know the other people, as shown earlier. Just the fact that they are around is pleasant enough, and gives just

the right push to work slightly harder than, for example, at home. Even if it is not really there, the invisible social control of the environment is something that we need and that keeps us working. If the people who are now still working home alone need this knowledge and act on it, it would be positive for their work process. With this said, a side note must be made, that this probably is not the case for everyone and also not suitable for all types of work.

What can all this information on increasing one's concentration and motivation mean for the current way of working in society? There is more research necessary, but one could think of implying some of the important elements of the coffee bar into an office. The sounds, the atmosphere, and the visual appearance are the elements that were the most mentioned when describing the ideal work environment and the coffee bar, as well as the flexibility to choose one's own work spot. Deciding to go out and have a new environment is something the interviewees found important for their work process. Although this may not be true for all types of professions, the effect of this new environment could be examined more in the future.

The implementation of more flexible elements and freedom in one's profession is something that suits working in the 21st century. The urge of variety is perhaps a symptom of our current time, where freedom is important. In line with Sennett (1998), this could be a symptom of capitalism. The amount of freedom is partly important for one's creativity. Shalley et al. (2000) also mention low organisation constraints, which influence the creative output of an employer. So in the end, it could be argued that if a company gives their employees more freedom, more creative output occurs. This means that the foundation of the creative milieu not only lies on the shoulders of the entrepreneur, but it is collaboration between many different parties. All these different parties create a vibrant and innovative creative milieu, which for a city like Rotterdam is very important.

5.2 Conclusion

After the theory, the empirical research, the analysis and the discussion, questions can be answered and conclusions can be made. For this thesis, there were three questions formed. One was the research question of: *What are the motives for customers to work in a coffee bar, in particular for their professional lives in the creative milieu of Rotterdam?* The other were sub-questions: *who are the customers that go to a coffee bar to work there?* And *what are the positive or negative occupational consequences of being a customer working in a coffee bar?* The answers to the questions were not the only findings of the research, as was shown in the discussion of the results. Furthermore, the motives for the working customer for going to the coffee bar are entwined with the mostly positive consequences of going to a coffee bar.

The coffee bar is generally described as a place for social and professional gathering, in a cultured-looking environment, with creative interior design, music and noise that fills the venue, and a customer that looks creative. According to the interviews, it is not only a place where you can get a good cup of coffee in the morning, but a place where one feels comfortable and is able to work productively. The coffee bar is a place that fills the streets of Rotterdam more and more, which gives people the ability to choose one they like. If you want to sit in a coffee bar that has a more business like feeling, then this is possible, but if you want one with a more creative atmosphere, this is also possible.

The main motives for going to a coffee bar are to have a break in your daily routine. People get out of their houses or offices to be in another environment. This gives them space in their heads, which leads to a renewed concentration phase and helps them to be more effective. Being more effective comes not only from going to a new environment, but is also related to the effect of someone's surroundings. Sounds, music or other background noise can contribute to one's concentration level, but can also be seen as input for inspiration.

Participants also go to a coffee bar because of practical reasons, for example, they live close by and they need a place for a meeting. Meeting is in the main activity people do in a coffee bar. They chose the coffee bar for its location, in general the one that is nearest for everyone. Furthermore, the coffee bar also seems to be a neutral spot for meeting people. It takes differences, in, for example, power, away and it works as a leveler. It is a nice place to talk face-to-face and to brainstorm, without, for example, the interference of other colleagues. On the other hand people also go by themselves to have a break in their day and to be in a new environment for a couple of hours, because they find it more efficient to work in a coffee bar than in other places. The coffee bar seems to be a place where people can work productively and efficiently. Most of the participants go there with a goal, and they describe this as an important thing to have. Without a goal, people get easily distracted. Their goal is to meet people, to write documents, or to go through their unread email list. They are there for the ability to work in a focused manner for three to four hours. This ability is explained differently by interviewees, but in general it is possible due to no disturbance and distraction from their surroundings at home or at the office. Furthermore, the effect of background noise is of importance here. Background noise gives the mind a restful sound to concentrate on, and this creates a comfortable state of mind to work in.

Looking at the type of people going to coffee bars, there is a link to the creative milieu. They are highly educated, young, and entrepreneurs that have professions that concentrate on problem-solving processes (Florida, 2012). And, while they do not seem to have a connection to

a cultural product, they do seem to be involved with people who are in their social lives. Although no hard conclusions can be made from this result, as the research group is too small, there is an even stronger connection to the creative milieu if the interviewee describes the other working customers. They are described as also being highly educated, young and entrepreneurs, but in addition they are also described as creative looking. The coffee bar as an important venue for the creative milieu is something that can be improved. But until then, the coffee bar seems to be a positive complement to the work environments that people already have. The fact that people in the research group have to choice to go if they want gives them a feeling of freedom and control. The coffee bar is not only a place where work is the main activity, but where the social gathering influences the creative atmosphere, which leads to a pleasant work environment for the interviewees.

The study on the use of the coffee bar is far from done. It relates to other changes in our society. The cultural sector is in a time of financial crisis and needs to look around for how to put itself together again. Looking for places that could be the center of the creative milieu can be of help on this point. The coffee bar or other social venues are places where networking can take place. Knowing where to find the people you need is important. A more centered and concentrated creative milieu is not only important for that sector itself, but can be of importance to the city both economically and culturally.

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Attachments

- A. Topic list interviews
- B. Label overview analysis

Attachment A: topic list interview

Naam interviewer: _____

Datum afname: _____

Plaats van afname: _____

Begintijd afname: _____

Eindtijd afname: _____

Persoonsgegevens van de geïnterviewde

Code/respondentnummer geïnterviewde: _____

Geboortejaar geïnterviewde: _____

Hoogst genoten afgeronde opleiding: _____

Beroep: _____

Woonplaats: _____

Introductie

Vanuit de Master studie Kunst- en Cultuurwetenschappen aan de Erasmus Universiteit Rotterdam, doe ik onderzoek naar de motieven van klanten die werken in een coffee bar. Het interview gaat over jouw ideeën en motieven waarom je in een coffee bar gaat werken.

Voor aanvang van dit interview hebben we telefonisch of via de email contact gehad en een afspraak gemaakt. Het interview zal ongeveer een uur duren. Tijdens het gesprek worden er geluidsopnames gemaakt die na de verwerking van de onderzoeksgegevens worden gewist. Uiteraard worden de gegevens vertrouwelijk behandeld.

Heb je tot zover nog vragen?

Ik wil je bij voorbaat danken voor je medewerking!

Berdine

Master student Kunst- en Cultuurwetenschappen, Erasmus Universiteit Rotterdam

Topic 1: De persoon

1.1 Wat doe je voor werk/studie?

- Hoe zou je je werk inhoudelijk omschrijven? (activiteiten en taken)

1.2 Wat doe je in je vrije tijd?

- Waar speelt je sociale leven af en welke activiteiten onderneem je?

1.3 Hoe zou je jezelf omschrijven als persoon?

- Hoe zou je je sociale netwerk omschrijven? (Wie zijn je vrienden en wat doen zij?)

Topic 2: Manier van werken

2.1 Waar werk je?

- Kun je de plek(ken) omschrijven?
- Kun je de omgeving omschrijven? (uiterlijke kenmerken, atmosfeer)
- Wat is je ideale werkplek? (Zijn er criteria waaraan de werkplek moet voldoen?)

2.2 Hoe ziet een werkdag voor jou eruit?

- Welke activiteiten onderneem je op een gemiddelde werkdag?(Afspraken, veel alleen, veel pauzeren, doorwerken)
- Hoe werk je? (In teamverband of individueel?)

2.3 Hoe zou je je werk proces omschrijven?

- Begin, midden en einde.
- Waar haal je je inspiratie vandaan?
- Wat doe je als je werkproces stagneert?

Topic 3: De coffee bar

3.1 Hoe vaak en hoe lang werk jij in een coffee bar?

- Gemiddeld per maand.
- Hoe lang maakt je al gebruik van de coffee bar als werkplek? (Maanden/jaren)
- Hoe kwam je op het idee om in een coffee bar te gaan werken?

3.2 Waarom werk je een coffee bar?

- Is het een bewuste keuze om in een coffee bar te werken, zo ja waarom?
- In welke coffee bar(ren) werk je?
- Wat maakt deze coffee bar(ren) geschikt om te werken?

3.2 Hoe zou je de coffee bar(ren), waar jij werkt, omschrijven?

- Wat zijn de uiterlijke kenmerken? (kleuren, meubels, muziek, geur)
- Wie komen daar? (Omschrijving publiek)
- Zijn er bekenden van jouw tussen het publiek? (Uit je sociale of professionele netwerk?)
- Hoe zou je de sfeer omschrijven in de coffee bar?

3.3 Waarom werk je in deze coffee bar?

- Is er een verschil met deze coffee bar met andere?
- Zijn er nog andere coffee baren waar je graag werkt en waarom?
- Wat is voor jou een fijne coffee bar om te werken?

3.4 Hoe ziet een werkdag in een coffee bar voor jou er uit?

- Heb je een vaste plek?
- Welke taken voer je eruit?
- Hoe lang ben je daar?
- Wat consumeer je tijdens het werken?

Topic 4: Motivatie

4.1 Waar gebruik jij een coffee bar voor?

- Sociaal (isolement)
- Netwerken
- Vergaderruimte
- Inspiratie

4.2 Waarom werk je een in een coffee bar?

- Welke redenen heb je die werk gerelateerd zijn?
- Wat levert het werken in een coffee bar voor jou op? (Isolement vermijden, nieuwe contacten inspiratie)

→Vraag of de geïnterviewde gerichte voorbeelden kan geven.

Topic 5: Ervaringen

5.1 Wat zijn de voor- en nadelen van het werken in een coffee bar?

5.2 Hoe gedragen mensen zich als een in een coffee bar werken?

- Hebben ze een vaste plek
- Bepaalde manieren van gedragen (wat doe je wel en wat niet)

- Heb je bepaalde eigenschappen nodig om er te kunnen werken? Extra concentratie bijvoorbeeld?

5.3 Wat doe je wel in een coffee bar voor werk en wat niet?

→ Sommige momenten in het werkproces zijn niet mogelijk in een coffee bar, je kunt er wel schrijven en vergaderen, maar een schilderij maken is lastig

Topic 6: Niet werk gerelateerd

6.1 Op welke andere momenten, die niet werk gerelateerd zijn kom jij in een coffee bar?

- Wat zijn hiervoor de redenen?
- Met welke frequentie?

Attachment B: Label overview analysis

1. Personal information				
Label	Sub-label	Interviewee	Freq.	
Year of birth	Before 1960	1957	1	
	1961-1970	1970	1	
	1971-1980	1979,1976,1973,1977,1975	5	
	1981 and after	1981,1989,1984,1983,1987	5	
Gender	Male	1,2,3,4,7,8	6	
	Female	5,6,9,10,11,12	6	
Education	University level	3,4,5,6,7,8,9,10	8	
	University of applied science	1,2,11,12	4	
Ethnicity	Dutch	2,3,4,5,7,8,9,10,11	9	
	Other	1,6,12	3	Chinese, Surinam, Bulgarian
Place of residence	Rotterdam	1,2,3,5,8,9,10,11,12	9	
	Other	4,6,7	3	Utrecht, Antwerp, Oud- Beijerland
Profession	Creative sector	1,3,5,6,11,12	6	
	Commercial business	2,4,7,8,9,10	6	
	Entrepreneur	1,2,4,6,7,8,9,11,12	9	Some were fulltime or parttime employed but worked as an entrepreneur next to it.
	Student	12	1	
Spare time	Cultural activities	1,2,6,8,11	5	
	Sports	3,4,6,7,9	5	
	Friends	1,3,7,9,10,11	6	
	Family	2,6,8,10	4	
	Own business	2,4,7,11	4	
	Travelling	6,7,11	3	
	Jobs around the house	4,7	2	
	Voluntary work	7	1	
Friend group	Highly educated	1,3,5,6,7,8,9,10,11,12	10	

	Ethnicity	7 (overwegend blank),11(gemixed), 12 (gemixed)	3	
	Creative sector	1,3,4,5,11,12	6	
	Commercial business	3,4,6,8,9,10	6	
	Divers group	3,7,10,11	5	
	Same group	7,8,9	3	
	Fun people	4	1	
	Non-mainstream	1	1	
	Students	5	1	
	Politically active	5	1	
Personal profile	Social person	1,6,11	3	
	Einzelgänger	2,	1	
	Curious	8,11	2	
	Creative	1,2,5	3	
	Interested, open minded	1,6,8	3	
	Adventures	2	1	
	Innovative/ entrepreneurial	2,7,8,10,11	5	
	Busy, energetic	2,4,7	3	
	Empathic	6,10	2	
	In need of diversity	2,4,7,8,10,11,12	7	

2. Work environment			
Label	Sub-label	Quote	Freq.
Workplace	Home	1. "Ik werk nu voornamelijk vanuit huis" 2. " ik heb thuis een werkkamer " 3. " zelf thuis te gaan voorbereiden" 4. " Als ik thuis kom...vanaf een uurtje of 8 half 9 werk nog huh voor mijn eigen" 5. "Dus ik werk wel thuis, maar alleen als het uitkomt." 6. " Dat kan thuis zijn." 9. " En verder doe ik toch het meeste thuis" 11. " Voornamelijk bij mij thuis of mijn partner in crime thuis." 12. " Or go home"	10
	Office	2. "ons kantoor" 3. " Ik werk op kantoor" 4. " I: werk je ook op kantoor?4:ja" 5. "Daar heb ik een eigen kantoor." 7. " Bijna allemaal op kantoor" 8. "dat kantoor" 10. " Een saai kantoor." 12. " I work in studio"	8
	Coffee bar	1. "naar een coffee bar" 2. " Cafés of plekken als dit" 3. " Koffiewinkel" 4. " ..terwijl als ik hier werk (DE NN)" 5. " ..Spirit." 6. " Van de ene coffee bar naar de andere." 7: "allemaal koffientjes" 8. "Lebkov" 9. "coffee bar." 10. " ik voel me wel thuis in een koffientent" 11. " Veel al in koffientjes" 12. " In cafes"	12
	Outdoors	2. "Wandelen" 6. " Op een bankje."	2
	Train	6. " In de trein"	1
	Road hotel/restaurant	7. " In hotels of huh wegrestaurants dat soort dingen."	2
	Other	2. " In mijn hoofd." 3. "bibliotheek" 4. "Kennis en Koffie" 5. "Kennis en Koffie" 8. " Bij klanten" 10. " Of een fabriek" 11. " Horeca"	7
Words used for ideal work	Light	1,2,4,5,6,7,8,10,11,12	10

environme nt			
	Spacy	1,6,7,12	4
	People around but not there	1,2,7,12	4
	The feeling of not being alone	1,3	2
	Openness of space	1,7	2
	Minimal/ basic	1,5,8,10	4
	Inspiring	2,8	2
	People around	3,4,6,7,8,12	6
	View	5,7	2
	Not to quite/ rumor around	4	1
	Industrial	8,10,11,12	4
	Vintage	11	1
	Design, modern	2,7,8,12	4
	Privacy	4,7	2
	Comfort	2,12	2
	Available technology	4,6,12	3
	Natural products (wood, plants)	4,5,7,11,12	5
	Flexible	6,8,12	3
Way of working	Individual	1."Ik werk veel individueel op het ogenblik." 2."Ik werk alleen, veel alleen." 3."kleinere projecten doe ik dan zelf maar in overleg met mijn baas zeg maar. Of als ik punten heb... maar hij laat mij wel heel vrij soms hij mag wel een beetje meer meekijken, maar huh daarin heb ik wel heel veel vrijheid gewoon. Daarin doe ik alles eigenlijk" 4." het is veel individueel" 5."Ik werk veel alleen." 6." Veel individueel." 9." Ik doe uiteindelijk toch veel alleen." 10." Veel individueel" 12." Now I am a bit depend on working for my master on one single project"	10
	Collaboration	3." dus dat hele grote project hebben we in soort van team	5

		verband gedaan” 7.” Heel veel samen” 8.” grotendeels huh... in het traject ben je, probeer ik grotendeels veel samen met de klant te doen” 11.” Met mijn partner in crime” 12.” Yeah is used to”	
Work process	Discription of creative process	1,6	2
	Discription of inspiration	1,6,12	2
	Discription of different phases	1,4,7,8,10	5
Gains of an office	Controlling factor	2,9	2
	Structure	9.” Ook gewoon een stukje structuur.”	1
	Influence of college’s	2,3 9.” En ook collega’s... ja toch een beetje de setting het het stimuleerd iets meer.” 10.” want ik mis het ook wel wat meer creativiteit wat meer mensen die zich op hun eigen wijze kleden weet je wel, in plaatst van altijd maar hetzelfde...”	4
	Mention of communal lunch/ kitchen	3,4,5,7,8,12	6
	Stimulation	9.” soms is denk ook wel goed dat op kantoren dat dat gewoon meer gepushed wordt dat gewoon huh... Dat ze meer discipline moeten opbrengen en huh humm...”	1
Current office	Busy/ disturbance of co-workers	2.”: nou kantoor is vol en veel mensen. Het is een grote ruimte het is huh dat is het lastige” 4.” Het nog wel eens zo druk zijn dat er niet voldoende plekken zijn.” 7.” Een kippenhok”	3
	Nice	3. “ Het is wel leuk waar ik werk vind ik.. Het this gewoon een soort, ja niet anti-kraak ofzo maar het zijn gewoon oude panden waar kantoorruimtes in zijn. Huh alles is een beetje enkel glas en kieren en huh... een beetje dat soort sfeertje zeg maar. En dan zitten er nog drie andere, wij zijn met zijn drieën en dat zijn er nog drie andere, dat zijn 2 grafisch ontwerpers en 1 promovendus die daar werken. Dus het is een soort creatievere honk zeg maar.” 8.” dat kantoor is een huh humm huh... creatief gebouw, het is een gebouw wat in de toekomst he ontwikkeld gaat worden dus een oud postkantoor huh betonnen vloeren huh...huh.. beetje new York loft gevoel huh witte huh een blauwe vloer in de gang, witte wanden. Huh stoer, ruw, huh beton huh huh gieten vloer humm veel licht veel ramen	3

		<p>geen simpel plafonnetje gewoon ruw plafon huh na ja dichtbij centraal station huh... ja creatief</p> <p>12." I: this ideal place does it look a little bit similar to the studio were working with you other students? 12: yes! It is we are quit free to do whatever we what there"</p>	
	Communial kitchen/ communal lunch	<p>3." En dan na ja een keukentje en dan eet je gewoon samen"</p> <p>4."We lunchen met zijn allen"</p> <p>5."Wel gezamenlijke tafel en daar lunchen we aan."</p> <p>7." Gezamenlijke lunch</p> <p>8." Met zijn allen lunchen."</p> <p>12." There is a kitchen there is a coffee place."</p>	6
	Negative aspects of the office	<p>1." op kantoor dat heb je dan lijkt het alsof die controle groter is dan dat je je werk goed aflevert en dat die die ja dat is een impliciete controle van je werkt met collega's en in dezelfde omgeving met je werkgever en dat is ook of anders die... huh... je hebt meer het gevoel hoe zeg je dat... dat er meer naar je wordt gekeken... omdat je hier die gedachten, instelling hebt dat je op kantoor werkt maar dat het gewoon, dat maakt automatisch in je hoofd wat vrijer. Dat je meer vrijheid hebt om te doen misschien omdat die controle niet daadwerkelijk aanwezig is"</p> <p>4." ... niet echt"</p> <p>6." Want daar had je dus je eigen kantoor met een naamplaatje op je deur en er werd ook echt verwacht dat je op een gegeven moment op een bepaalde tijd binnen moest gaan werken echt op kantoor. In een kantoor setting, nou dat heeft mij echt heel ongelukkig gemaakt... ik kreeg het benauwd heel erg benauwd. En hummm.. het was ook heel erg gedisciplineerd en al ja ik vond het heel erg saai.... en ik kan niet zo goed tegen die blokkades."</p> <p>8." dan dan kun je makkelijker wegdromen. Dat kan op kantoor ook wel, alleen een kantoor is een wat formelere setting waarbij je dan het gevoel zou kunnen krijgen dat je daar wat moet doen. Terwijl je hier, zit je op een informelere plek, heb je een soort minder druk om echt wat te doen en kun je makkelijker wegdromen.. Geoorloofd wegdromen"10." Een saai kantoor... this redelijk nietszeggend, this geen omgeving waar ik nou geïnspireerd door raak."</p> <p>10." Ja ik heb ook die die baan ook niet voor niet zo he, ik vind het heel fijn dat hum... hum... ik niet erg gewoon verwacht wordt, dan, dan, dan. Daar kan ik heel slecht tegen als mensen me op de vingers kijken."</p> <p>12." the atmosphere I'm just thinking now. that can be quit... .. mixed ... mixed sometimes. From quit to more.. i used to work there, I used to spent more time. Then now certainly. ...uhmm... at times I could by quit populated I'm saying. I door that is mixed with the next to us, so just a flow of people crossing and yeah making noise, and I cannot concentrate and work"</p>	6

3. Coffee bar			
Label	Sub-label	Quote/ number	Freq.
Coffee bar	Lebkov	1,2,3,4,6,7,8,9,11,12	10
	Coffee Company (Meent)	10	1
	Coffee Company (Eendrachtsp lein)	1,3,10,12	4
	Douwe Egberts (NN)	2,4,6,7	4
	Urban Espresso Bar (pannenkoek straat)	10,12	2
	Urban Espresso Bar (Nieuwe Binnenweg)	10	1
	Lungo	4,7	2
	Hopper	8,10	2
	Kennis en Koffie	4,5	2
	Tealab	11	1
	Spirit	5	1
	Warmousma rket (Katerdrecht)	11	1
	Cb outside of Rotterdam	6,7,9	3
	Lokaal Espresso	11	1
Motivation	Feeling locked up/ the need to go out	1. "niet zo opgesloten zit" 3."gevoel van eruit zijn" 8." Even een soort van ruimte krijgen." 9." Daarom zoek ik toch buien een plek..een beetje die huh uit elkaar te trekken." 10."even weg willen."	5
	Breaking routine	1. "dan ben ik er even tussenuit... doorbreking van een bepaalde werksleur" 5." Dan ben ik even in een andere mood... ik vind de afwisseling fijn. Anders kan de dag heel erg lang gaan duren en je hebt dan toch even een break." 8." This een soort relax momentje en soort ontspanningsmomentje." 11." gewoon hele andere omgeving. Wat zo fijn is om echt even uit deze space waar ik zoveel al ben en dan een huh	5

		hele andere plek.” 12.” it is a break but at the same time it is something rational, something to start.”	
	Lunch	1.” buiten lunchen” 5.” Daar ga ik lunchen... als ik trek heb.”	2
	Neutrality	8.’: Ik spreek altijd ergens af... na omdat huh hummm.... humm... je zit daar toch in een neutrale ruimte en ik denk dan toch als je in een neutrale ruimte zit dat dat voor mensen ook heel fijn is.”	1
	Practical	1.” Het is dichtbij.” 5.” Omdat het praktisch is” 6.” Omdat wat hier voor mij makkelijk is ik kan vanaf hier meteen vertrekken... leuk want dan heb je eigenlijk mijn eigen kantoortje voor eigenlijk twee euro 70 hahaa. haha want bij de weena moet ik per uur per half uur iets van 70 euro betalen en dat is haske veel geld of meer. Na hier drink je 1 kopje en ik moet eerlijk zeggen soms neem ik zelf boterhammetje mee, mag natuurlijk niet.” 11.” Soms ligt het wat centraler”	4
	Situation at the office	2.” nou kantoor is vol en veel mensen.” 4.” We hebben te weinig ruimte... Als ik echt gefocusseerd moet zijn kan ik dat beter hier doen. I: Ja.. omdat je dat weer minder gestoord wordt? J: ja...En ik kon me daar heel goed twee uur lang op concentreren. Doordat er misschien steeds zo’n monotoon huh geroezemoes om me heen was. En omdat ik hier niet gestoord word. Dat is trouwens ook een punt. Op kantoor gebeurd nou elk kwartier wel dat er een een vraag komt stellen... En als het niet aan mij is dan is het wel aan diegene die naast mij zit. En dan ga ik daarna luisteren omdat ik dat dan ook interessant vind. En dat gebeurd hier niet...” 5.” Omdat het praktisch is en echt omdat ik niet een heel fijn presentabel kantoor heb.” 10.” ja een kantoor is een beetje saai en suf en op een gegeven moment ben ik daar gewoon helemaal helemaal klaar mee!”	4
	(Renewed) Concentration	4.” Als ik echt gefocusseerd moet zijn kan ik dat beter hier doen.” 7.” Dus ga ik naar de coffee company en neem ik alleen een laptop mee huh... ok daar staat weer iets meer op. Maar dan huh werk ik vier uur aan iets, of ik moet mijn mail van 150 terug brengen naar 20 mailtjes. Ideaal heerlijk ben vier uur bezig ben ik klaar. En dat werkt zoveel productiever en ik ben in staat om in dit soort gelegenheden me totaal af te sluiten.” 3.” iets wat negatiever effect heeft op je concentratie. Zeg maar het voordeel is dat ik überhaupt kan werken en kan studeren, want thuis ja dan is het gewoon te... dan heb ik er geen zin in. Dus er gebeurt in ieder geval wel iets. Dus voor je concentratie ja dat is is... ik zou zeggen dat het wel huh	5

		<p>met een behoorlijk wat percentage afneemt. Ik heb ook wel eens zitten bestuderen voor werk, ook in de kerstvakantie of die daarvoor. Een onderwerp dat ik niet zo goed kende. Ja dan ga ik daar zitten. Maar als ik een percentage zou geven dan zou ik 60 procent effectiviteit, wat veel meer is dan nul..."</p> <p>11." Afleiding voorkomen van thuis."</p> <p>12." I: So than a change of scenery is just bringing you back again to this certain level of concentration that you need. 12: Yes exactly."</p>	
	Boredom	<p>3." maar thuis kan ik me"</p> <p>4." Als zpp'er dan kan je jezelf opsluiten in huis...ja dat is toch vrij saai"</p> <p>9." omdat je op kantoor soms ook weer een beetje van ook weer saai en en en huh... ja... minder creatief is..."</p> <p>10." ja een kantoor is een beetje saai en suf en op een gegeven moment ben ik daar gewoon helemaal helemaal klaar mee!"</p>	4
	Other (working) people	<p>2." Je kunt onbewust bewust doe je dingen die sociaal zijn. Je verbindt je altijd met mensen. Waarom ga ik hier zitten omdat ik het leuk vindt, waarom vindt ik het leuk, omdat ik verbonden wil wezen. Ik wil me niet verbonden zijn door met jan en alleman te gaan zitten praten. Ik wil alleen zijn en tegelijkertijd ben ik onder mensen."</p> <p>3." gewoon het feit dat er mensen rondlopen is gewoon net wat ik nodig heb"</p> <p>5." Ja gewoon dat er wat leven om je heen is, beweging. Maar niet te druk dat is gewoon fijn... ja ik vind het wel prettig. Gewoon om letterlijk onder de mensen te zijn"</p> <p>6." En ook gelijkgestemden."</p> <p>10." ik kan me gek genoeg beter concentreren...ja maar een beetje geluiden is niet verkeerd. Het moet ook geen herrie zijn. Als het nokje vol is is het ook niet meer lekker. Nee als daar gewoon een paar mensen zitten is dat redelijk ideaal zeg maar."</p>	5
	Isolation	<p>1." ja als ik merk gewoon als ik op een gegeven moment in zo'n week alleen maar thuis zit dan, achter je bureau en computer. Dan ja dan heb ik het gevoel dat de muren gewoon op je af komen. Een beetje ruimte gewoon. Omdat het zo klein is geen beweegruiimte. En ook dus je leefomgeving dus ja...I: Dus eigenlijk een soort van isolement waar je dan inzit?K: ja dat klopt."</p> <p>3." vind ik het te saai of te eenzaam"</p> <p>5." Zeker als je zo jong bent 3 dagen opgesloten zit dat hoort gewoon niet."</p>	3
	Feeling of freedom	<p>3."soort vrijheid"</p> <p>10." Vrij ..vind huh een kantoor al heel gauw benauwend ik vind het ook regelmatig prettig om niet midden tussen mijn collega's te zitten. Weg te zijn...net als dat je op vakantie</p>	2

		gaat, gewoon even los.”	
	Atmosphere	6.” Naturel en zo relaxed.” 11.” het gezelligheids ding.”	2
	Working while having fun	3.”Het gevoel dat je er uit bent en toch werk verricht” 11.” Gezelligheidsaspect”	2
	Inspiration	8.” Kom je weer op nieuwe ideeën.” 10.” het is niet inspirerend omdat die plek zelf dat is, maar omdat ik me er lekker voel.” 11.” Maar als we iets creatiefs moeten doen dan huh iets bedenken of iets uitwerken voor de website bijvoorbeeld. Foto’s er op zetten blog stukken schrijven dan vind ik dat ook leuk om op een andere plek te doen. “	3
	Gezelligheid	3.”het is gewoon gezelliger” 11.” Gezelligheidsaspect”	2
	Meeting	2. “En dan spreek je makkelijker af zullen we even met elkaar daar zitten.” 5.” Als ik een afspraak heb.... ik heb best wel een krap kantoor.” 6.” ik heb hier ook mijn sollicitatiegesprekken neem ik hier af, werkbesprekingen doe ik hier, met docenten en het versterkt elkaar.” 8.”: Ik spreek altijd ergens af... na omdat huh hummm.... humm... je zit daar toch in een neutrale ruimte en ik denk dan toch als je in een neutrale ruimte zit dat dat voor mensen ook heel fijn is. “ 11.” Of we hebben afgesproken met andere mensen” 12.” Meeting people”	6
	Something to see	3.”er is altijd iets te zien.” 11.” Mensen kijken”	2
	The need to go	4. “ als je zin hebt om ergens anders heen te gaan.”	1
	Good coffee	2.” Van mijn koffie genieten.” 4.” Omdat de koffie hier huh.” 8.”Dus je gaat ergens zitten waar de koffie lekkerder is dan je espresso cupje.”	3
	Pampering	7.” Het is allemaal een beetje voor je geregeld” 8.” Er wordt voor je gezorgd”	2
	New place	11.” Een nieuwe plek.. ik ben altijd heel nieuwsgierig naar als je dan bijvoorbeeld met een andere coffee bar wat wat voor huh... betegeling ze hebben en hoe huh wat het nieuwe concept is.”	1
	For stimulation	2.” Dus dat is denk ik wat mensen aantrekt in elkaar, al die laptopjes omhoog en mensen zijn aan het werk. Dat geeft je ook een duwtje” 4.” doordat je eigenlijk in een werkomgeving werkt zit, stimulerender zijn om te gaan werken...een omgeving waarbij andere mensen ook aan het werk zijn als hebben ze gespreken. Zorgt er bij mij voor dat ik minder snel, huh.... hum... een computerspelletje ga doen denk ik...maar	4

		ook om gezamenlijk op een plek een soort sociale controle te hebben, om aan het werk te zijn” 8.” Het helpt je om los te komen waar je vastzit.” 11.” Dus soms kan ik me beter concentreren in een coffee bar omdat het een hele andere plek is.”	
	Uitje/ going out	7.” Even een uitje in je werkdag”	11
	Replacement office	6.” leuk want dan heb je eigenlijk mijn eigen kantoortje voor eigenlijk twee euro 70 hahaa.” 9.” En wat ook hummm... ja wat voor mij ook wel een, is kosten er zijn ook wel wat flexplekken ja die moet je betalen, 11.” Dat is minder professioneel... I: een soort vervangend kantoor?11: voor die dingen ja inderdaad.”	3
	To much distraction at home	1,3,4,7,10,11	6
Frequency	1 time a week	1,2,3,10,11	5
	2 times a week	4,5,12	3
	3 times a week	6,7,8	3
	4 times a week	2	1
Hours spent	1 to 2 hour	5,8	2
	2 to 3hours	2,3,6,	3
	3 to 4hours	7,10,11,12	4
	4 to 5 hours	1	1
	5 or more hours	3	1
Since	1 to 2 years	3,5,6,9,11,12	6
	2 to 4 years	1,8	2
	4 or more years	2,4,7,10	4
First time	Others were doing it	1.” omdat ik... het zag als ik daar koffie ging drinken gewoon. Zag ik mensen soms met een laptopje...Die een laptop bij zich hadden en dacht ik waarom heb je die laptop bij je, nou omdat ze bezig zijn. En dacht zelf o ja... misschien moet ik dat zelf ook eens proberen.” 3.” op het begin ging ik gewoon met mensen afspreken ... en dan zie je allemaal mensen met laptops zitten.” 10.”ja waar waarschijnlijk is het op een gegeven moment gewoon opgekomen. En koffie drinken deed ik al, ik bedoel dat was sowieso al huh.. gewoon even ergens lekker huh huh gaan zitten in mijn eentje. Na dan kun je een boek lezen maar dan kan je ook gaan werken. En als op een gegeven moment dan duidelijk wordt dat dat mensen daar werken, waarschijnlijk is het zo gegaan”	3

	Practical	<p>4." Geen kantoor aan huis ofzo. Ik heb wel een werkkamer maar als ik met een potententiele leverancier of met een klant wilde afspreken dan probeer ik dat zoveel mogelijk op locatie te doen of op een plek als dit."</p> <p>5." Omdat het praktisch is en echt omdat ik niet een heel fijn presentabel kantoor heb."</p> <p>6." Ik denk dat de eerste keer was gewoon omdat ik een kop koffie ging halen en dan ging ik gewoon zitten en ik kan het me niet eens meer goed herinneren. Kun je nagaan. Ik ging zitten en het voelde zo, naturel en heel relaxed. Ik denk wat zit dat prettig... inderdaad naar de scholen toe en dan moet je toch ergens wachten. En dan ga je toch ook je werk voorbereiden voor ja voordat je naar die scholen toegaat. En zo is dat eigenlijk ontstaan"</p> <p>7." Alternatieve werkplaats."</p>	4
	Other	<p>2." Dus huh de plekken waar wij nu zijn zijn voor mij ideale gelegenheden om mensen te ontmoeten. Of nieuwe contacten te maken, of om werkoverleggen te hebben. Dat soort zaken. En dat doe ik al sinds mijn huh mijn jonge jaren."</p> <p>8."... Ik vind het heel leuk om inspiratie op te doen...Ik vind het heel leuk om naar inspirerende plekken te gaan en humm op een gegeven moment denk je van nou ik zit hier en ik zal eens huh wat gaan doen. En dan ga je het koppelen, dan ga je het een soort combineren en dat ja dat werkt op zich wel."</p> <p>11." Dat kwam omdat ik geen internet had thuis. Ik kreeg dat niet aangesloten ... haha dus ik dacht ik ga even bij Lebkov zitten en toen is dat een beetje van huh ben ik daar een beetje blijven hangen geloof ik."</p>	3
Words used for description of the CB	Open/ spacy	1,2,6,10,11,12	6
	Light	1,6,9,10,11,12	6
	Nice interior design	1,2,3,4,5,8,9,11	8
	Closed and dark	1,5	2
	Gezellig	1,5,11	3
	Type of people	1,5,6,7,8	5
	Furniture	1,2,3,7,8,11	6
	Number of people	1,5,7,10	4
	Good coffee	1,2,4,5,7,8,9,11	8
	The view	3,5	2
	The smell of	5,6,8,11	4

	coffee		
	Sound, rumor	1,2,3,4	4
	Good food	4,5,7,8,9,11	6
	Quit/nice music	1,4,5,6,9,10,11	7
	Positive/relaxed atmosphere	2,3,5,6,7,8,10,11,12	9
	Papers and magazines	2,3,4,7,9,10,11	7
	Plants	5,11	2
	Like home	8,11	2
General description of the CB		<p>3." Ik vind het een hele prettige omgeving en dat komt... denk ik de grote houten tafel en de bruin leren fauteuils, die donker leren kleuren. Donker en zacht zelf maar. En de wanden zijn vaak een beetje okergeel met tegels. Het zijn allemaal warme kleuren.... huh... met een duidelijk centrum waar een werkplek is. Heb ik me eigenlijk nooit zo gerealiseerd. Maar opzicht is dat wel het centrum... en dan wat dieper naar achter waar je wat intiemer kan zitten zijn dan leren banken. .. soort sociale relaxedheid. Ik vind het wel echt sociaal, waar mensen samen komen... na ja kleuren en huh materialen en de setting dat er telkens een soort nisjes zijn. Dat waar je naar achter kan zitten.... huh...en zachte banken want daardoor ga je op een andere manier zitten. En de mensen die er werken die zijn, dat zijn weer een soort van hip volkje voor mijn gevoel en of die echt bijdragen aan... die maken het vooral een beetje hipper vind ik."</p> <p>4." verschillende soorten meubels om op te zitten en aan te zitten zeg maar. Qua tafels en stoelen. Altijd altijd muziek op de achtergrond. Altijd de herrie van huh... huh... het espresso apparaat. Huh.... geroezemoes... verschillende mensen aan tafel. Vaak 1 hele grote tafel in het middel, waar je gemakkelijk in je eentje kunt aanschuiven. Dat vind ik altijd een fijne plek. Vaak wat kranten en andere dingen waardoor je je ... je daar gewoon aan kunt schuiven met met verschillende mensen aan 1 tafel kunt werken. Huh.... het is altijd handig als er stopcontacten zijn. En huh... nou goeie koffie en misschien ook nog wel lekkere dingen voor erbij..."</p> <p>5." Kennis en koffie is met veel muziek. Precies mijn muziek. Dus Jan Teersen.. en ik dacht vandaag zat ik er en ik dacht o mijn god ze hebben mijn spotify afspeellijst gestolen... dus muziek en het is er best wel een beetje donker en huh jaa... Een beetje afgeschermd van de straat. En ze hebben hele klinische vergaderruimte maar daar ga ik niet zitten. I: Nee.. en het andere tentje? L: Dat is een eetgelegenheid en daar komen heel veel groene mensen</p>	6

		<p>en vegetariër, want het is vegetarisch. En het is heel natuurlijk ingericht en het ruikt er heel lekker naar bio voer. Dus dat vind ik leuk... Natuurlijk materialen, groen want ze hebben ook veel planten. Het is wel een beetje krap. En het is een beetje modern maar wel gezellig.”</p> <p>6.” na je hebt een lekker muziekje, het is heel open en licht en het is inspireert ik vind dat je altijd wel hele inspirerende mensen ontmoet hier en ziet en af en toe maak je een praatje.”</p> <p>7: comfort... Dat staat 100 procent op nummer 1. Gewoon geen gedoe met wifi, moet het niet vragen moet gewoon al beschikbaar zijn of je moet weten hoe het werkt. Huh... huh.. gewoon goeie koffies en niet een halve bak slechte cappuccino's bij wijze van spreken. Huh.. eventueel wat lekkers erbij wat gewoon uit de regio komt. Gewoon goeie kwaliteit, dat creëert gewoon allemaal een bepaalde sfeer een bepaalde setting waarbij ik gewoon niet hoeft na te denken wat er omheen gebeurt. Waar ik volledig kan focussen op wat ik daar wil gaan doen. Ik zit zelf bij mij vaak om de hoek in Utrecht bij de Bagel en Beans. Buiten de lunchuren om is dat echt heel prettig zitten, want zitten gewoon kranten er op een paar huismoeders na en kinderen die vaak achterin zitten dus dat ok.. he is het fijne sfeer met een grote lange tafels waar meer mensen komen werken. Als het zonnetje schijnt zitten veel mensen op het terras gewoon echt te werken en te doen. En dat is ene hele ontspannen sfeer en dat is huh..... ... dat werk gewoon beter. Daar schept men ook kennelijk de voorwaarden dan van joh huh.. wij maken het even zo makkelijk mogelijk voor... Allemaal andere dingen, ga gewoon lekker je gang. Als je een krant van ons wil lezen hier is de krant.”</p> <p>8.'... eigenlijk een goeie koffie tent geeft je het gevoel dat je even, in een andere stad bent op de wereld. En een andere stad, dus dat zit je even bijvoorbeeld, even in Berlijn of ben je even in Parijs, of ben je even in New York. Dat soort steden... Ja even, je bent even op city trip. Dat is dat is een goeie koffie tent.. en en het is beter dan humm... de koffie op je werk, het is beter dan een espresso cup. Huh en huhmmm huh je hebt er lekkere dingen. Hummm lekkere dingen die je kunt eten leuke mensen om je heen. Huh... humm.. eigenlijk is een goede koffie is pure verleiding...ook... en en en... ja verleiding en ook het design verleid je. Het is ook een plek waar je wilt zijn, eigenlijke een leukere plek dan thuis. Omdat het mooiere stoelen, omdat het stoelen zijn die je eigenlijk thuis wilt hebben... Omdat er broodjes zijn die je eigenlijk thuis zou willen maken, omdat er huh humm.. ja omdat er mensen rondlopen die eigenlijk even een beetje aandacht geven. “</p>	
Rumor	Mentioning	2.” nou geroezemoes.. dus er zijn mensen aan het werk en	10

	the word positive	<p>dat is prettig”</p> <p>3.” Er is altijd rumoer.”</p> <p>4.” Voor mij werkt dat gewoon goed.”</p> <p>5.” Geroezemoes”</p> <p>6.” Geroezemoes”</p> <p>7.” Rumoer vind ik niet zo heel erg.”</p> <p>8.”... ik als er geroezemoes is om me heen, bijvoorbeeld hier, dan humm... kan ik heel er in een coconnetje gaan zitten, dat helpt wel. Juist die geroezemoes helpt je om te concenteren.“</p> <p>10.” geroezemoes vind ik heel lekker.”</p> <p>11.” Geroezemoes”</p> <p>12.” I'm not getting distracted by the music that it playing. Only for three hours and than I decide to go. The noise the background music is alright. Sometimes I could really concentrate with, it also surprises me.”</p>	
Choice of CB	Practical /location	1,5,6,11,12	3
	Individual or group	7,11	2
	Other	<p>7.” I: denk je der over na als je naar een coffee bar gaat welke je uitkiest op dat moment? 7: huh... ja maar dat is toevallig een hele goeie, maar ik heb er veel gezien in Utrecht huh... en ik kies ze wel een beetje daarop uit. Dus als ik huh een leuke meeting heb van een oud collegaatje overdag dan dan huh ga ik niet naar de Bagel en Beans. En als ik dat wel doe ga ik echt om een lekker broodje te eten te lunchen.”</p> <p>9.”: is het een beetje afhankelijk van je stemming van die dag dat je kijkt waar je wil werken?</p> <p>L: ja ja beetje wel... van na vandaag ga ik naar Gouda ik weet niet precies waarom maar this wat rustiger... ja ja en huh... anders ga ik gewoon bij Lebkov zitten en soms inderdaad this hier toch wel gewoon een koffiebar en zo'n flexplek is toch service erom heen en een wat zakelijkere omgeving”</p>	2
Difference between CB	Lebkoc vs CC (eendrachtsp lein)	<p>1.” Want Lebkov... dat is best wel open en licht voornamelijk. Iets wat heel veel huh... ja ruimtelijk lijkt wel...Ook veel door het interieur hoe het is opgebouwd. Terwijl hier de coffee company is het vrij dicht en gesloten. En alles zit heel erg dicht bij elkaar, maar daardoor is het ook wel weer op een bepaalde manier gezellig. Een ander soort gezelligheid dan in Lebkov.</p> <p>I: En wat heeft jouw voorkeur? ... Lebkov maar omdat ze daar betere koffie hebben hahah...</p> <p>En dat zie ik voornamelijk hier in de coffee company dat ze hier zitten en Lebkov zie ik meer huh.... zakenmensen lijkt het wel.”</p> <p>2.” Daar is het allemaal wat donkerder, wat kleiner. Terwijl dit wat ruimer is.”</p>	3

		<p>3."dat je hier huh...minder zacht.. hardere bankjes enzo... en meer huh... gericht op huh... alleen zitten voor mijn gevoel. Ja hier is het natuurlijk wel een bankje waar je tegenover mekaar zit...</p> <p>Bij de coffee company kan je echt in zo'n fauteuil zitten en dan zit je echt als een koning. En hier is het wat harder en voor mijn gevoel voor een korte break of voordat je naar de trein gaat ofzo... Ik vind de coffee company fijner"</p>	
	Urban Espresso vs. CC (de meent)	<p>10." ja publiek ja en dus qua uitstraling, beetje huh ja... pff... als of daar ook meer gevarieerde huh gevarieerd publiek komt. Urban Espresso heeft heel erg vaste huh vaste clientèle hoewel die ook wel een beetje gewisseld is trouwens."</p>	1
	DE vs. Lebkov	<p>2." Daar zit wat meer huhmmm... wat meer bedaagd publiek... wat ouder en waarschijnlijk ook voorbijgangers, makkelijker naar binnen worden getrokken daar...hier vind ik het fijnen, ongedwongener. Huh... en daar is het wat tuttiger, maar daar staan weer lekkere stoelen...ja ik vind dit huh... zoals we hier nu aan een redelijk klein tafeltje zitten met toch aardig wat volk om ons heen. Kun je je toch nog concentreren op het gesprek...Ik denk dat daar iets minder gewerkt wordt dan hier...en ik denk dat dit bijna een soort werkplek is geworden... Zeer... ik vind het hier beter"</p> <p>4: Alleen de stoelen zitten er iets minder comfortabel. Het zijn harde stoelen, harde tafels en hier heb je af en toe een kussentje op een stoel."</p> <p>6." Nee ik vind dat toch minder prettig, wat daar wel goed is, er zitten overal stopcontacten. Wat je hier niet hebt... Maar ik vind de sfeer veel minder. Daar heb je ja meer oudere en hier zitten toch wat meer jongeren geloof ik het gaat veel iedereen is hier echt bezig en dat vind ik wel werk heel stimulerend voor mij.!: En hoezo is dat bepalend voor de sfeer?J: uhahha ja... dat dus dat is na ja weet je dat heeft dan niet met leeftijd maar denk puur het type mensen. Je gaat meer zitten kijken om je heen ik heb het idee dat bij de Douwe Egberts heb je meerrrr mensen die gezellig een dagje uit gaan. Uh daar koffie gaan doen en hier heb je mensen die komen lunchen of die komen om te vergaderen met elkaar. Het is meer doelgerichter."</p> <p>7." Want de Douwe Egberts komt wat sjieken over het is wat ruimer opgezet... huh Lebkov is waar ik hummm... vaak zelf zit alleen. Ze hebben altijd wel een beetje plek zeg maar en humm humm dat huh ik vind het heerlijke koffie en huh ja... en het is makkelijk omdat het dicht bij mijn werk zit. En dit is dan weer twee minuten extra lopen dus ja als ik toch een uurtje ga zitten kan ik net zo goed daar gaan zitten... tenzij het lunchtijd is dan ga ik daar niet zitten, want dan is het veel te druk. Iedereen met broodjes en dat soort dingen. Huh... en huh hier is het veel ruimer opgezet en huh... iets rustiger over het algemeen iets meer mensen die gewoon vanuit mijn beleving in ieder geval zakelijke</p>	4

		<p>gesprekken hebben of in ieder geval gesprekken niet alleen maar uit ontspannen of gezelligheids huh perspectief maar huh het gaat vaker ergens om... ja en de lebkov.. huh een combinatie van zakelijk maar dat heeft vooral met de locatie te maken huh er zit het groothandels gebouw boven enzovoort. Toen de DE hier nog niet was toen zaten veel meer mensen daar zakelijk. Huh.. dacht ik dat denk ik ook. En nu nu is het veel meer een uitval basis voor mensen die even lekker willen lunchen met elkaar een meeting point voor mensen die op centraal station aankomen bijwijken van spreken en een afspraak ergens.... het is meer een alles en iedereen komt daar een beetje”</p>	
	<p>CC (eendrachtplein) vs CC (De meent)</p>	<p>3.” de coffee company op de meent is kleiner en gewoon een soort open soort extravert achtig. Zo’n grote ramen en je kunt alles zien. En binnen is het vrij klein en buiten je ziet veel van buiten... huh... je zi.... Ik zou het ook meer karakteriseren als een soort uitkijkpost ofzo... En huh.. hahaha ja een aquarium of een kooi haha...maar je kunt er minder goed werken daar. Ik heb het gevoel dat daar meer mensen komen op ff wat te drinken en minder om te werken daar. En huh... en ik vind daardoor wel wat hipper mensen echt hippe mensen komen soms. En bijhuhuh die dan ff koffie komen drinken en dan hip zijn. En bij de eendrachtspaleis die komen of om te werken en de rest is dan een beetje meer divers. Die gewoon echt gewoon koffie komen drinken. En dan ruimtelijk gezien vind ik de eendrachtspaleis echt wel een soort van warme binnen. Je echt wel best wel diep naar binnen. En de ramen zijn dan vrij klein en ver weg. Dus dat vind ik meer een soort van intiemere binnen plek. En ik denk dat het ook qua verschil in mensen ook te maken heeft met gewoon ook met de locatie zeg maar. Dat op de meent niet iedereen komt en eendrachtspaleis is denk toch weer meer diverse mensen komen.”</p> <p>10.” die aan eendrachtspaleis is qua layout wat wat minder, je zit er ook al meer binnen in de”</p>	2
	<p>Hopper vs Spirit</p>	<p>5.” Ja maar het is ook druk en heel veel zien en gezien worden. En dat huh... daar heb ik geen zin in op zo’n moment... njaa.. daar is het meer.... ... het is niet echt een een... het heeft ook een heel hoog plafond Hopper. ... Zo bijvoorbeeld spirit is heel rustig, ook al is het druk mensen praten rustig en Hopper is toch denk ik meer.... jaa.... ik weet niet wat het me doet drukte. Ik kan me gewoon concentreren in die rustige omgeving. Het voelt een beetje besloten ook als is het open. Ook omdat de tafeltjes dicht tegen elkaar aanstaan, heeft Hopper ook niet. Theeft een hele grote ruimte om te lopen. Dat zou mijn aandacht trekken denk ik...ik kan ook naar buiten kijken, bij Spirit kijkt over de hele mariniersweg. Maar het is binnen wel besloten...Naja er hoeven niet veel... weinig mensen te zijn, maar wel mensen die zich rustig gedragen.”</p>	1

	Lungo vs DE NN	7." Lungo is huh iets te alternatief iets te veel op het creatieve volk in mijn beleving. Huh.. en dat is heel goed, maar ik heb ook wel een beetje zakelijk georiënteerde afspraken vaak, waardoor je ja... iets betere stoelen wilt hebben iets minder lawaaiërig en toch ook wel het gevoel hebben dat je gewoon ff lekker kan zitten met gewoon een goeie bak koffie. En ik heb daar het idee dat het allemaal net zo zo is. Allemaal net niet. En dat speelt absoluut mee in je beleving. En hier is het gewoon goed geregeld. Het ziet er sjiek uit, gaaf uit. Goeie koffie huh.. en huh.. je hebt het is wat groter, waardoor je ook niet het gevoel hebt dat je huh.... dat er heel erg naar je gekeken wordt omdat je weer moet bestellen of wat dan ook. Hier kun je rustig drie uur zitten met een kop koffie bij wijze van spreken... weet je als ik alleen zit maakt het me minder uit, dan drink echt wel drie koppen koffie en het geld dat gaat het niet zozeer om, maar huh ik voel me in een Lungo dat is wat kleiner en iemand loopt dan langs en dat vind ik een hele andere beleving dan hier ga je gewoon zitten. Je zoekt een tafeltje uit je loopt naar de bar daar moet je je eigen koffie halen. Op je eigen tijd enzovoort, vind ik vrijblijvender en daarmee fijner al je aan het werk bent."	1
	Hopper vs Lebkov	8." ... Lebkov is wat wat wat wat, hier zit je wat lekkerder. This hier wat cosier, aan de andere kant de akoestiek is wat slechter. Bij Lebkoc zit je daardoor wat rustiger... Lebkov kun je bijvoorbeeld langer zitten dan hier. De inrichting en de sfeer bepaald ook nog de tijd, soort ja grens waardoor je je op je gemak kan voelen. Van o nu zit ik in de weg...bij Lebkov is het wat groter... huh.... wat... lichter waardoor het onpersoonlijker wordt...En hier is het wat warmer en mensen zijn ook dichterbij. Huhmm.. doordat door dat persoonlijke contact heb je op een gegeven moment zoiets van dat is wel fijn en aan de andere kant heb je zoiets van, ok nuhuh ga ik niks meer bestellen dus dan is het niet meer fijn als die mensen humm... bij Lebkov heb je zo'n toonbank heb je geen bediening. Huh dus er is wat meer afstand. Dan heb je zoiets van die komt toch niet naar mij toe dushuh...het geeft niet hoelang je hier zit"	1
	Hopper vs CC (de Meent)	10." ja weet je daar lopen bijvoorbeeld heel veel mensen, bij Hopper zeker, daar is het ook op gemaakt. En huh heb ik de eigenaar ook weleens over gesproken, daar komen veel mensen met hun kinderen binnen bijvoorbeeld. Prima! Doe ik ook regelmatig, zeker toen ik er nog maar eentje had, weet je wel."	1
	Urban Espresso vs CC (Eendrachtsp lein)	12." The coffee company is much closer to Starbucks they have this huh... coffee company huh... depended to... huh at least I think so, the first time I was in Starbuck was in the States. And in the states coffee coffee places are really common. The big lunches they made the Starbucks contain, the small living room the coziness, to make you	1

		stay longer to even work and and and the kind off place this feeling that it is cozy and you can have meeting and still you can come and work. Like an office. Or you can't effort to rent an office you can just go to a coffee place. So that is why there are all these coffee houses with proper wifi and big cups of coffee. I mean a weird size of coffee, like espresso they are only...and here it is kinda like a small boil. Haha only that the sizing up..scaling it upgrade. So in that sense I like more Urban Espresso bars. Even though it follows this trend of espresso bars It's kinda of more of (mubling) changes are always the same... Urban Espresso bar is nice, they have also an exhibition place downstairs. With the video."	
Distraction at home		7." nee thuis ben ik niet zo goed om huh... ik ik kan niet zo goed werken ik wordt teveel afgeleid van huh dingen" 10." ja... weet ik echt niet goed te omschrijven, maar op de een of andere manier kom ik gewoon echt niet vooruit. Dan huh dan huh ik moet het gescheiden hebben ofzo. " 11." Afleiding voorkomen van thuis"	3
Applying coping mechanism	Concentration ans focus	1." Extra, extra, extra goed concentreren. Wat wat ook wel werkt, want die focus heb je nodig, omdat je juist in een plek zit dat afleidend kan zijn... je geest afsluiten voor de buitenwereld, omgeving. Je helemaal concentreren op je computerscherm waar je dan op dat moment mee bezig bent." 6." Na op het moment dat ik een idee heb, of ik heb altijd wel een huh agenda, dus wat ik per dag moet doen dus daar kan ik ook mee beginnen. Ik heb ook heel keurig zet ik de tijden vast. Van 9 tot 12 ga ik dat doen, dan even een half uurtje pauze en dat dat gaat. Thuis kon ik dat ook altijd. Nog steeds, kan ik me heel strikt aan de tijden houden. Heel gedisciplineerd en ik moet natuurlijk de facturen uitschrijven de offertes schrijven en ja dat kan ik echt helemaal in verdwijnen." 7." Dat gebeurd ik kan me heel makkelijk afsluiten van geroezemoes. In principe ook binnen mijn organisatie alleen wordt ik heel vaak gestoord, letterlijk gestoord. Dus zolang ik hier niet gestoord wordt door mensen die iets willen vragen huh.... ben ik instaat om huh... echt een paar uur achter elkaar in mijn eigen wereld te leven." 12." The noise the background music is alright. Sometimes I could really concentrate with, it also surprises me."	4
Working in the CB	Use of laptop	1,3,4,5,6,7,8,9,10,11,12	11
Profile working customers	Age	9." Het zijn ook jongere mensen." 10." Wat jonger" 11." Hoofdzakelijk mensen tussen de 19/20 en 35." 12." All ages"	4
	YUP	1." young urban professional" 3."Creative yuppen"	2

	Education	2." Het zijn hogeropgeleiden." 3. de meeste hoogopgeleiden" 5." Hoogopgeleid." 6." Hoogopgeleid" 9." Misschien zelfde opleidingsniveau"	5
	Entrepreneurs	2." veelal zzp'er." 4." Heel veel zzp'er" 5." Een paar ondernemers." 6."veelal ondernemers." 8." Zelfstandig ondernemer" 9." Zelfstandigen.' 10." De vrije vogels"	7
	Creative	1." Nou ja hier zie ik veel kunstacademie, dus de creatieve sector" 3." digitale creatieve mensen " 5." De kunstacademie mensen zijn want die gaan in de coffee company in de stad zitten. 6."creativelingen" 7." Creatieve volk" 8." Hippe mensen... creatieve mensen" 10." in een creatieve sector zitten of daar in ieder geval een beetje mee gelinked zijn" 11." Aan de creatieve kant"	8
	Appearance	1." wat ik veel zie zijn toch wel vaak mensen die wat uitgesproken stijl hebben. Die eerder wat sneller opvallen dan huh... de mainstream mensen...ze hebben soort meer eigenzinnige stijl" 11." maar ook huh mensen die er misschien iets creatiever uitzien, met een baard en een bril"	2
	People like me	3." dan zijn er ook nog wel mensen die ja... er meer uitzien als ik of zo gewoon een beetje van die huh..... ik weet niet. Architecten"	1
	Average	3." een doorsnede van de bevolking denk ik"	1
	Business people	1." dat is vaak zijn die zakenmensenhuh... wat ouder... ... en net wat minder hip" 7." Zakelijke' 11." Zakenmannen"	3
	Ethnicity	2." Veel blank, dus weinig alloctonen." 9." Buitenlanders ja van huh... echt bedoel ik Italiaanse gast die daar zit."	2
	Students	1." het zijn vaak ook studenten zie ik ook. Studenten van de kunstacademie bijvoorbeeld maar ook " 5." Heel veel studenten." 6."studenten" 7."heel veel studenten." 9." Studenten."	5
	Non-working, passing by	4." heel veel passanten... mensen die gewoon met zijn tweeën een kopje koffie gaan drinken. Heel veel mensen die hier niet zakelijk zijn"	1
	Other	5."Bio, hoogopgeleid, vegetarier, knappe mannen.."	4

		<p>8." mensen die hier zitten die zijn wel vernieuwend. Die die denken wel huh... dat zijn wel de mensen, als je ze mag indelen die de mensen die hier zitten die stemmen, ik denk dat 70 procent van de mensen die hier komt, nee ik denk de helft stemd D66...Ik denk dat de mensen in deze lezen NCRnext, lezen Volkskrant huhmm... ja hebben toch vinden duurzaam, hhuu delen huhmmm hummm vinden delen, doen het niet altijd maar vinden het wel belangrijk. Hummm ... huh... ja... zijn bovengemiddeld geïnteresseerd in cultuur."</p> <p>10." Meer de vrije vogels en dat huh humm.. ... ja die mensen die inderdaad gewoon midden op de dag gewoon, die niet vast zitten in een soort huh.... of het nou 9 tot 5 mentaliteit is of een bepaald beeld van zo werken we of zo leven we, of weet ik veel wat. Zo hebben we de boel georganiseerd... nee het kan ook anders.</p> <p>12." They wanne drink coffee"</p>	
	It varies by CB	<p>1,2,3,4,5,6,7,8,9,10</p> <p>7." Er zijn een paar die zijn echt ingericht op het comfort en het zakelijke huh.. he... het ontzorgen zeg maar. Daar komt ik graag om te werken. Het zijn huh huh.. in mijn beleving een beetje hoogoven de huh huh zakelijke of werkende zeg maar die gewoon een plek nodig hebben en comfort. De creatieve geest zeg maar een paar studenten en niet studenten, de mensen met macbookjes en huh huh mensen die een website bouwen huh he... huh graag nieuwe creatieve concepten aan het ontwikkelen zijn. Het leuk vinden om het met twee drie anderen daar ook over te hebben... en er gebeurd dan veel in de sfeer zeg maar en je hebt een derde dat is zo'n beetje een algemene waar of toeristen komen of mensen huh eventjes lekker met kinderen halen of whatever de meer vrijblijvende huh we zijn er voor de koffie zeg maar."</p> <p>8.' dit is creatiever, Lebkov is huh een combinatie. Ik vind het bij leb ov zitten mensen vaker alleen. Misschien dat het komt, omdat centraal Station wat daar in de buurt zit. Huh Dat mensen daar vaker alleen zitten. Je ziet daar mensen ook wel vaker overleggen. Huh ik vind de mensen die hier zijn, vind ik wat relaxter. Ik vind het wat wat laidback. Bij Lebkov zijn mensen wat..... ja minder laidback. Ik vind mensen zijn hier heel creatief. Lebkov is wat meer gemixt, meer gemixt zakelijk huhmm... stuk minder creatief, al zie je daar wel minder creatieve zitten."</p> <p>10." Maar dat zal per locatie wel verschillen en ik zit vaker aan de meent, dan aan huh eendrachtsplein."</p>	10 3
Difference in customer per CB	Occupational	<p>1,3,6,7,8 (maken onderscheid tussen zakelijk publiek en het meer creative.)</p> <p>5."meer kunstacedemie"</p> <p>10." Meer de vrije beroepen"</p>	7
	Age	<p>6." I:jj bent weleens bij de Douwe Egeberts geweest, en is dat hetzelfde type mensen? J: Nee ik vind dat toch minder</p>	2

		prettig...Maar ik vind de sfeer veel minder. Daar heb je ja meer oudere en hier zitten toch wat meer jongeren geloof ik het gaat veel iedereen is hier echt bezig en dat vind ik wel werk heel stimulerend voor mij.” 10.” ik vind de coffee company iets jonger op de een oft andere manier. “	
	Ethnicity	2.” Als je in west komt is het weer anders”	1
	External appearance	3,5, 7.”in hun creative outfit”	3
Interaction between working customers	None	1,5,7,11 12.” no no I think everybody is doing, especially if work at the table down stairs that shared table than no one, than everyone is all like absolute, want to finish work or do that and that it does not feel like is reallychatty.”	5
	On occasion	2,3,4,6,9,10 10.” Ja wel maar ik raak daar ook weleens aan de praat met deze of gene”	7
	Knowing that they are there	3,6,9 11.” Ik vind het altijd leuk om te zien dat verschillende of dat verschillende mensen daar zitten, dus dat is ook zo.”	4
	As inspiration	6.” Dus op die manier wordt je geïnspireerd om inspirerende verhalen die je hoort, en je zit vaak aan een grote tafel met meerdere mensen.”	1
	Networking optional	1.” het zou kunnen maar ik doe het ergens anders... wel eens een kaartje gegeven.” 2.” Kan, ik doe dat niet.” 3.” maar ik kan me wel voorstellen dat dat kan gebeuren. Maar het is niet, voor mijn gevoel is het niet zo'n sociaal of of gebeuren dat mensen echt elkaar tegen komen. Misschien als je meer in die creatieve sector zit zou het misschien meer gebeuren, maar wat ik zo zie ik ziet niet heel veel dingen. De meeste mensen zijn gewoon voor zichzelf bezig en af en toe komt een vriend langs en die kijkt ff mee en die praat ff en dan gaan ze weer weg. Maar het is niet dat ik dan... nee... dat je nieuwe netwerken ziet ontstaan ofzo..” 7.” laat ik het zo zeggen ik ben het zelf ook geweest maar ik daarom zat ik daar ook wel vaker. Ook daar weer leuke dynamiek maar huh vooral leuk als je wat aan elkaar kunt hebben. Dat je openstaat voor onderlinge contacten en ik sta daar gewoon niet huh huh open voor.”	4
	Netwroking active	6.” Ja je deelt linkedin met elkaar en ja je hebt gewoon weer een connectie... maar ik ben wel aan het netwerken dat wel. Ik onderhoud dat niet goed maar het zit dan wel in mijn lijst.” 9.” Na niet structureel maar ik heb wel hummm na ja Joan bijvoorbeeld... ja ha... eigenlijk wel ja... zij zat te bellen en	2

		ik dacht van ow wat leuk.. en ik zat een beetje mee te luisteren dus ik had even gegoogled wat zij deed... en ik dacht hey dat is leuk en toen sprak ik haar daarop aan en toen raakte we in gesprek, zo van wat doe jij wat doe ik en huh.. ja toen zo eigenlijk... na ja... Maar zij zocht ook iemand waarvan ik dacht na ja dat zou ik ook wel kunnen doen voor je... dus zo kan je ook weer aan een baan of een opdracht komen, je kijkt ook voor elkaar mee zeg maar.”	
	No networking	2.” Doe ik niet aan” 4.”no” 7.” ik sta daar gewoon niet huh huh open voor.” 10,11,12	6
	Being alone together/ The idea of the possibility	3.” het is misschien toch dat vind ik een beetje raar maar dan toch soort genoten, dat je toch een beetje dezelfde soort mensen om je heen hebt” 4.” Lebkov zie ik wel ... denk ik wel redelijk herkenbare gezichten af en toe.... In Kennis en Koffie wel, daarhuh ben ik een tijdje, heb ik daar regelmatig gezeten. ... Ennn een deel van de mensen kwamen daar vaker.!: Ja en heb je daar ook contact mee gehad?4: Nee nooit. Nee ik heb wel eens een leuk gesprek gehad aan zo’n lange tafel in Den Haag. Maar dat komt zelden voor.” 9.” Ja is natuurlijk op en top individualistische samenleving. Hahah maar toch heel leuk ook al zitten we met elkaar, want je zoekt het wel op.”	3
	Flirting	3.” kheb een paar bijna dates”	1
Working activities	Meeting	1,2,3,4,5,6,7,8,9,11,12	11
	Job interview	1,6	2
	Blogging	2,11	2
	Administratio n	6,9	2
	Brainstormin g	2,3,4,7,8,11	6
	Reading the paper or a magazine	2,7,10	3
	Developing idea's	1,2,3,4,6,7,11	7
	Writing/ forming documents	2,4,6,8,9,10	6
	Sketching	1,3	2
	Studying	12	1
	E-mailing	1,5,6,7,9,10,11,12	8
Ritual	Getting coffee	2,3,4,9,11	5
	Choosing seat	3,4,5,6,9,10,11	7
	Installing	6,9	2

	your stuff		
	Meeting people before or after	1." Dan combineer ik dat... maar dan is het vaak dan ga ik eerst werken en dan ja dan probeer ik met die vrienden mensen af te spreken dan ze dan na mijn werk" 3."...daarna afspreken met mensen." 6." Ik spreek daar vaak met mijn dochter af." 12." When I have a meeting"	4
	Reading a magazine or paper before	7,9,10,11	4
	Looking around	3,11	2
A good spot	Open	6,10	2
	Spacy	4,6,7,10	4
	Not too busy/crowded	5,6,7,10,11	5
	Light	6,11	2
	Favorite spot	1,3,5,6,10	5
	Control, safety	3,5,6	3
	View	3,10,11	3
	Direction	3,5,6,10,11	5
	Comfort	1,3	2
	Habit	1,3,6	3
	The big table	3,4,7,10	4
	Description	1." een plek die vrij is, open en vrij. Waar niet al te veel mensen omheen zitten. Niet helemaal dicht gebouwd met mensen of stoelen of interieur. Dat wel een soort gevoel van vrijheid huh... blijft hebben... een soort van eigen ruimte ja. Een eigen plekje... omdat ik die plek gewend bent. Ja dat vaste stekkie, het is comfortabel en zo weet je waar je aan toe bent als je altijd op dezelfde plek blijft zitten... ja dan dan dan weet ik wel van ja hier kan ik werken. Ja gewoon mijn ding doen. Concentreren en word niet teveel afgeleid." 3." ik denk nu ik er over nadenk dat als je aan die kant zit, dat je minder mensen achter dus dat je voor je gevoel heb je ook minder pottenkijkers ofzo... meer rugdekking, meer veiligheid ofzo." 4.". Vaak 1 hele grote tafel in het middel, waar je gemakkelijk in je eentje kunt aanschuiven. Dat vind ik altijd een fijne plek." 5.": meestal rug tegen de muur en uitzicht...: Ja dat weet ik niet omdat dat meestal de lekkerste plek is om te zitten. En omdat je dan, ik ga nooit echt aan een ... grappig om over na te denken. Ik zit nooit aan een tafeltje... aan een tafeltje midden in de ruimte.. tenzij het moet. Als er geen plek meer is... omdat je er niet zit om gezien te worden maar juist	7

		<p>om... om... je wilt niet deel uitmaken van. Je zit gewoon in de hoek en dan kun je wel kijken als je dan heb je ook uitzicht de breedste. Maar het hoeft niet, je maakt geen deel uit van... ja... mensen kunnen ook niet de hele tijd langs je lopen. Dat maakt ook uit of ze fysiek heel dicht bij komen. “ 6.” En het licht moet ik ook zeggen heel veel licht en ruimte ook echt. Dus ik vind de ruimte, locatie, interieur vind ik ook heel leuk en ja heel fris en dat is gewoon heel inspirerend.” 10.” .. huh terwijl bij Hopper, zit ik juist, huh meestal he, met mijn rug naar het raam en dan kijk ik naar binnen, maar wel weer aan de grote tafel. Ja vind ik vaak lekker hoor zo’n grote tafel... het is ook een hele logische plek om in je eentje te zitten...logischer dan aan een tafeltje. ...Op de een of de andere manier, niet dat ik daar moeite mee hebt maar...Omdat het geen vastgestelde huh, voor je gevoel geen eenheid is. Vaak is een tafeltje een soort van bedoeld voor twee. Dat is ten minste het de typologie of na ja hoe noem je dat terwijl aan een tafel is niet gezegd dat die twee stoelen bij elkaar horen. Dus hoe je zo ook verdeel het maakt niet zo veel uit.” 11.” Weinig mensen in de buurt en huh vaak een hoek ergens ofzo... het liefst bij een raam ja”</p>	
Gains of working in the CB	Motivation	<p>1.” het is meer dat je dan gewoon in een andere omgeving ben dan. Die variatie is huh... zorgt weer voor nieuwe huh,... hoe heet het.... nieuwe motivatie...” 7.” en dat geldt hetzelfde voor de sfeer in zo’n coffee company of waar we nu ook bij DE zitten. Als hier wat meer mensen zitten die echt met laptopjes open zitten dan is de sfeer dan ademt het van ondernemerschap en soort van productiviteit en daar wordt je zelf ook productiever van.” 8.” Dus misschien... heb je wel, heeft het wel te maken met het gevoel dat je ook hip bent op het moment dat je dan in een koffie tent zit te werken. En dan dan misschien geeft het wel een gevoel van succes... na het gevoel dat je succesvol bent is wel motiverend voor je werk.”</p>	3
	Change of scenery	<p>7.” comfort en dan met name een bak koffie, dus goeie koffie. Heb je heel snel waar je werk of thuis whatever, dat is gewoon lekkerder. Als je zin hebt in iets lekkers, whatever.... ik weet niet wat.. maar gewoon iets lekkers erbij een broodje, dat het allemaal een beetje, draagt bij aan huh aan een whuhuu slecht woord, uitje.”</p>	1
	Gezelligheid, social related	<p>1.” maar ook soms die gezelligheid die ik dan ontvang als ik dan bepaalde vrienden of bekenden zie” 5.” Nou ja en het zorgt ervoor dat je niet alleen bent.” 11.” Gezelligheidsaspect.”</p>	3
	Mixing work and pleasure	<p>11” ik zit even te bedenken hoe ik het kan verwoorden waarom een andere plek zoveel meerwaarde heeft.. huh... soms ligt het centraler, dat iedereen daar makkelijk kan komen bijvoorbeeld. Huh.. ... humm.. huh huh... ja wat is dat? Ik weet niet het gewoon het gezelligheid ding denk ik</p>	1

		dat je naar een plek toe gaat allemaal dat je al iets besteld en gaat zitten en huh ja...:	
	New energy	5." meer de emotie die je overneemt, dat is goed ja energie level. 12."es it can be it can follow the break sow it's kinda of a short term you know you're here... the coffee, the place you spent some time. An hour or two and then you go back and than yeah so work short time and for concentration for finish something, task thing to do... yeah..."	2
	Structure	1." Dus je tijdsduur is bepekt. Het is meer beperkt...je hebt een soort van huh..... het is een soort van deadline in de vorm van tijdsduur." 9."je het is gewoon goed om naar buiten te gaan weet je wel. Dat je om negen uur de deur dicht trekken, dan kan ik hier werken kom ik thuis ben ik klaar. Dus dat is denk ik wat een kantoor ook heeft een plek waar je naar toe gaat"	2
	Efficiency/ renewing concentration	3." iets wat negatiever effect heeft op je concentratie. Zeg maar het voordeel is dat ik überhaupt kan werken en kan studeren, want thuis ja dan is het gewoon te... dan heb ik er geen zin in. Dus er gebeurt in ieder geval wel iets. Dus voor je concentratie ja dat is is... ik zou zeggen dat het wel huh met een behoorlijk wat percentage afneemt. Ik heb ook wel eens zitten bestuderen voor werk, ook in de kerstvakantie of die daarvoor. Een onderwerp dat ik niet zo goed kende. Ja dan ga ik daar zitten. Maar als ik een percentage zou geven dan zou ik 60 procent effectiviteit, wat veel meer is dan nul..." 5." Maar wat ik wel kan doen is heel veel kleine dingentjes regelen op zijn openbare plek.... omdat het is daar allemaal een beetje sneller en dan ben je gewoon je lijstje aan het afwerken en iedereen om je heen is ook zijn ding aan het doen." 7." En dat werkt zoveel productiever en ik ben in staat om in dit soort gelegenheden me totaal af te sluiten. Ik weet niet wat er om mij heen gebeurd huh ondanks al het geroezemoes ik zie gewoon niks meer en ik ga gewoon blind aan de slag en ben ik klaar... I: ja ok duidelijk en uhm en die sfeer is dat voor jouw bepalend voor de manier waarop je werkt, hoe je werkt, hoe gemotiveerd je bent om de te gaan werken, hoe hard je werkt?7: Ja dat is absoluut waar. Hoe beter de sfeer die dan ook past bij dat moment. Hoe productiever je bent. Uhh.. hoe succesvoller je zo'n moment kan afsluiten."	3
	Working process	4."drie of vier uur ergens op kunnen focussen." 5." Even in een andere mood" 8.' dan dan kun je makkelijker wegdromen. Dat kan op kantoor ook wel, alleen een kantoor is een wat formelere setting waarbij je dan het gevoel zou kunnen krijgen dat je daar wat moet doen. Terwijl je hier, zit je op een informelere plek, heb je een soort minder druk om echt wat	4

		te doen en kun je makkelijker wegdromen... Geoorloofd wegdromen" 9." gewoon een werkplek, dat lijkt mij ergens ook wel weer fijn, omdat je je dan ook in een professionele omgeving zit en dat geeft ook wel bepaalde huh ja daar wordt je gewoon wat zakelijker van."	
	No controlling factor	1." Minder hiërarchie." 11." Daar kan ik heel slecht tegen als mensen op je vingers kijken"	2
	Inspiration	6." Dat is inspirerend... En het licht moet ik ook zeggen heel veel licht en ruimte ook echt. Dus ik vind de ruimte, locatie, interieur vind ik ook heel leuk en ja heel fris en dat is gewoon heel inspirerend." 9." ja die sfeer is wel toch open... minded... en en creatieve... het zal ongetwijfeld ook wel een beetje met hoeveel (onverstaanbaar woord) dat doet bijvoorbeeld. ... nou ja dat is natuurlijk ook gewoon door je contacten op te doen en ook gewoon je opdrachten daar uit te halen humm... ja met design kaas ik ook een creatief product, dus dan huh heb ik het ook wel nodig om af en toe even huh... ja... ... huh huh even afstand te nemen om hier even koffie te halen huh of een blad in te duiken en dan weer verder te gaan."	2
	Cheaper than an office	6." leuk want dan heb je eigenlijk mijn eigen kantoortje voor eigenlijk twee euro 70... haha want bij de weena moet ik per uur per half uur iets van 70 euro betalen en dat is haske veel geld of meer. Na hier drink je 1 kopje en ik moet eerlijk zeggen soms neem ik zelf boterhammetje mee, mag natuurlijk niet" 9." En wat ook hummm... ja wat voor mij ook wel een, is kosten er zijn ook wel wat flexplekken ja die moet je betalen, dat vind ik zelf ook wel een hele interessante... Dit is gratis maar je koopt door de dag heen ook al al gauw voor een klein tientje zeg maar.... dat vind ik ook gewoon sociaal hoor, gewoon terug."	2
Disadvantages of working in a CB	Money	1." huh ja dat als je heel veel besteld dat je heel veel geld kwijt bent" 7." Je besteld altijd meer dan je wilt." 9." je geeft niet continu geld uit" 11." huh je geeft geld uit, dat is thuis minder."	4
	Crowded	1." soms soms soms als het gewoon te druk en te vol is. En als er gewoon teveel mensen zijn." 7." Als het te druk is is het gewoon niet meer productief, dus contra productief." 10." Als er naast je twee mensen komen en die gaan uitgebreid zitten ouwe hoeren, dan wordt het lastig." 11." Uhhh uhhh de afleiding. Als het druk is wordt je toch sneller afgeleid."	4
	Noise	1. "Huh ja inderdaad te veel lawaai en te veel afleiding" 3." het geluid.. het geluid op een geven moment ook weer	2

		niet te hard moet zijn. Ik denk dat dat wel een hele belangrijke voorwaarden is. Om nog te kunnen werken. “	
	Can't intensely wright/study	2.” als je echt wil schrijven. En dan denk ik aan een verhaal of een scenario. Dan doe je dat waarschijnlijk niet hier.” 3.” Studeren lukt niet” 5.” Ik kan bijvoorbeeld niet al het werk doen, wat ik op mijn kantoor doe kan ik niet in een coffee bar doen... bellen..... hele lange telefoon gesprekken voeren. Dat wordt erg lastig. Want daar moet ik me wel voor concentreren. Brieven type en eindredactie. Dat kan ik echt niet doen in een coffee bar. “ 11.” Een concept uitschrijven of een plan formeel op papier zetten dat vind ik lastig ja..!: En wat is daar lastig aan dan?11: uhhh.. ja dan moet ik de juiste termen en dat moet ook overall heel kloppend zijn en huh bij wat wat in losse teksten kan ik een beetje beter creatief mee omspringen dat is dan hoeft dan allemaal niet perse zo creatief te zijn... dushuh ik denk dat dat het een beetje is. Ja dat ik dat lastiger vind om dat op papier te zitten, daar heb ik meer concentratie nodig, daar meer...”	4
	Other	8.” en een nadeel is dat je toch het gevoel hebt dat je er niet huummm constant kunt zijn. Dat is een soort negatieve huh emotie die toch ja die voor mijn gevoel steeds meer actueler wordt bij meer mensen. Het is een contante balans die ondernemers en koffie drinkers zoeken. Hoe ga je daarmee om?” 9.”... het moet wel een plek zijn waar nog meer mensen zitten te werken. ... en het.... het fijne is... na hier is de sfeer ook heel prettig. Het is ook, ze zijn er ook echt op gericht. Soms ga je wel eens ergens zitten en dan ... huh... ja soms vinden ze het ook wel minder fijn, als jij daar een hele dag zit. Dan zou je echt ja huh... je geeft niet continu geld uit”	2
	Practical stuff, no wife, power support	1,2,3,4,5,7,8,12	8
Skills needed	Good concentration	1,3 6.” En concentratie”	3
	Having a goal	6.” En focus ik denk dat je echt moet weten wat je hier komt doen.” 11.” omdat je wel een doel hebt, je komt wel met een doel bij elkaar. Dus dat is ook wel naast een gezelligheids is meer wat er dan nog bijkomt, hier toevallig. Daar kies je voor maar maar dat is er gewoon sowieso. Maar je komt daar wel weer af en toe om een contract te bespreken of een huh iets te plannen of huh ...”	2
	Discipline	1.” Als je die zelfdiscipline niet beheerst dan ga je allemaal andere dingen doen” 6.” Ja ik denk dicipline echt heel veel dicipline.”	3

		9." Aan de andere kant moet je jezelf trainen, dat is natuurlijk de andere kant. Want je kan toch ook heel erg doorslaan en dan zie je ook gebeuren, mensen die alleen maar om de minuut facebook checken of wat moeten... Dat ze meer discipline moeten opbrengen en huh humm... "	
	Sounding out	2." Nou wanneer je je dus kunt afsluiten."	1
	Like of coffee	2." Je moet van koffie houden"	1
The Staff	Yes contact	1." hier werkte wel, in de Coffee Company werkte wel bekenden maar die zijn allemaal weg. Maar bij Lebkov zijn nog wel een aantal mensen die ik ken. Dus dat is altijd wel gezellig." 6." Na ja ik ken de personeelsleden, van ow hey is ze er weer."	2
	No contact	2,3,4,5,7	5
	Not of matter	2." Ik netwerk niet" 7." Daar heb ik helemaal geen behoefte aan."	2
	Influence on the atmosphere	3." En de mensen die er werken die zijn, dat zijn weer een soort van hip volkje voor mijn gevoel en of die echt bijdragen aan... die maken het vooral een beetje hipper vind ik... ik vind het sowieso een beetje hippe types... en huh ze zijn vrij huh... niet allemaal maar sommige zijn vrije extravert of in ieder geval zijn vrij luidruchtig en zoeken of zijn niet bang om contact te zoeken" 6." ik vind het belangrijk in die zin huh ja zeker wel, wat zij bepalen mede de sfeer. En ze bepaalde energie wat zij ook afstaan. Ik vind ook de energie ook wel prettig, het is toch wel ja je mag het niet zeggen geloof maar een soort hipster personeel misschien een beetje eco. Ja ja... dus gewoon heel laidback gewoon. En dat vind ik wel heel prettig en zij werken zelf ook hier door aan hun eigen projecten dat is ook wel leuk om te zien." 8."inrichting en het contact dat dat personeel dat je maakt, dat is bepalend voor huh... voor voor mij hoe lang je je op je gemaakt voelt om ergens te blijven zitten." 11." het personeel ook wel. Ja gewoon dat ze niet zo heel voor als ze het aan werk zijn, maar dat ze een vriendelijk uitstraling hebben als ze aan het werk zijn. Dat ze ... gewoon rustig zijn, dat ze gewoon lekker werken." 12." the staff is quit friendly"	5
Other customers	Yes contact	1." K: huh... ja hier wel, maar dat komt omdat Rotterdam zo'n kleine stad is .. ha... Het is heel vaak dat als je in een bepaalde groep zit of in een bepaalde sector dan dat zijn dan die mensen gaan dan ook naar dezelfde soortgelijke locatie of die zijn op dezelfde plekken. Dus die kom je dan ook regelmatig tegen. " 3. " ik ken er een paar nou ik ken er niet zo veel. Eigenlijk is er 1 die ik vaker zie en ook ken" 6." na je hebt je krijgt af en toe van die rare gespreken of nou ja raar leuk gesprekken. Iemand schuift aan iedereen	6

		<p>heeft een stopcontact nodig. En dan is het goh wat doe jij? En huh nou dan heb je zo'n uitwisseling...ik hou der van om naar mensen te kijken. Dan dan dat brengt me op ideeën. En ik geef ook nog steeds theaterlessen soms dat verwerk ik daarin. Dat geeft toch wel iets lekkers, ja dat weet ik niet dat vind ik altijd heel inspirerend. Want huh je komt toch op ideetjes. en lekker muziekje, het is heel open en licht en het is inspireert ik vind dat je altijd wel hele inspirerende mensen ontmoet hier en ziet en af en toe maak je een praatje. Ennn... ja het bevordert wel mijn werktempo..”</p> <p>6.”ja we groeten elkaar of dat je naar de wc gaat vraag je goh kun je even op mijn spullen letten? En omgekeerd”</p> <p>8.” Ja soms... niet heel vaak.”</p> <p>9.” Na niet structureel maar ik heb wel hummm na ja Joan bijvoorbeeld... ja ha... eigenlijk wel ja... zij zat te bellen en ik dacht van ow wat leuk.. en ik zat een beetje mee te luisteren dus ik had even gegoogled wat zij deed... en ik dacht hey dat is leuk en toen sprak ik haar daarop aan en toen raakte we in gesprek, zo van wat doe jij wat doe ik en huh.. ja toen zo eigenlijk... na ja... Maar zij zocht ook iemand waarvan ik dacht na ja dat zou ik ook wel kunnen doen voor je...”</p>	
	No contact	2,5,11	3
	Importance	<p>1.” ja soms is het bijvoorbeeld voor sociale redenen. Dat je dan elkaar even een praatje maakt van hey hallo hoe gaat het blablabla.. huh.. soms ook dat even kijkt waar ben je mee bezig...even uit nieuwsgierigheid even kijken”</p> <p>9.’ ja ja vind ik wel, ik vind het fijner dan dat je echt huh... ook prima hoor zo'n dag gewoon dopjes is en dan huh. Maar meestal spreek je elkaar wel ff aan, gewoon sociaal van huh joh schijf eens even op...maar een beetje gewoon de hallo en dag huh, soms ook wat meer en soms ook wat minder.”</p>	2
	Starting a conversation	<p>3.” En ja ik weet op een gegeven moment ja soms dan ja.. ik weet niet hoe dat gaat maar dan zijn ze...met mekaar aan het praten en op een gegeven moment zit je zelf in het gesprek. Huh... na ja en dan zie je diegene de volgende keer ook weer dus dan ga je daar ook weer mee praten en dan de volgende keer en de volgende”</p> <p>4.” Nee nooit. Nee ik heb wel eens een leuk gesprek gehad aan zo'n lange tafel in Den Haag. Maar dat komt zelden voor. Ik probeer dan altijd wel even oogcontact te maken als iemand naast me komt zitten, maar zelfs dat lukt huh... vier van de vijf gevallen niet, omdat er gewoon niet opgelet wordt zeg maar. Ja... Ja is een soort van cocon, ja bizar he...”</p> <p>9.” Ik denk dat het begon met dat ik iets omgooide. Hahaha...: zo ging het, zo begon eigenlijk het gesprek. En Joan die begon eigenlijk te bellen huh gewoon ff daarop inspeelt. En ja ik ben ook wel iemand die dan even huh...</p>	4

		<p>beetje het moment zoekt. Nu ook weet je er zit daar dan zo'n gozer die dan huh... ja of je moet even je stekker inpluggen.”</p> <p>10.” weet jij het paswoord voor het netwerk hier? Haha...ja daar komt het vaak wel op neer... Wat mensen daar doen. En dan kom ik vaak mensen tegen die eigenlijk net als jij verteld van na goed ik eigen bedrijf begonnen met dit en dit en dit... “</p>	
	Not of matter	3,4,5,6,	4
	Influence of the crowd	<p>6.” Inspirerend.”</p> <p>8.” Dus misschien... heb je wel, heeft het wel te maken met het gevoel dat je ook hip bent op het moment dat je dan in een koffie tent zit te werken. En dan dan misschien geeft het wel een gevoel van succes..”</p> <p>9.”... het moet wel een plek zijn waar nog meer mensen zitten te werken. ... en het.... het fijne is... na hier is de sfeer ook heel prettig.”</p>	3
Not work related moments	With friends/ family	1,3,5,6,8,9,10,11.12	9
	Alone	2,7	2
	Rarely or never	4	1
	For the coffee	2,8	2
	Frequency	<p>1.” ik denk gemiddeld ook wel 1 keer in de week ofzo”</p> <p>2.” Op zondag... de kranten lezen.”</p> <p>7.” Het weekend bij elke week.</p>	3
Overlap social and work	yes	<p>1.”Dus het heeft iets sociaals en ook werk gerelateerd. I: Het is een soort combinatie van. En overlap dat elkaar weleens, of zit mekaar dat in de weg?</p> <p>K: Huh.... niet los maar meer hoe noem je dat?...samengaan. I: het vult elkaar aan? K: Ja... klopt”</p> <p>3.” Als ik niet ga werken ga ik ergens anders heen. “</p> <p>9.”. Dus dat is dan wel een soort van scheiding.haha... ik spreek hier ook wel af hoor dus dat maakt niet zoveel uit. Maar dat heb ik het zoveel gezien dat ik dan het ook wel leuk vind om iets anders te zien.”</p>	3
	No	2,4,5,6,7,10,11 ,12	8
Something Urban		<p>2.” Dit kom je niet in een dorp tegen in ieder geval.”</p> <p>6.” Hij zegt wat doe jij dan precies? Helemaal verbaasd dat dat hier kon. Hij kwam zelf uit Brabant helemaal geschokt dat je gewoon met een kopje koffie hier uren kan gaan zitten werken.I: ja en hij komt dan... denk je dat het een stads iets is?J: Ik denk het wel want het is heel snel, ik denk het wel.”</p>	2
Cocon discription / individuali		<p>4.” In een cocon.”</p> <p>6.”Ik kan dan echt in een soort coconnetje verdwijnen.”</p> <p>7.” Echt individualistisch”</p> <p>8.”... ik als er geroezemoes is om me heen, bijvoorbeeld</p>	5

stic		<p>hier, dan humm... kan ik heel er in een coconnetje gaan zitten, dat helpt wel. Juist die geroezemoes helpt je om te concerteren. “</p> <p>12. I think everybody is doing, especially if work at the table down stairs that shared table than no one, than everyone is all like absolute, want to finish work or do that and that it does not feel like is reallychatty.”</p>	
The feeling of having to order of having to leave		<p>7.” weet je als ik alleen zit maakt het me minder uit, dan drink echt wel drie koppen koffie en het geld dat gaat het niet zozeer om, maar huh ik voel me in een Lungo dat is wat kleiner en iemand loopt dan langs en dat vind ik een hele andere beleving dan hier ga je gewoon zitten. Je zoekt een tafeltje uit je loopt naar de bar daar moet je je eigen koffie halen. Op je eigen tijd enzovoort, vind ik vrijblijvender en daarmee fijner al je aan het werk bent.</p> <p>8:” ja dus de inrichting dat is wel, inrichting en het contact dat dat personeel dat je maakt, dat is bepalend voor huh... voor voor mij hoe lang je je op je gemak voelt om ergens te blijven zitten.”</p> <p>9:... het moet wel een plek zijn waar nog meer mensen zitten te werken. ... en het.... het fijne is... na hier is de sfeer ook heel prettig. Het is ook, ze zijn er ook echt op gericht. Soms ga je wel eens ergens zitten en dan ... huh... ja soms vinden ze het ook wel minder fijn, als jij daar een hele dag zit. Dan zou je echt ja huh... je geeft niet continu geld uit.”</p> <p>10.” ik vind het altijd lastig waar ze dat überhaupt accepteren”</p>	4

4. Extra's environment			
Label	Sub-label	Quote/ number	Freq.
Environmental influences	Entrepreneurial feeling	<p>3." ik vind het een gevoel van een soort huh entrepreneurschap achtige huh.. gevoel geven. Van je bent, je zit heel dicht op het na ja onder de baas zeg maar. Je minder zo'n 9 tot 5 mentaliteit."</p> <p>7" en dat geldt hetzelfde voor de sfeer in zo'n coffee company of waar we nu ook bij DE zitten. Als hier wat meer mensen zitten die echt met laptopjes open zitten dan is de sfeer dan ademt het van ondernemerschap en soort van productiviteit en daar wordt je zelf ook productiever van."</p>	2
	Effect of others	<p>2," gedeeltelijk met mensen, dus met geroezemoes. En daarom zie je ook wel veel mensen op dit soort plekken terug komen... nou kijk als jij thuis zit alleen en je moet iets doen en het komt niet van de grond. Dan zoek je een mogelijkheid om te zorgen dat het wel van de grond komt. Wat doe je... je gaat mensen opzoeken die ook aan het werk zijn. Dus dat is denk ik wat mensen aantrekt in elkaar, al die laptopjes omhoog en mensen zijn aan het werk. Dat geeft je ook een duwtje."</p> <p>3." Ik kan niet tegen alleen zijn."</p> <p>5." ja ik vind het wel prettig. Gewoon om letterlijk onder de mensen te zijn"</p> <p>6." na je hebt een lekker muziekje, het is heel open en licht en het is inspireert ik vind dat je altijd wel hele inspirerende mensen ontmoet hier en ziet en af en toe maak je een praatje. Ennn... ja het bevordert wel mijn werktempo. Op de een oft andere manier kan ik hier helemaal verdwijnen in mijn werk. En kan ik me helemaal afsluiten en ik ga gewoon."</p> <p>7" en dat geldt hetzelfde voor de sfeer in zo'n coffee company of waar we nu ook bij DE zitten. Als hier wat meer mensen zitten die echt met laptopjes open zitten dan is de sfeer dan ademt het van ondernemerschap en soort van productiviteit en daar wordt je zelf ook productiever van... I: ja ok duidelijk en uhm en die sfeer is dat voor jouw bepalend voor de manier waarop je werkt, hoe je werkt, hoe gemotiveerd je bent om de te gaan werken, hoe hard je werkt?J: Ja dat is absoluut waar. Hoe beter de sfeer die dan ook past bij dat moment. Hoe productiever je bent. Uhh.. hoe succesvoller je zo'n moment kan afsluiten."</p> <p>8." Dus misschien... heb je wel, heeft het wel te maken met het gevoel dat je ook hip bent op het moment dat je dan in een koffie tent zit te werken. En dan dan misschien geeft het wel een gevoel van succes.."</p> <p>9." En ook collega's... ja toch een beetje de setting het het stimuleert iets meer... ja ik denk dat de sfeer een beetje maakt, van ja dat is leuk al die mensen om mij heen, zo van ja dat maakt een beetje de sfeer die hier is"</p>	7

	Music	<p>1." Ja want vaak hebben ze wel van gewoon rustige muziek op staan die rust geeft, ze hebben nooit house of rock muziek opstaan. Door die muziek heb je ook wel een bepaalde sfeer."</p> <p>6." na je hebt je krijgt af en toe van die rare gespreken of nou ja raar leuk gesprekken. Iemand schuift aan iedereen heeft een stopcontact nodig. En dan is het goh wat doe jij? En huh nou dan heb je zo'n uitwisseling...ik hou der van om naar mensen te kijken. Dan dan dat brengt me op ideeën. En ik geef ook nog steeds theaterlessen soms dat verwerk ik daarin. Dat geeft toch wel iets lekkers, ja dat weet ik niet dat vind ik altijd heel inspirerend. Want huh je komt toch op ideetjes. en lekker muziekje, het is heel open en licht en het is inspireert ik vind dat je altijd wel hele inspirerende mensen ontmoet hier en ziet en af en toe maak je een praatje. Ennn... ja het bevordert wel mijn werktempo.."</p> <p>12." I'm not getting distracted by the music that it playing. Only for three hours and than I decide to go. The noise the background music is alright. Sometimes I could really concentrate with, it also surprises me."</p>	2
	Neutral	<p>1." Een sollicitatie gesprek had ik een keertje gezien ... nou op zich is het een uitstekende locatie want het is een neutrale plek... ik heb weleens een paar keer met klanten hier afgesproken, met opdrachtgevers in de coffee bar om dingen te bespreken...Omdat je dan op een neutrale ja fijne neutrale plek zit je zit niet verder bij iemand thuis of op kantoor ofzo...dus dat werk wel goed."</p>	1
	Positive influence	<p>5." ja gewoon lekker dingen gedaan krijgen.... het is gewoon fijn... voor de sfeer de sfeer is gewoon fijn. Dat is beïnvloedend."</p> <p>9." en huh dan heb je ook een groot deel van de sfeer denk ik en ja het is toch een beetje soort van grote huiskamer idee of grote werkkamer waar iedereen zijn eigen ding doet. En allerlei verschillende huh.. mensen en dingen bij elkaar komen en dat geeft ook een beetje een grappig idee. Van nou iedereen is mijn zijn eigen dingetje bezig en zie je overlegguh... en ... je weet dat dat er mensen zijn die ook weleens op elkaar inhaken huh.. of huh.. dat zie je ook gewoon wel gebeuren.. ja dat iemand websites maakt, of dat ik heb er een nodig of ik ken weer iemand die... humm... ja die sfeer is wel toch open... minded... en en creatieve... het zal ongetwijfeld ook wel een beetje met hoeveel (onverstaanbaar woord) dat doet bijvoorbeeld."</p> <p>10." ik kan me gek genoeg beter concentreren...ja maar een beetje geluiden is niet verkeerd. Het moet ook geen herrie zijn. Als het nokje vol is is het ook niet meer lekker. Nee als daar gewoon een paar mensen zitten is dat redelijk ideaal zeg maar."</p>	3
The social	Complement	1,2,3,11	4

in the professional			
Rumor as	Stimulation	2." dus we hebben geroezemoes nodig. En dat stimuleert waarschijnlijk dat inspireert"	1
	Inspiration	2." dus we hebben geroezemoes nodig. En dat stimuleert waarschijnlijk dat inspireert"	1
	Concentration	3." iets wat negatiever effect heeft op je concentratie. Zeg maar het voordeel is dat ik überhaupt kan werken en kan studeren, want thuis ja dan is het gewoon te... dan heb ik er geen zin in. Dus er gebeurt in ieder geval wel iets. Dus voor je concentratie ja dat is is... ik zou zeggen dat het wel huh met een behoorlijk wat percentage afneemt. Ik heb ook wel eens zitten bestuderen voor werk, ook in de kerstvakantie of die daarvoor. Een onderwerp dat ik niet zo goed kende. Ja dan ga ik daar zitten. Maar als ik een percentage zou geven dan zou ik 60 procent effectiviteit, wat veel meer is dan nul..." 8."... ik als er geroezemoes is om me heen, bijvoorbeeld hier, dan humm... kan ik heel er in een coconnetje gaan zitten, dat helpt wel. Juist die geroezemoes helpt je om te conceteren. 10." geroezemoes vind ik heel lekker. Op de een of de andere manier kan ik me daar beter in concentreren dan op mijn kantoor waar het gewoon akelig stil is...ben ik na twee uur totaal blank zelf, kan ik niet meer werken.I: wat is er zo lekker aan dat geroezemoes dan?10: ja het houdt de boel in beweging, ik weet het niet. Maar als het helemaal stil is... .. ik vind dat huh... maar ik kan er bijvoorbeeld ook niet zo goed tegen als ik de radio aan het staan op mijn werk. Dat doe ik ook niet om dat nog een beetje geluid te krijgen... Want dan is dat ook nog iets wat wel moet horen. Ik hoef dat niet te horen, terwijl dat geroezemoes houdt net een beetje de beweging of zo dat zorgt ervoor dat het niet helemaal ... huh en ja ik weet niet ik sla gewoon stil op een gegeven moment. " 12." I'm not getting distracted by the music that it playing. Only for three hours and than I decide to go. The noise the background music is alright. Sometimes I could really concentrate with, it also surprises me."	4
The effect of working people around	Motivating	2,3,4,6,8,9,10	7
To much noise		4.": Ik vind het te rumoerig, huh... hummm... we hebben een behoorlijk groot deel van ons kantoor is klanten ondersteuning. Dus dat zijn mensen die aan de telefoon zitten en huh als ik daar te dichtbij in de buurt zit dan huh... huh.. ja dan lukt het me minder goed om me te kunnen concentreren. Omdat huh... ja hele luide	3

		gesprekken kunnen zijn. Eehuh.... en dan komt op een of andere manier te veel geluid, dan lukt het me niet om me daar voor af te sluiten.” 10.” Het moet ook geen herrie zijn. Als het nokje vol is is het ook niet meer lekker.” 12.” When there is to much noise”	
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