

Booking.com

curator

today's workshop

DEPTH IN PROGRAM

elements for program

program fundamentals

way of working

WAY OF ORGANISATION

roles

collaboration

management & curator

costs organisation

Booking values

curious

ambitious

empathic

fun

enbiun program

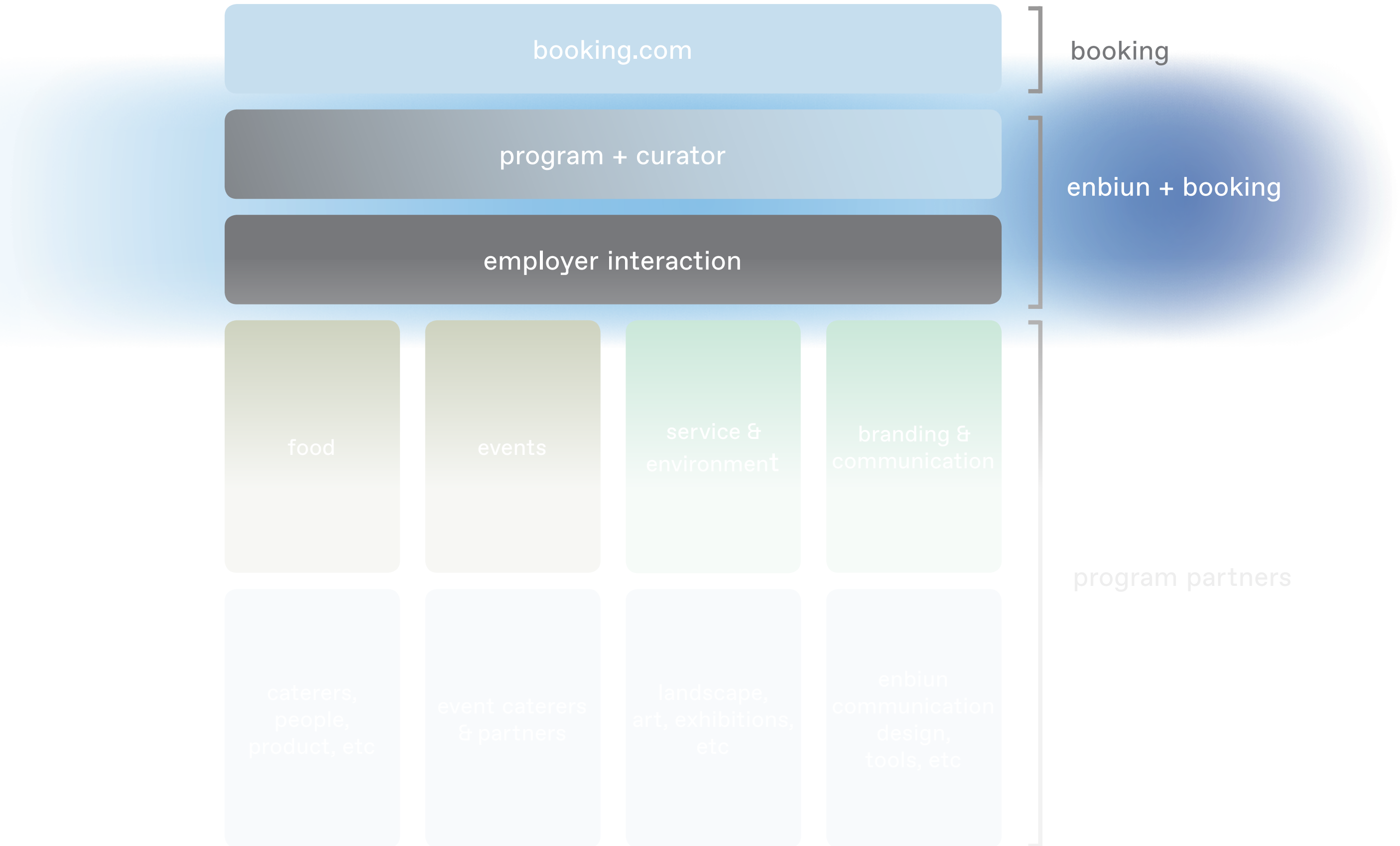
curator proposition

the curator is a way of organisation, it accelerates corporate food hospitality into a daily changing program, adding value to the total experience and inspiration to user experiences with incentives for innovation.

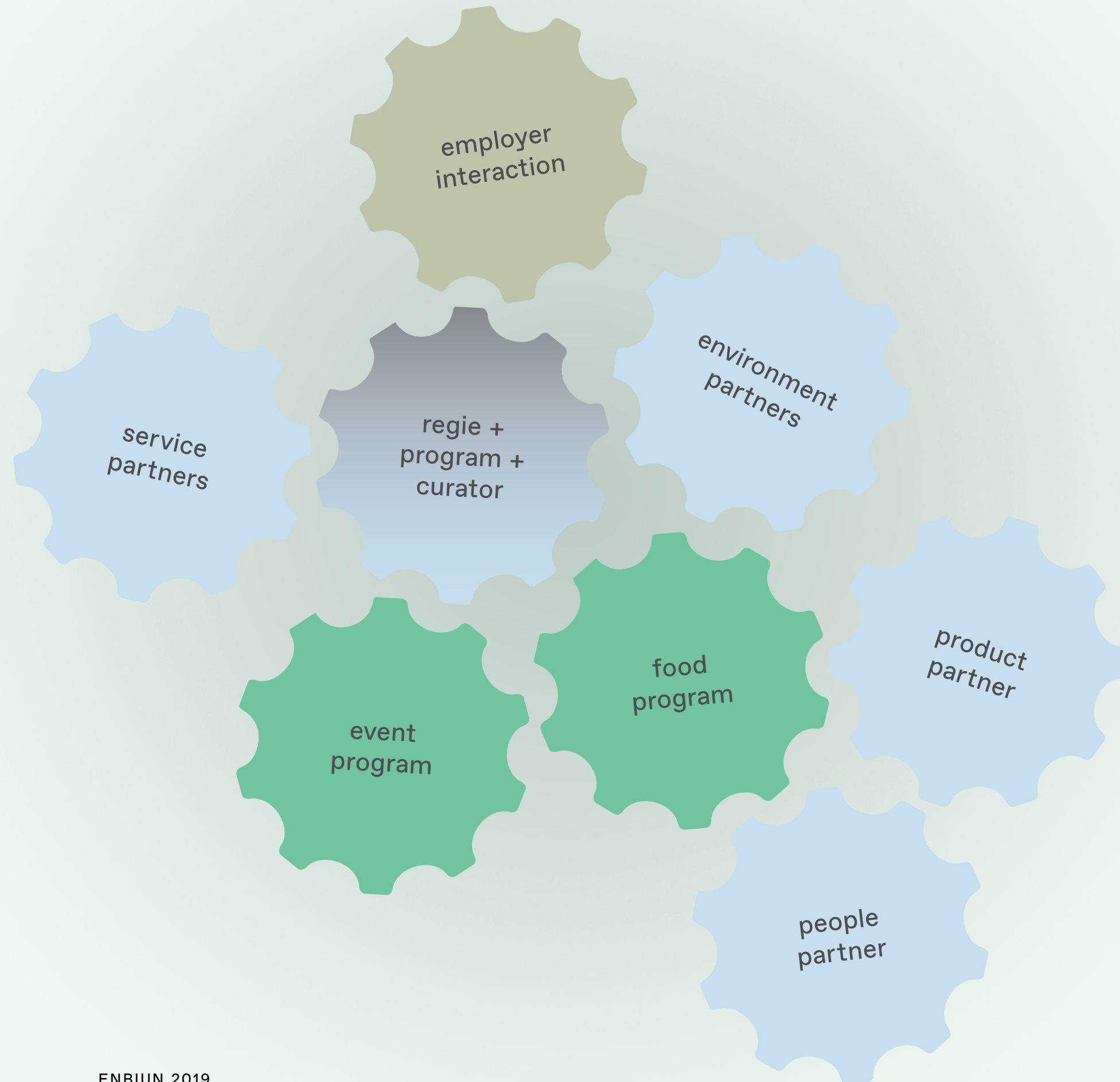
it's the curators goal translate Bookings DNA into Bookings food program

With the food program you can create tools to measure the progress of the vision or promise and make it possible to set goals for better sustainability, happiness, waste management and nutrition. It functions as a testing tool for feedback on the campus and is budget driven.

curator organisation



organisation



connecting people through food and its culture

By thematizing we add value to the program and create different approaches. Our themes exist beyond seasons and simple food thematics, they're abstract and open. This abstraction allows us to create more intelligence and include a more cultural perspective to food.

THEMATIZATION

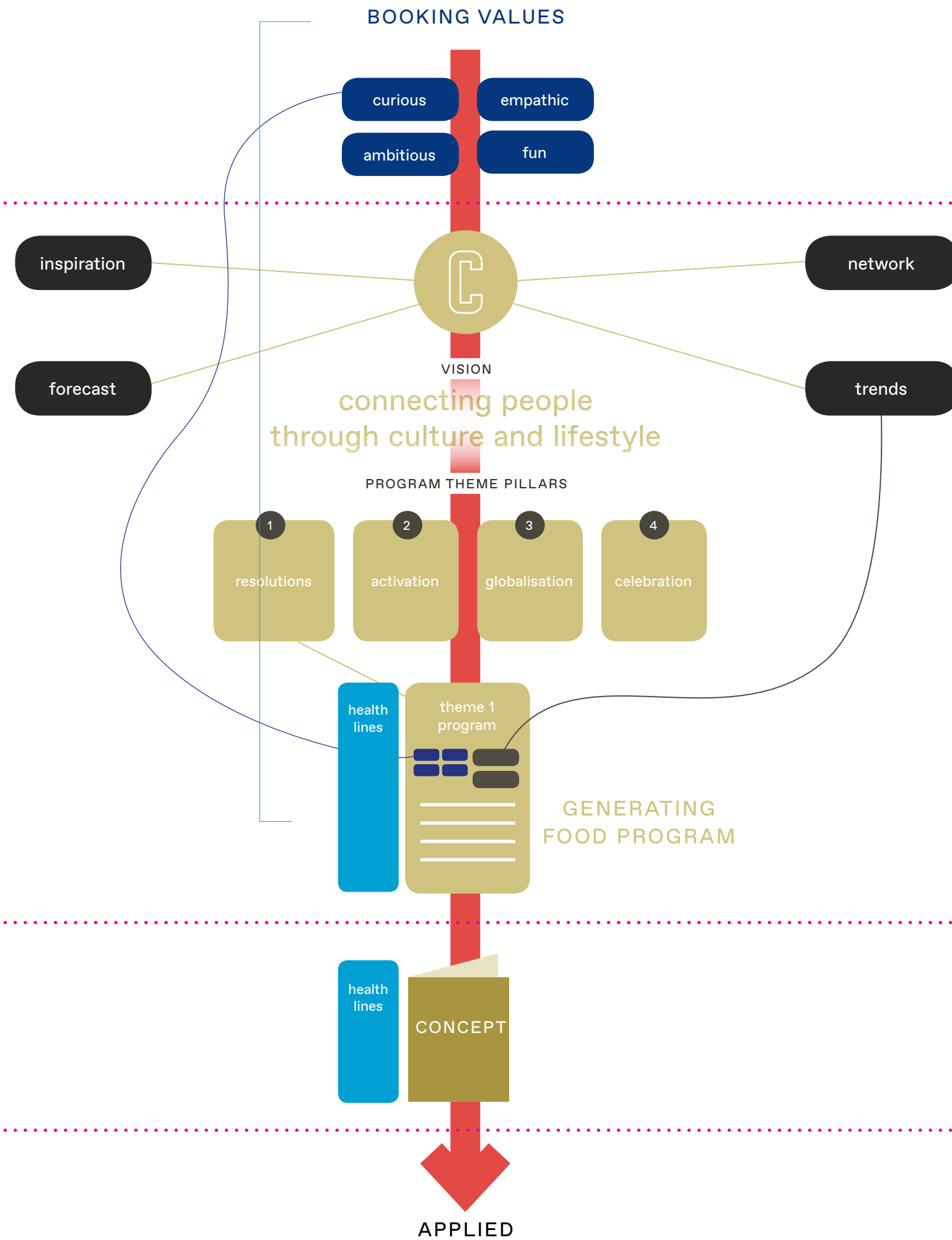
resolutions

activation

globalisation

celebration

curator model

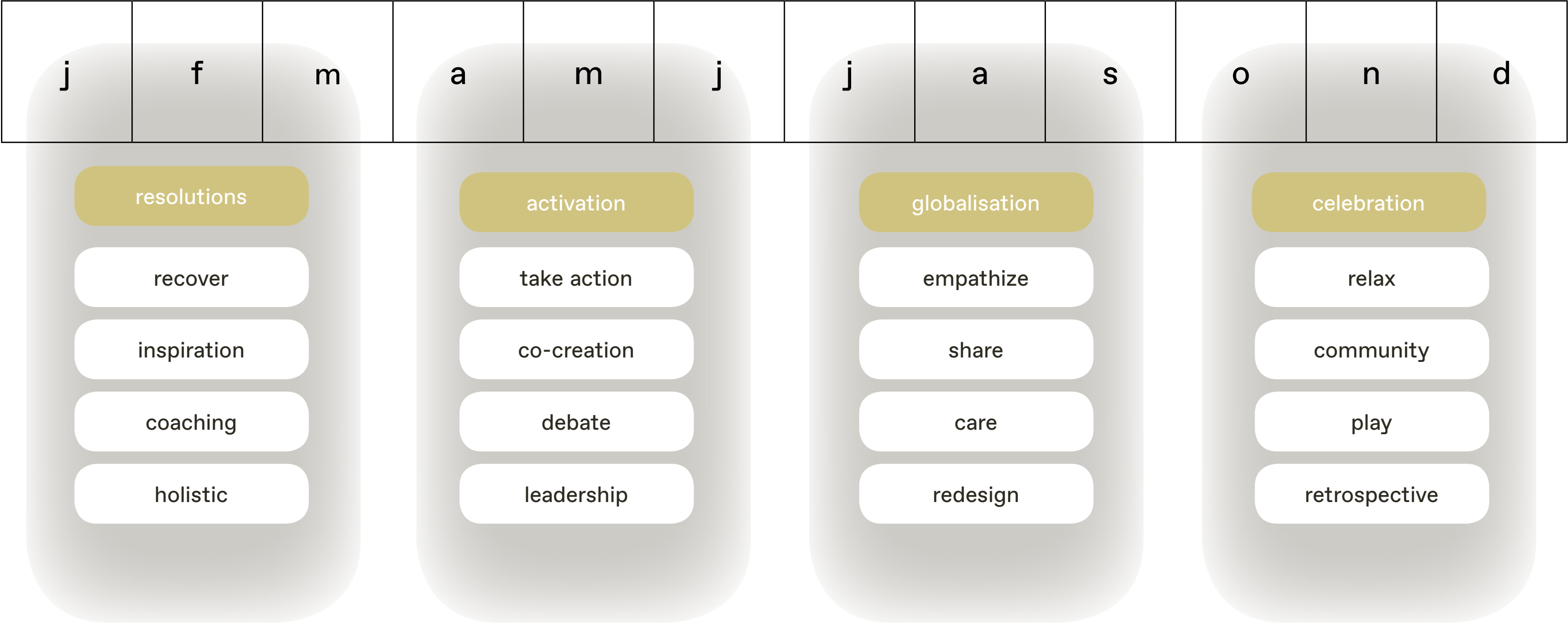


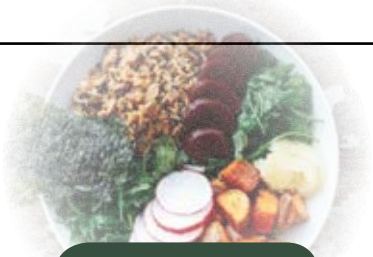

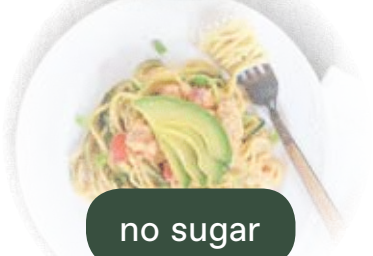
CURATOR

NORMAL
CATERAR

food program

food program



FLOOR	FUNCTION	FOOD	EVENT	WORKSHOP	POP-UP	SPEAKER
11	event space community garden		sensoric diner			
9	restaurant coffee bar meeting space roof terrace	 <div>macro bowls</div>			brain on a shelf	
5	restaurant coffee bar meeting space	 <div>temple kitchen</div>	Dan Barber fine dining evening	Tory Hindman Ayurvedic cooking class		
2	restaurant coffee bar meeting space library	 <div>no sugar</div>				Pepijn van Lanen New Emotions
1	L&T pantry			speed coaching/ vitamine advice	massage room	
0	auditorium relax rooms gallery		monday morning inspiration	yoga in jeans	food pharmacy	Chloe Rutzerveld talk

first quarter

j	f	m	a
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resolutions

create headspace and get inspired

The first quarter is about recovering and making plans for the new year. After a social end of the previous year it's time to switch to an individual mode and turn inwards. It's time to reload energy and create headspace for new things. Creating time to start activities. Make room to get inspired with new insights to change old patterns and trying to adapt new behavior. Making plans towards new travels and work ambitions.

first quarter – ideas

resolutions

speakers

Joos Ockels
Sustainable
Happy Energy

Thimon Whetston
Community -
Tech -Health

Chloe Rutzerveld
Food System
Food Designer

Pepijn van Lanen
New Emotions

Judith van Werkhoven
Socratic Conversations

Teun Vonk
Studio Tony Spark
Body - Awareness
Physical Mind

workshops

create your
morning routine

burn-out VS bore-out

vitamine-advice

brain on a shelf
book club

conflict coaching

art of breathing

yoga in jeans

mini vinapassa

self-care

food

ayuverdic

macrobiotic

chinese herbs

indian spices drinks

dry january

sugarless season

mindful eating

28 grams of happiness

personal food order
from a
vending machine

silent lunch

pop-up

Dan Barber
Blue Hills

Jeong Kwan
Temple Kitchen

Bruno Loubet
Grain Kitchen

Tory Hindman
Ayuverdic Kitchen

Spirit
Amsterdam
Rotterdam

Vegan Junk Food Bar

Jack Bean

events

monday morning
inspirations

food pharmacy

speed coaching

massage

restorative sound
journey

digital detox clinic

sensoric diner

sensoric tour
Booking. building

embassy of health

first quarter – food

resolutions

2

canteen



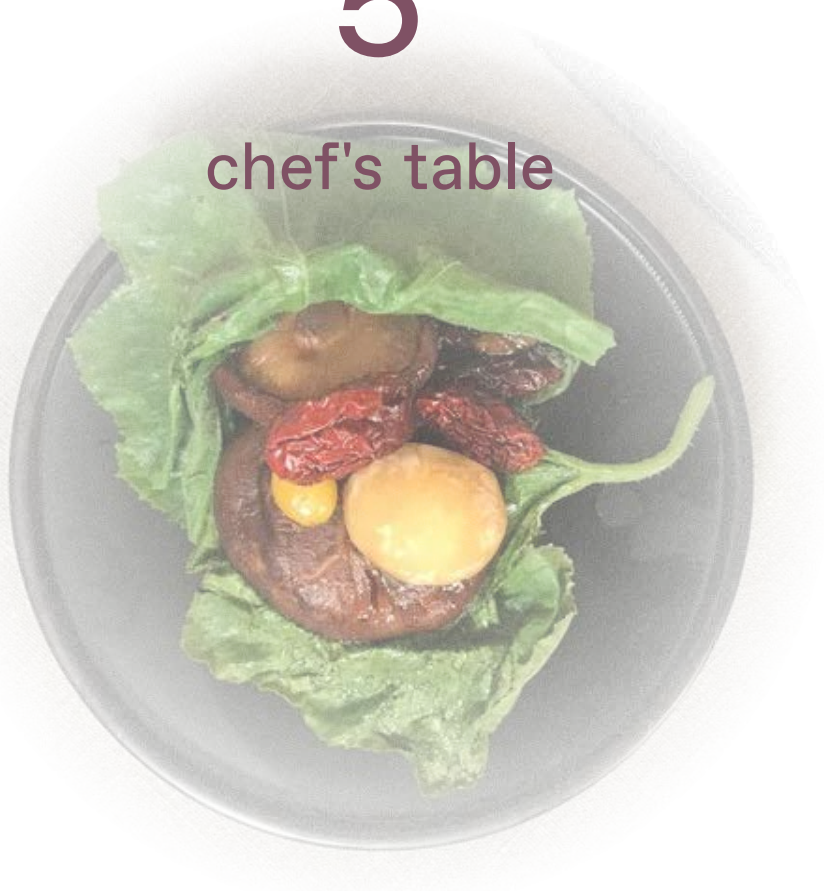
no sugar season

A new year, a new start to try
out some detox inspired
menulines

creamy chicken pasta with zucchini, avocado
and cashew cream

5

chef's table



Jeong Kwan
Vegan Temple Kitchen

Harmony between the person
cooking, the person eating, and
the ingredients used.

shiitake mushroom, chesnut, jujubes, pumpkin
leave

9

bowl kitchen



macro bowls

Get all your macronutrients:
carbs, protein and fat.
Principles of the yin and yang
balance.

brown rice miso macro bowl

optimistic	open-minded
good will	motivated

first quarter – moods

resolutions

brain on a shelf



'Expo of pictures from bookshelves of Booking staff'
'Where do you get your knowledge and inspiration from? Which book made impact. What's on your pile to read'

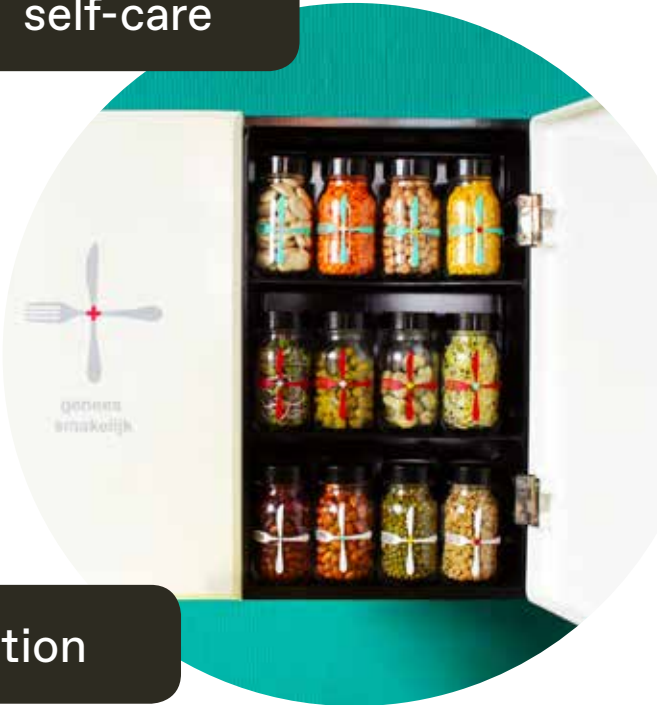
curious

fun

well-being



self-care



prevention

Speaker Thimon Whetston



coaching

'Reconsider habits with a coach.'

ambitious



doctor korrie

'Experiencing creative troubles, or lack of inspiration. Doctor Korrie supplies highly inspired or a clownesque new view.'



foodtopia

'Exposition about a holistisch food system' by Food Embassy

empathic

second quarter

m

a

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j

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activation

start up new projects,
take action and perform

The quarter of action. No more time to talk just do it. How to take action and put words in to deeds. Clean your desk, make a plan and scrum yourself through these months. After failure succes will folow. Don't look back and don't look to far ahead: the time is now. Make sure your battery is charged. Eat healthy, drink enough water and create energy in your system with mouvement.

second quarter – ideas

activation

speakers

Lecyca Curiel
Generation Z, IMC

David Deijman
Philosopher
Chef Choux Restaurant

Aernoud Bourdrez
Lawyer
Book Writer
Don't Act Think Like A ..

Claus Meijer
MeltingPot
Co-owner NOMA

Linda Vermaat
Professional Rebel

Willempje Vrans
Figure Running
Bijlmer Boksschool

workshops

ceramics

cooking

sports

scrum master

knitting

sewing

wood carving

leadership

boxing

boothcamp

food

functional food

brain food

food for sportsman &
woman

cook your own diner

walking dinner

protein

track calories
food & activation

charge your brain

pop-up

sourdough bakery

The Power Bowl
Vending Machine

start up booking
food co-operative

Eline Ex
Sourdough Baker

Kamilla Seidler
Chef at start of
Gustu Bolivia

Thomasina Miers
Masterchef

Massimo Buttora

events

sports day

booking academy day

juice cycle

escape room

take out your
lunch day

diner with a mission

basqetball trash can

DIY day

figure running

take the staircase
expo

second quarter – food

activation

2

canteen



brain food

Food that is good for our brain.
Ingredients that activate and
improve our brain functions.

turmeric pilaf

5

chef's table



Jamie Oliver
food revolution

Fight against bad eating habits.
Jamie inspires to eat healthy
and good food.

lamb & chicken curry

9

bowl kitchen



high-protein bowls

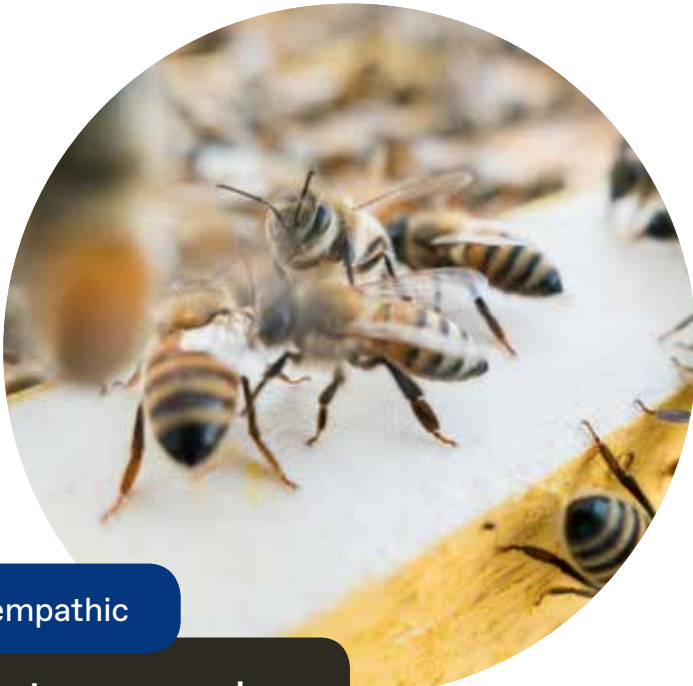
Bowls that keep us going for
a longer period of time. Think
of Acai or high protien for
endurance.

farro, steamed beets, mozzarella proteine bowl
with almonds, mint and chives

second quarter – moods

ambitious	productive
disciplined	enrichment

activation



empathic

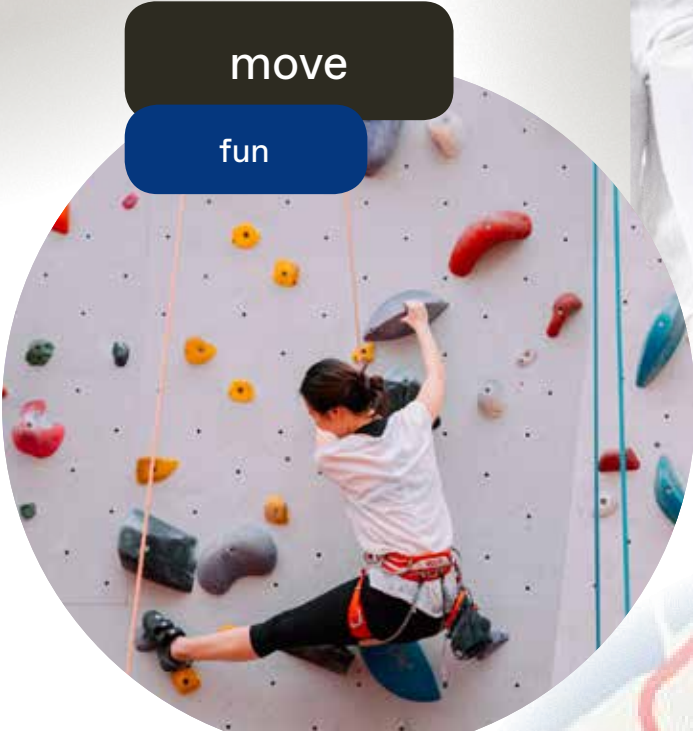
team work

Starting up new Booking Teams for new projects like a Food Co-operative, an inhouse Art Exposition.



handwork

Craft & Sports workshops 'A hour not working with your head but with your hands and body'



move

fun



functional food

curious

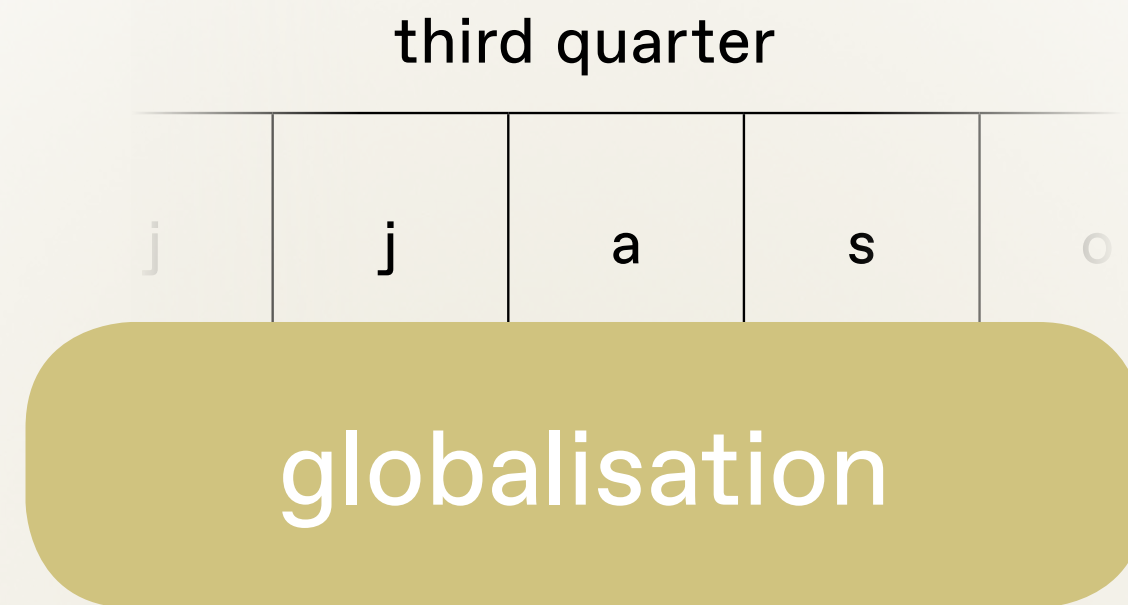


ambitious

leadership

Leadership Workshop Aernoud Bourdrez "Don't think but act ...'





gather and share knowledge

Congregate and make plans together to collect to right knowhow to invest in a better future and world. Be empathic and share openly about problems and discuss different views and work methods. Learn from each others cultures, try to speak the same language. Take learnings from our seniors and elderly. Create awareness by research, action and dialogue.

Take a close look at the world and how you use it.

third quarter – ideas

globalisation

speakers

workshops

food

pop-up

events

Lammert Kamphuis
Friendship & Filosofy

Ibrahim Alaoui Chrifi
Millenials with Colour

Joris Lohman
Foodhub

Monte Konings
Domains of Trust
New Forms of Morality

Gerd Leonard
Futurist

Sayonara Stutgard
Uitgeverij Chaos

privacy

human flow

democracy

debate

carrot experience

(sign) language

climate book club

ballroom culture

world tourism

good charity

'goede vissers'

Man Meat
eat waste products -
like luxury

Redefine Coffee
Grain Coffee

No more Avocado Show
Endive Spread

cultural heritage
travel food

donut dates
arranged by curator
mix up departments

Google Embassy

Lentil as Anything
Melbourne

Toko Trash
Manuela Goncalves
Rotterdam Tokologie

Matt Orlando
Restaurant Amass
Broad & Build

Sam Kass
Trove & Acre

Nel Schellekens
Keunenhuis

Social Scarcity Diner

booking Fundraising

Energy Barometer

Camouflage from
Face Detection

The end of the world diner

Love without Borders diner

Bake a Pie with
'Country' Department

His, His and Hers
Hacking Modern Love

Dark Dinner
power shut down

third quarter – food

globalisation

2

canteen



co-products valorization

A change of perspective on co-products to luxury. Think about eating man meat, food waste and invasive food like wild animals and algae.

kid rendang

5

chef's table



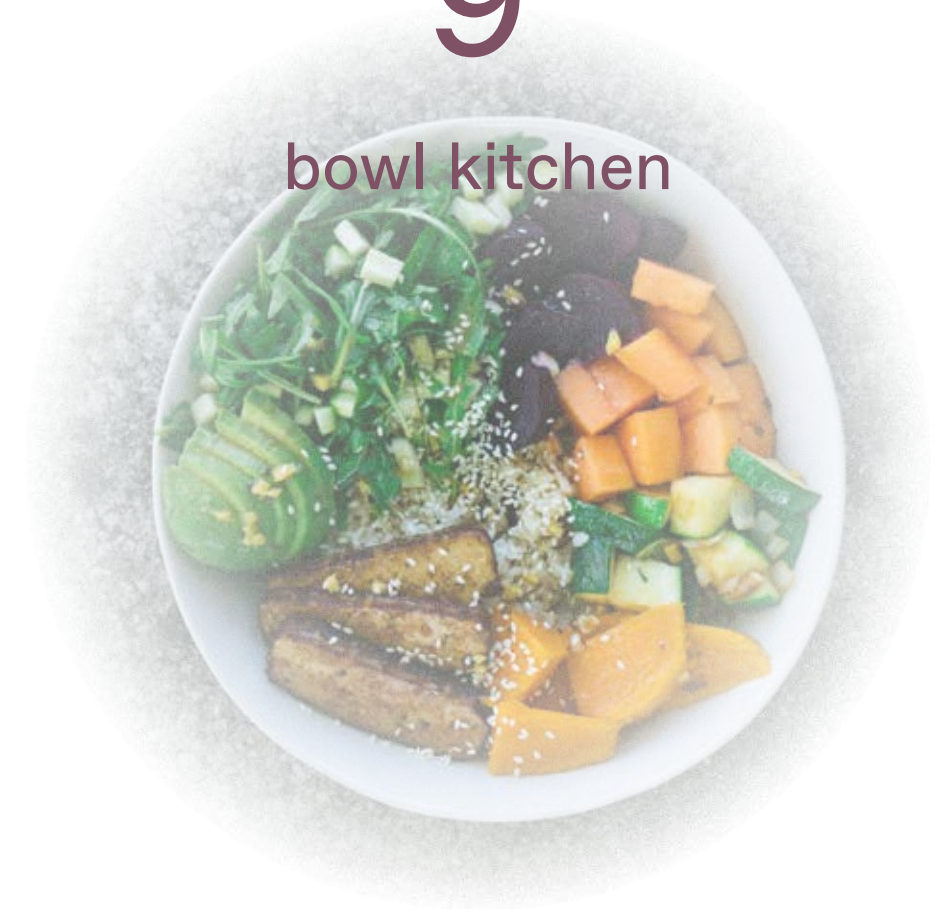
Chef Manuela Goncalves
Tokologie

Give the right value to small cultural heritage 'toko's' / restaurants in Rotterdam.

taco smoked chicken

9

bowl kitchen



plant-base bowls

Bowl food with respect for nature and mankind. Ingredients that are sustainable and green.

smoked toffu & veggie bowl

third quarter – moods

empathic	caring
sharing	make impact

globalisation

empathic

sustainability

Dark Dinner
'Booking shuts
down the power
and we eat in the
dark.'

fun

Love without
Borders
Diner

planet

ambitious

human flow

Yann Arthus
-Bertrand
Documentry
'Human'
Ai Wei Wei
Documentry
'Human Flow'

curious

diversity & culture

Cultural
Heritage
Cooking Workshop
How we can learn
form each other
and our
ancesters.

people

Monday
Morning Talk about
Friendship
by Lammert
Kamphuis

fourth quarter

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celebration

decompress & have fun

The start of looking back. Time to get into the social and party vibe, dressing up and playing music. But also the time for hope and contemplation, lighting candles in the dark months and thinking about our loved ones missing or far from us. Sharing traditions with food and storytelling. Playing parlor games and indulge ourselves with snacks and spirits.

fourth quarter – ideas

celebration

speakers

Thimon Whetson
Community Building
Religon

Coen Simon
Feelings of Guilt

Up?
Own your own but
together

Joke Hermsen
stillness and
contemplation

Wouter Klein Velderman
Artist &
Socratic Moderator

Oprah Winfrey
needs no introduction

workshops

new religion

contemplation
workshops

How to cook a
sustainable
Christmas dinner?

How to live;
never buying new
things

Best of ...

crap bingo
(meaningfull & circular)

Tastings wine, coffee,
chocolate, whiskey, tea

community garden

food

traditional

religion

comfort food

christmas breakfast

celebration

new year

fun

social

world

pamper

pop-up

elevator story's
people of booking tell
their Christmas Story

gift shop

'new wave church'

Yvette van Boven
Samuel Levi

Tom & Rachel
Rosies -& Warungs Mini

Arnold & Henderson
Rochelle Canteen

Christina Tosi
Momofuku

Hilja Sanchez

events

Breakfast concerts

Christmas Food Market

Social Impact Dinner

Solidarity Supper

Huge Booking Cluedo

Murder Mystery Month

Christmas Movie

Suit Up Day
(13 october)

Redefine Thanksgiving

Story-telling diner

fourth quarter – food

celebration

2

canteen



traditions

Traditional festive food from
different world kitchens.
Classics that our
parents and grandparents
made.

classic Christmas roast turkey

5

chef's table



Chef Yvette Van Boven
Holland's popular cooking

A more fine dining menu with
artisanal elements. A festive
home food menu.

hangover curing pork belly

9

bowl kitchen



comfort bowls

Indulge ourselves with
good, comfort food.

pork ramen with egg

fourth quarter – moods

have fun	relax
be proud	

celebration



Christmas Treats 2025. Making Christmas Snacks inspired by the future with a food designer.



host

Celebration
Organizing events for the concierges of hotels.

ambitious



humor

Solidarity Supper
A fun supper with speakers and a fund-raising.

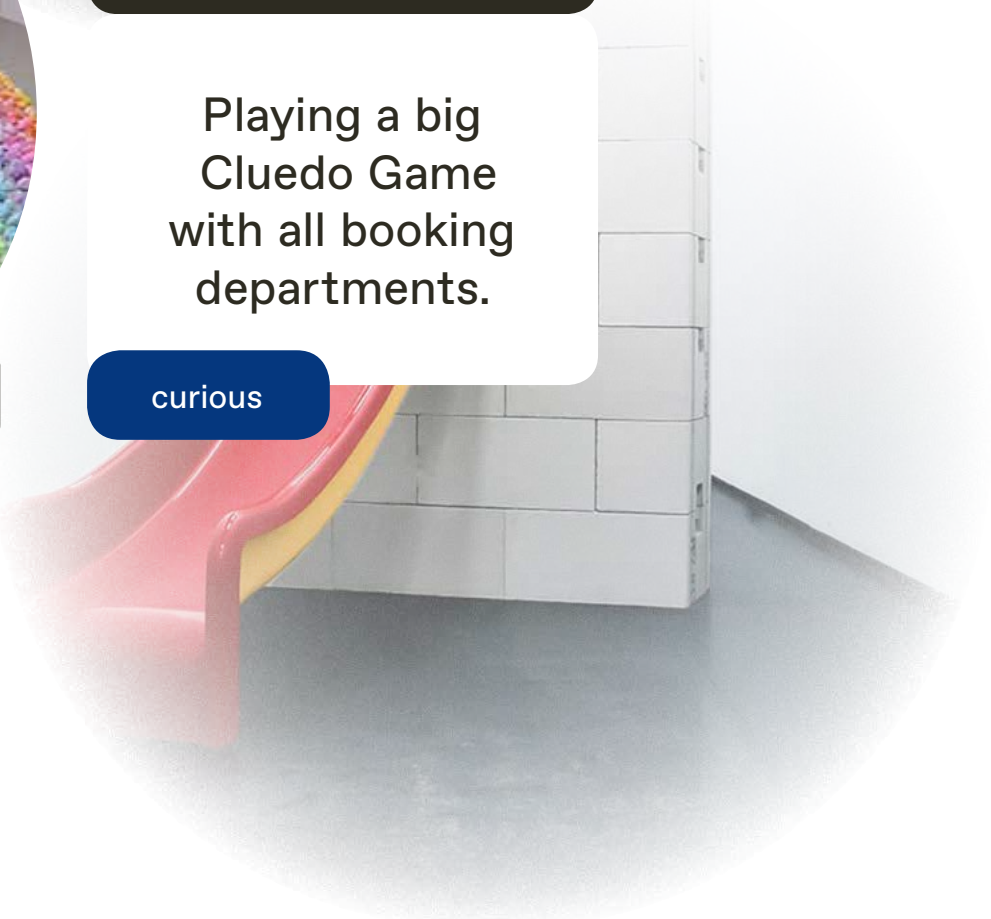
fun

empathic

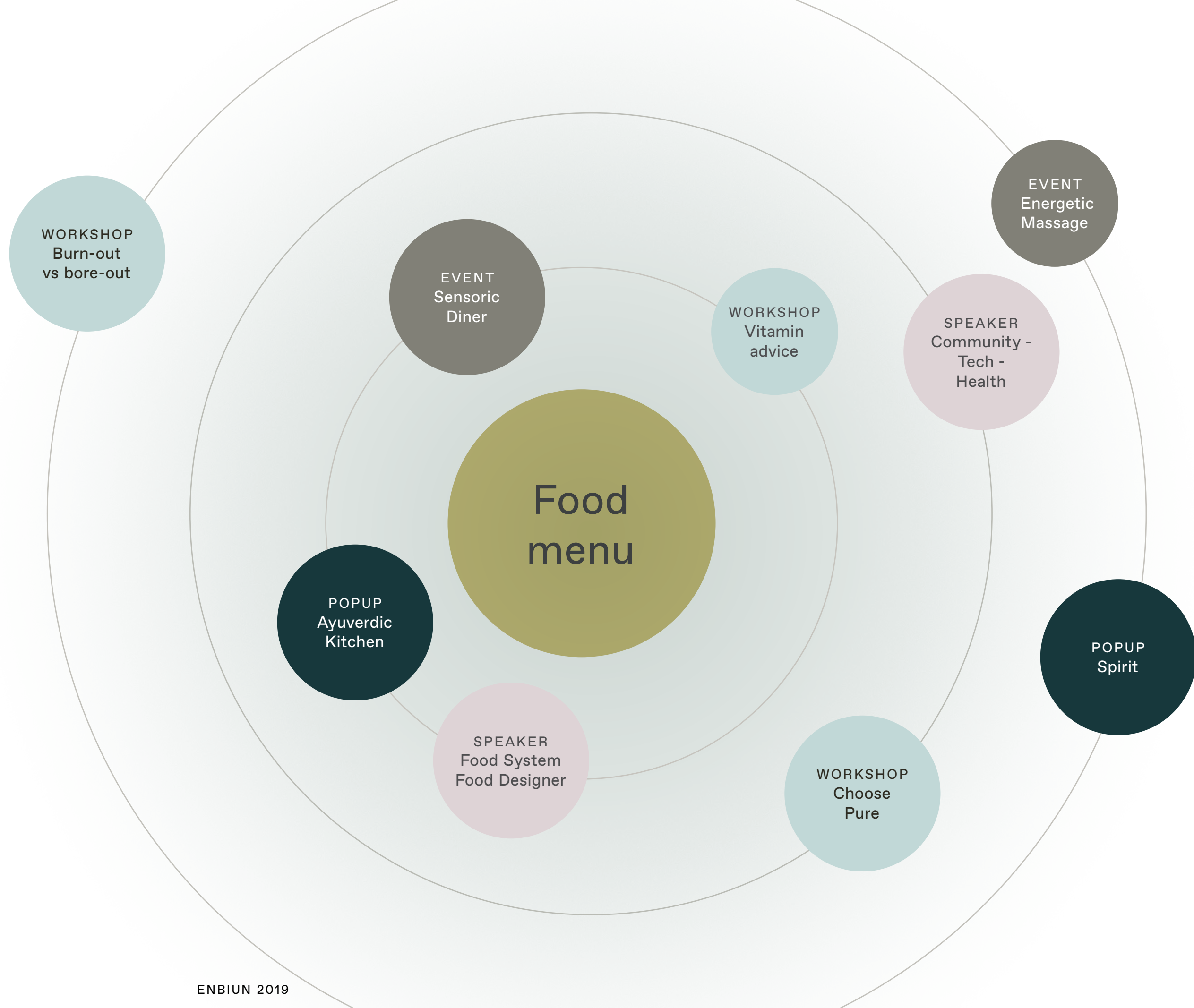
playful

Playing a big Cluedo Game with all booking departments.

curious



workshop



CURATOR



TOPICS



enbiun