



*Unplug*  
TO RE-CONNECT

A vibrant tropical beach scene. The foreground is dominated by clear, turquoise water with gentle ripples. A white sandy beach curves across the middle ground, lined with numerous tall palm trees. Several thatched-roof huts are visible among the trees. The sky is a clear, bright blue with a few wispy clouds. In the bottom left corner, there is a white rectangular box containing the text 'WELKOM' followed by two red arrows pointing to the right.

**WELKOM »»**

# HOW'S WORK?





*Unplug*  
TO RE-CONNECT



NO SIGNAL

NO SIGNAL

NO SIGNAL

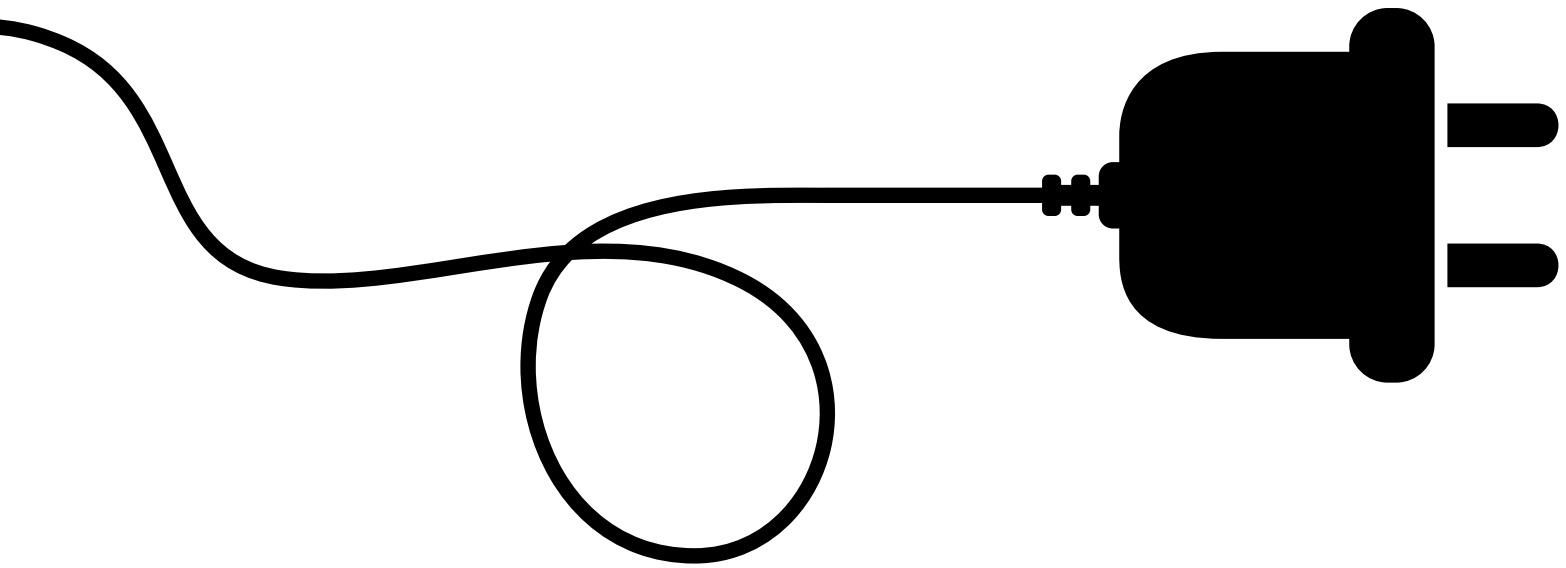
# HYPERCONNECTIVITEIT

NO SIGNAL

NO SIGNAL

NO SIGNAL

SAMSUNG



## *Waarom* **DECONNECTEREN?**

Over Forrest Gump

## *Hoe* **PAKKEN WE DAT AAN?**

Over 'Deconnectie-stijlen'

## *Wat* **DOEN WE CONCREET?**

Over Detox, Zebra's & Schapen



## *Waarom* **DECONNECTEREN?**

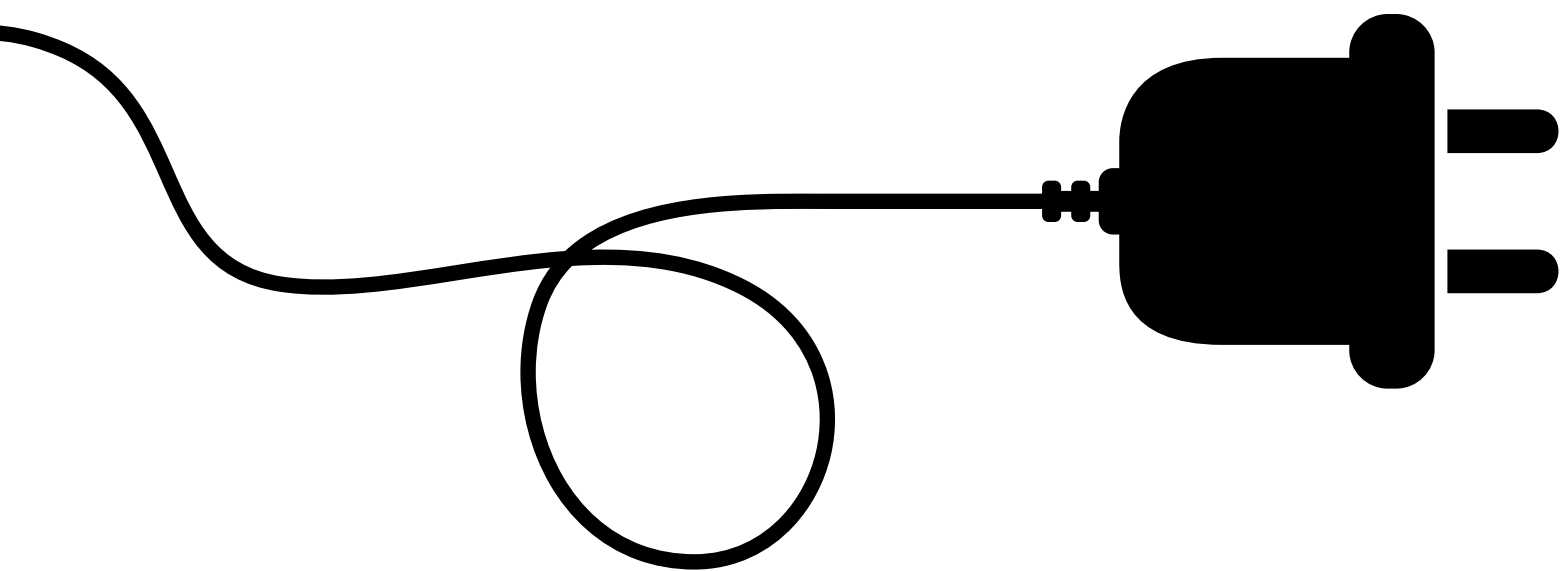
Over Forrest Gump

## *Hoe* **PAKKEN WE DAT AAN?**

Over 'Deconnectie-stijlen'

## *Wat* **DOEN WE CONCREET?**

Over Detox, Zebra's & Schapen





NO SIGNAL

# THE *missing* LINK

NO SIGNAL

NO SIGNAL

NO SIGNAL

NO SIGNAL

NO SIGNAL

SAMSUNG



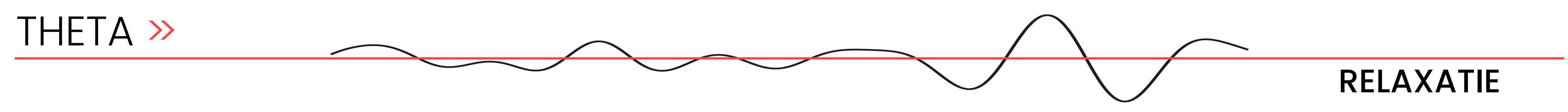
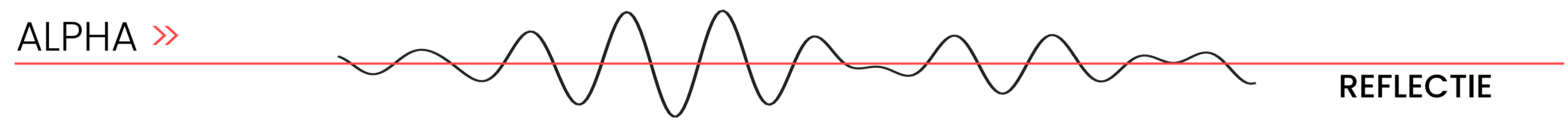
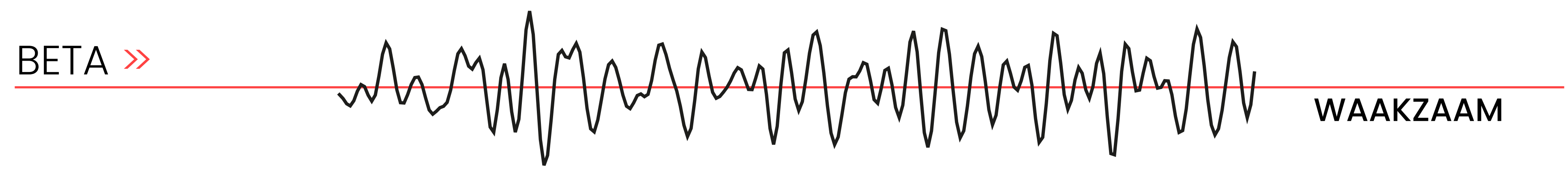
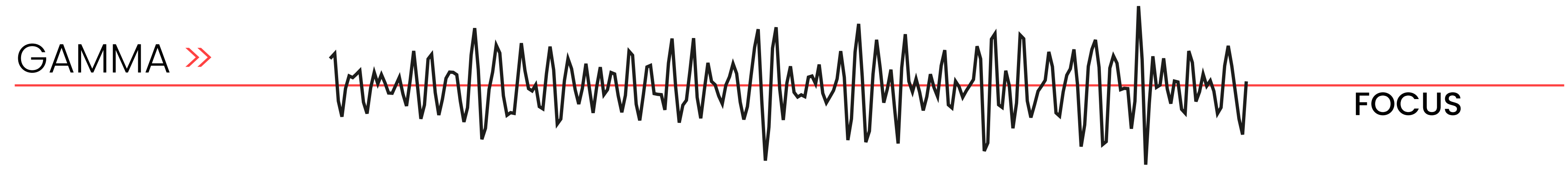


# *Run* FORREST *Run*



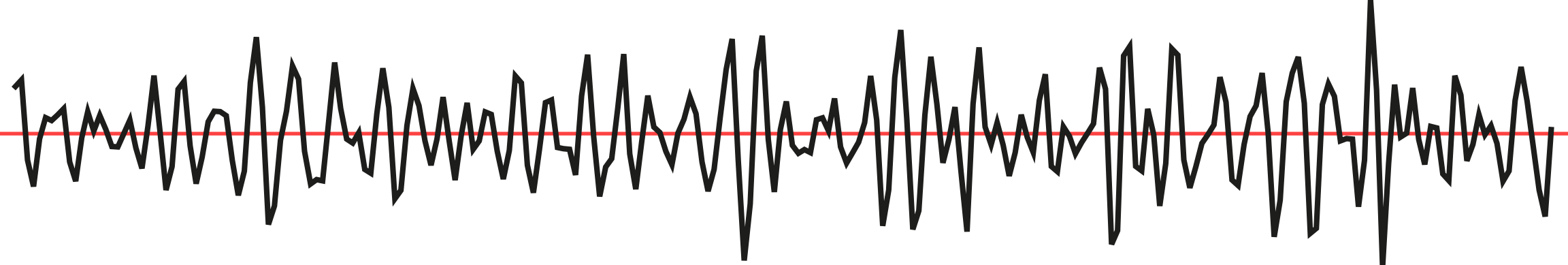


BRAIN  
*waves*



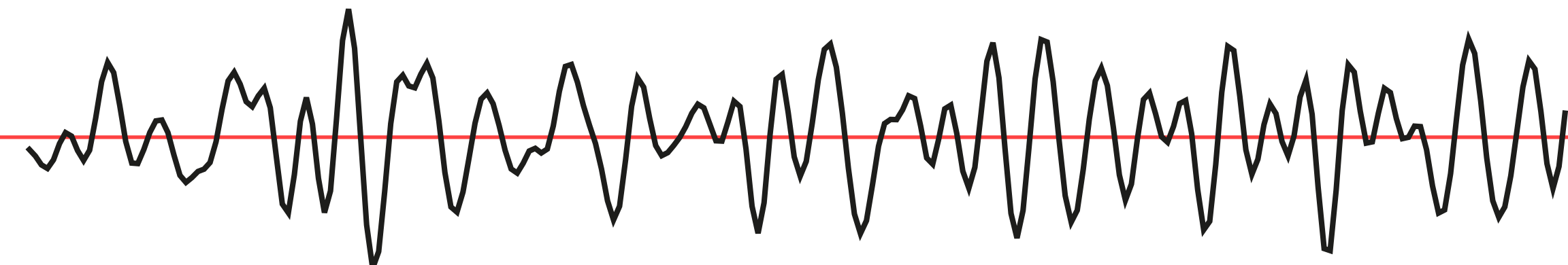


GAMMA >>



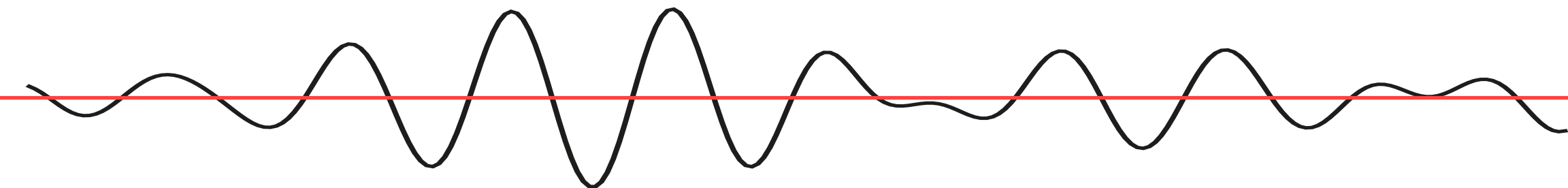
ELKE SECONDE

BETA >>



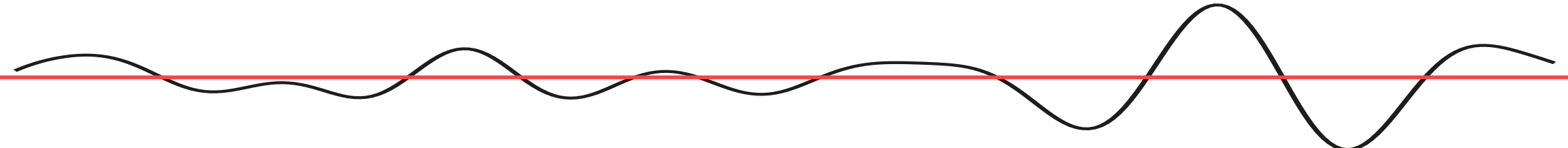
ELKE 2 SECONDEN

ALPHA >>



ELKE 10 SECONDEN

THETA >>



ELKE 20 SECONDEN

60



WAT IS DE  
LINK MET  
DECONNECTIE?

BRAIN  
*waves*



46%

VAN DE VLAMINGEN MAAKT  
WEKELIJKS OVERUREN



# 64%

VAN DE BELGEN HEEFT MOEITE  
MET DECONNECTEREN NA HET  
WERK





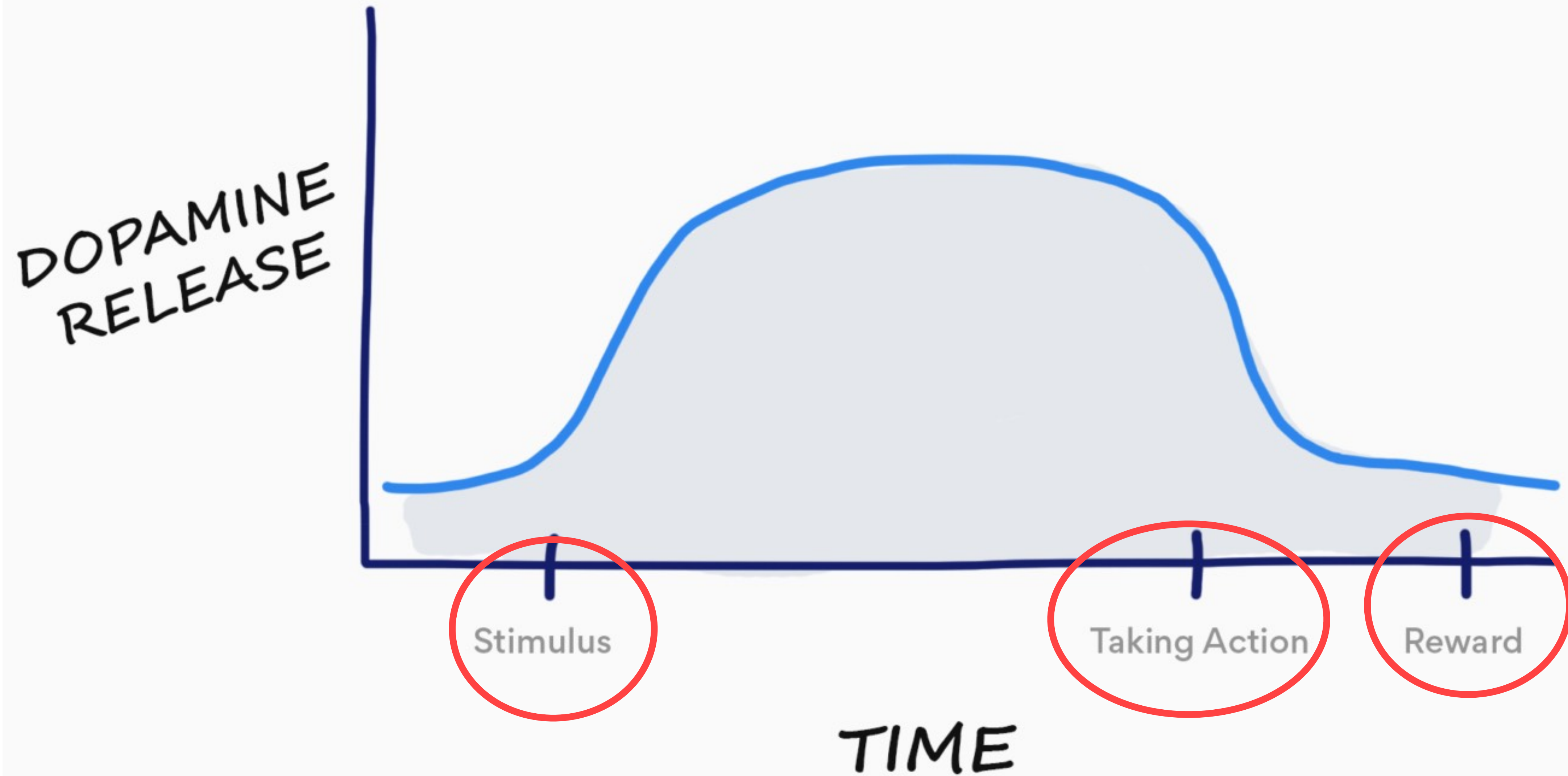
> 3u

SPENDEERT DE GEMIDDELDE BELG  
PER DAG OP DE SMARTPHONE



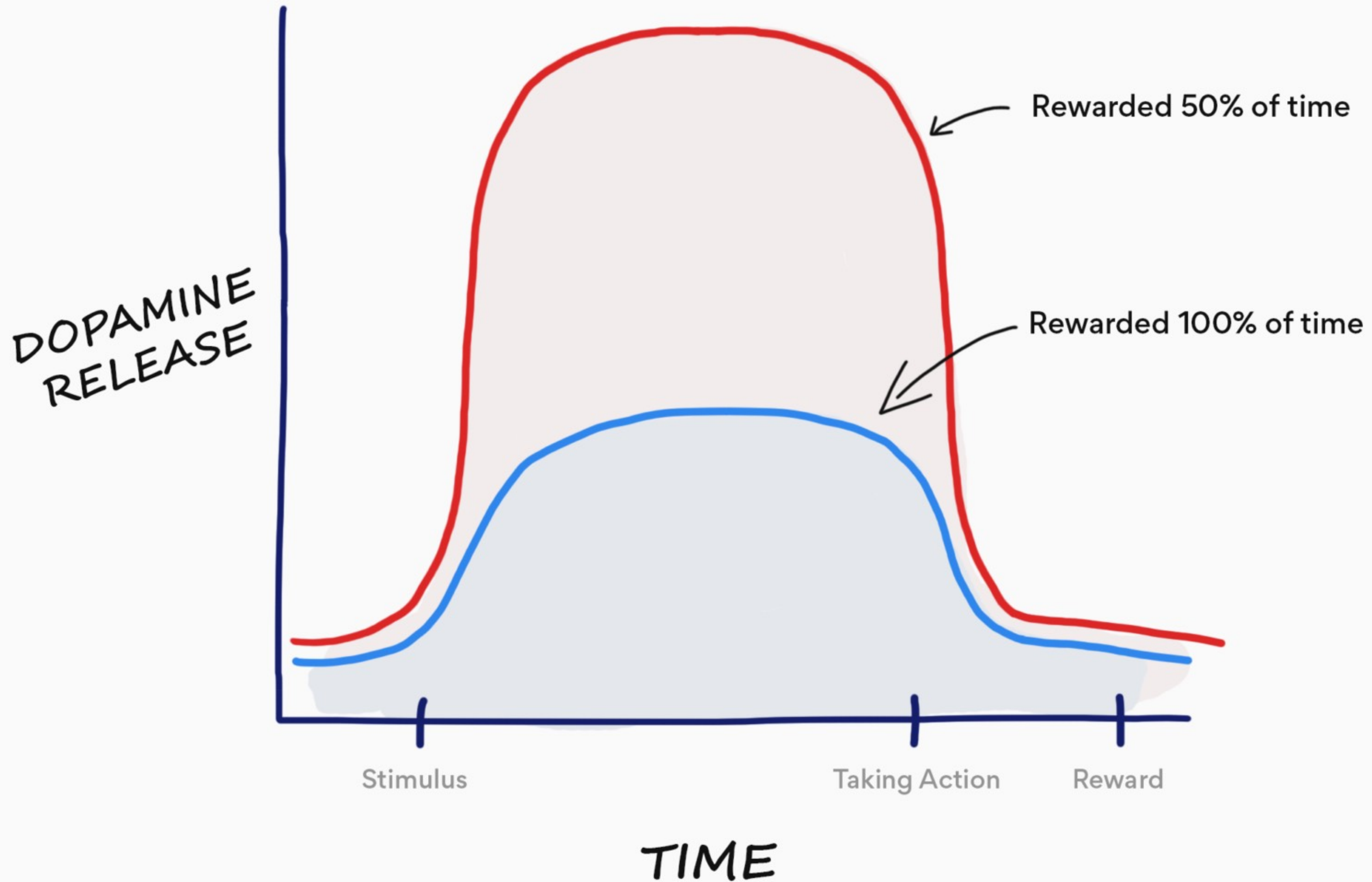
# DOPAMINE BELONINGSCIRCUITS

# DOPAMINE ACTIVITY





# DOPAMINE ACTIVITY + UNCERTAINTY





## *Waarom* DECONNECTEREN?

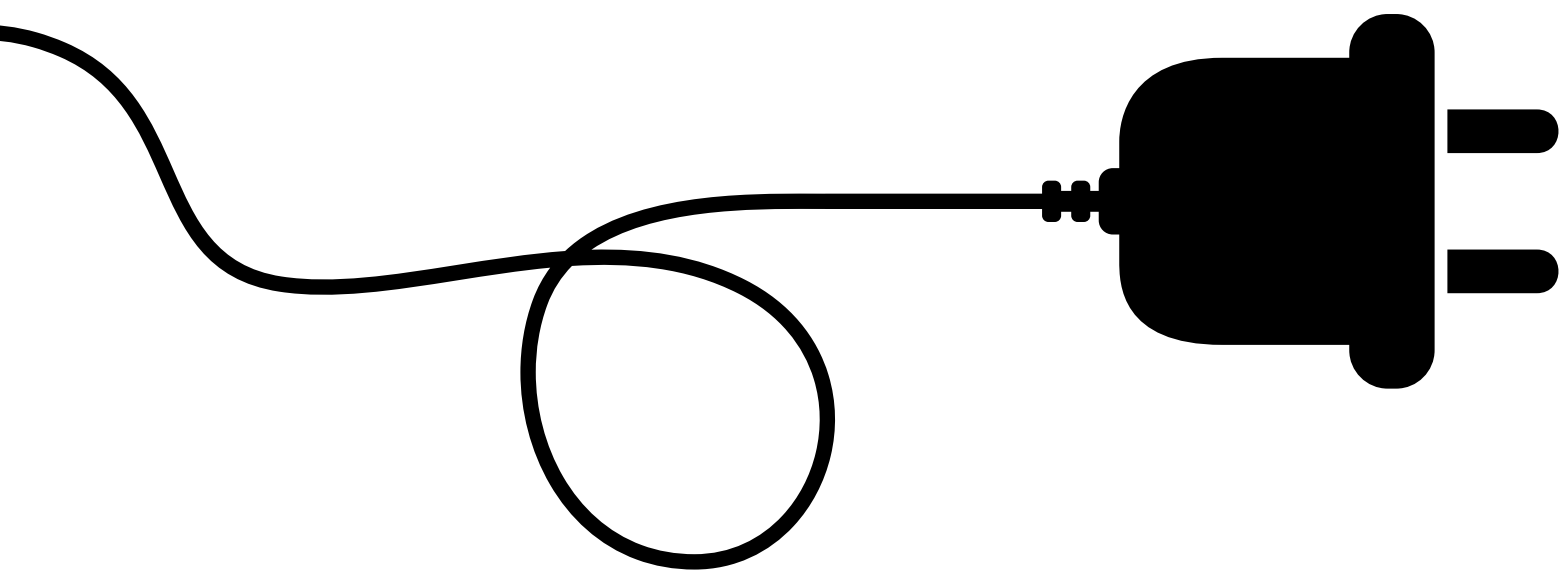
Over Forrest Gump

## *Hoe* PAKKEN WE DAT AAN?

Over 'Deconnectie-stijlen'

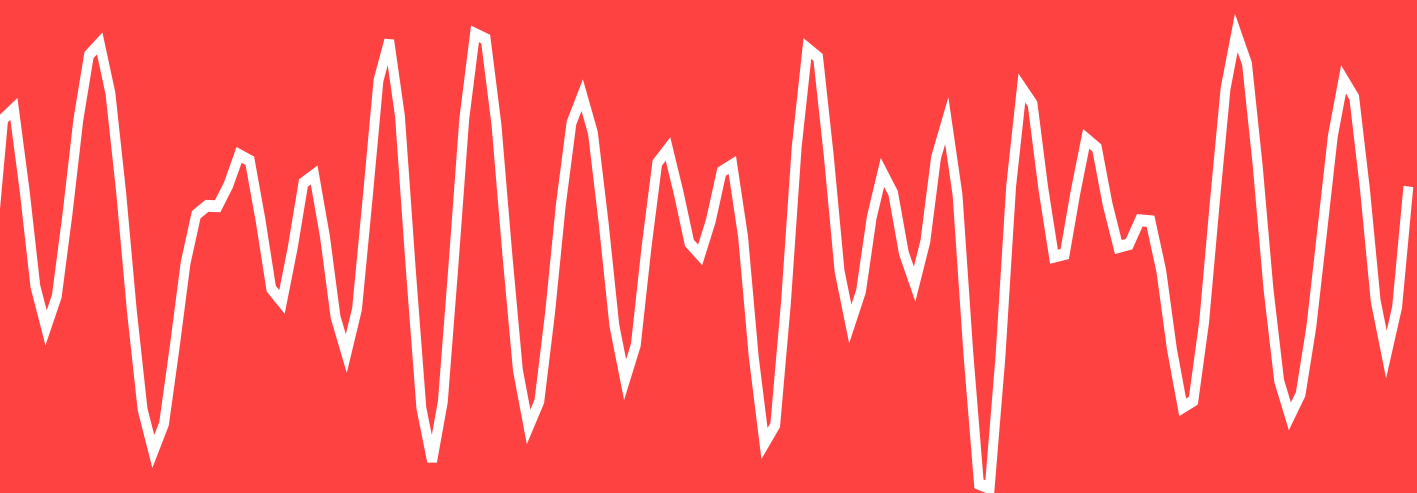
## *Wat* DOEN WE CONCREET?

Over Detox, Zebra's & Schapen





DE BESTE MANIER OM TE  
DECONNECTEREN IS DOOR  
'HET BEZIG ZIJN MET WERK'  
NA DE UREN TE BEPERKEN.



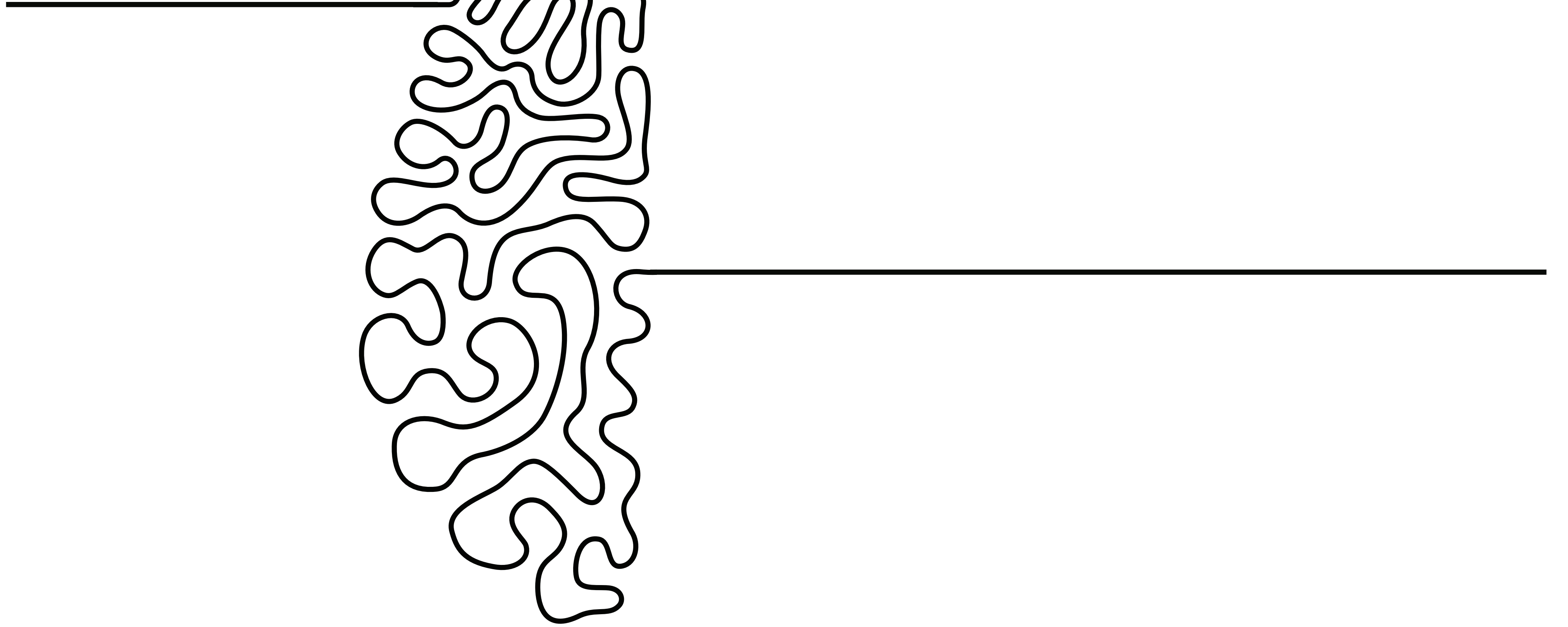
# Boundary THEORY

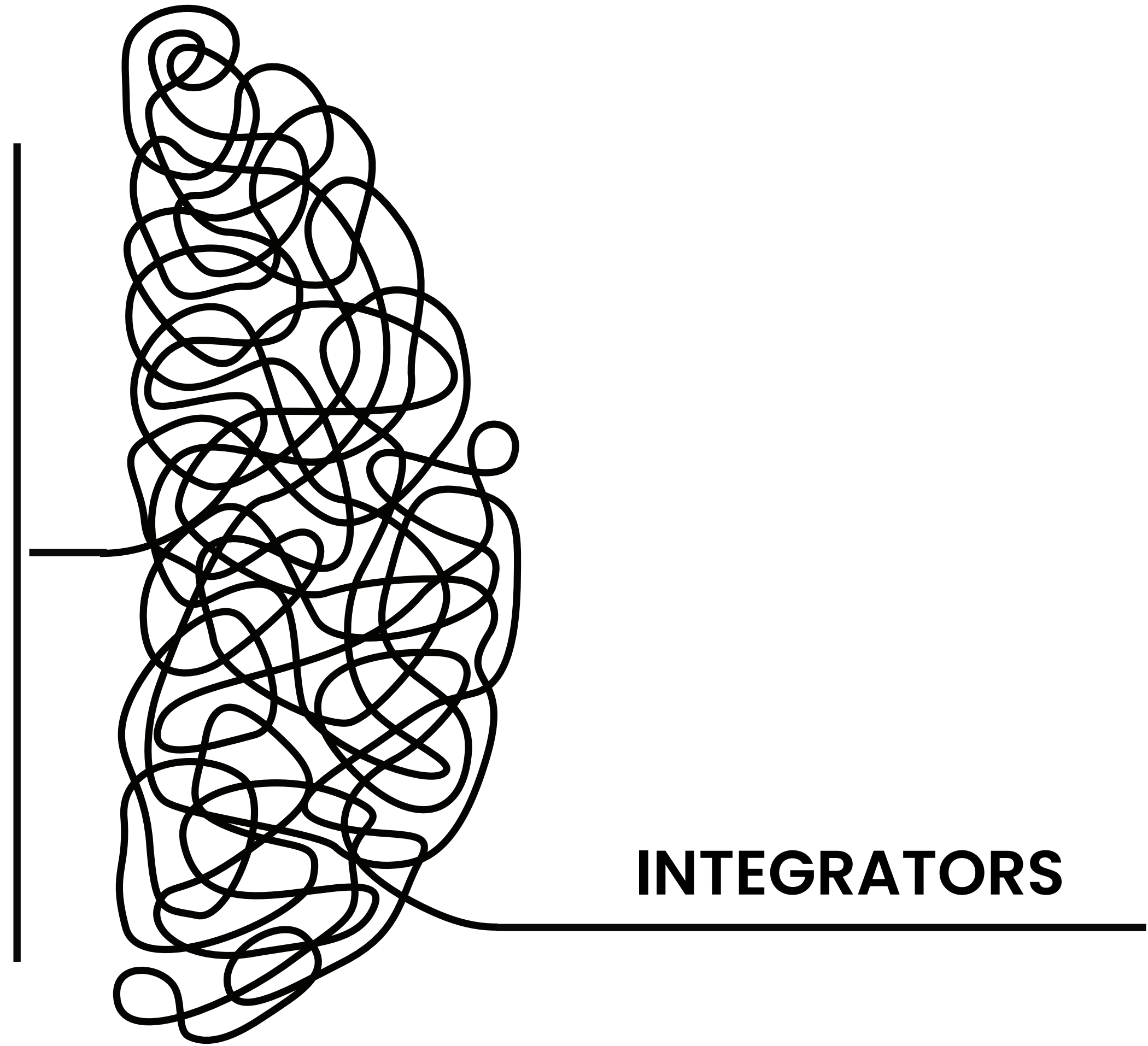






# SEPARATORS

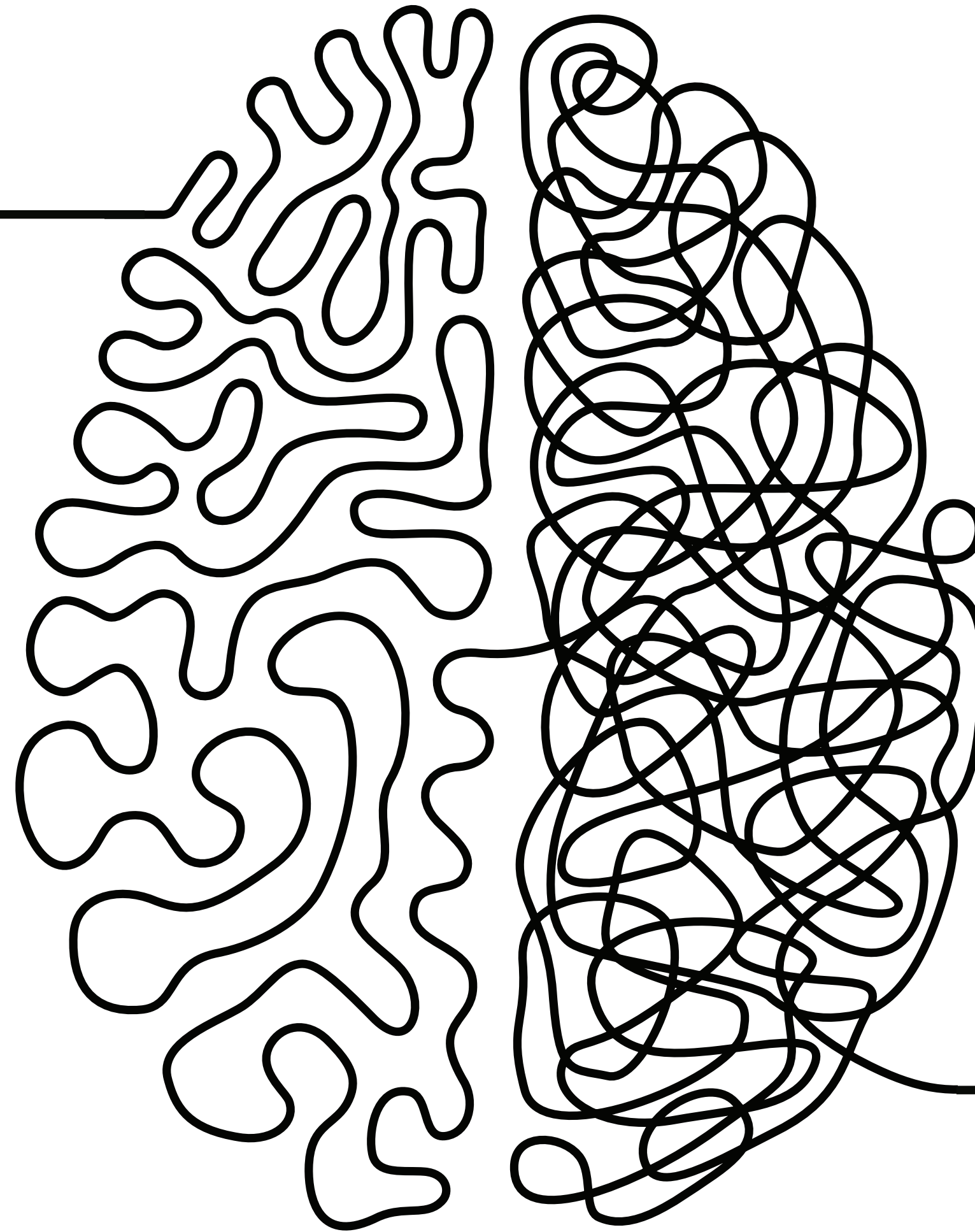




**INTEGRATORS**



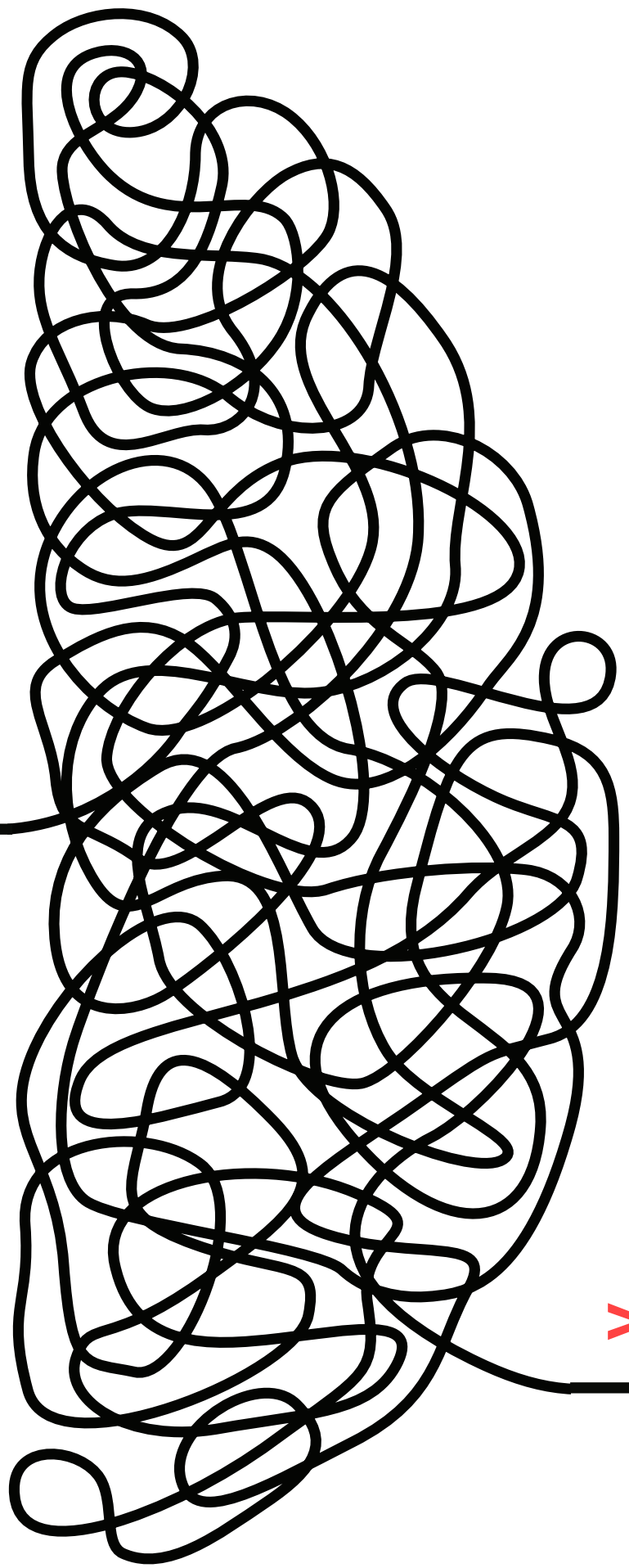
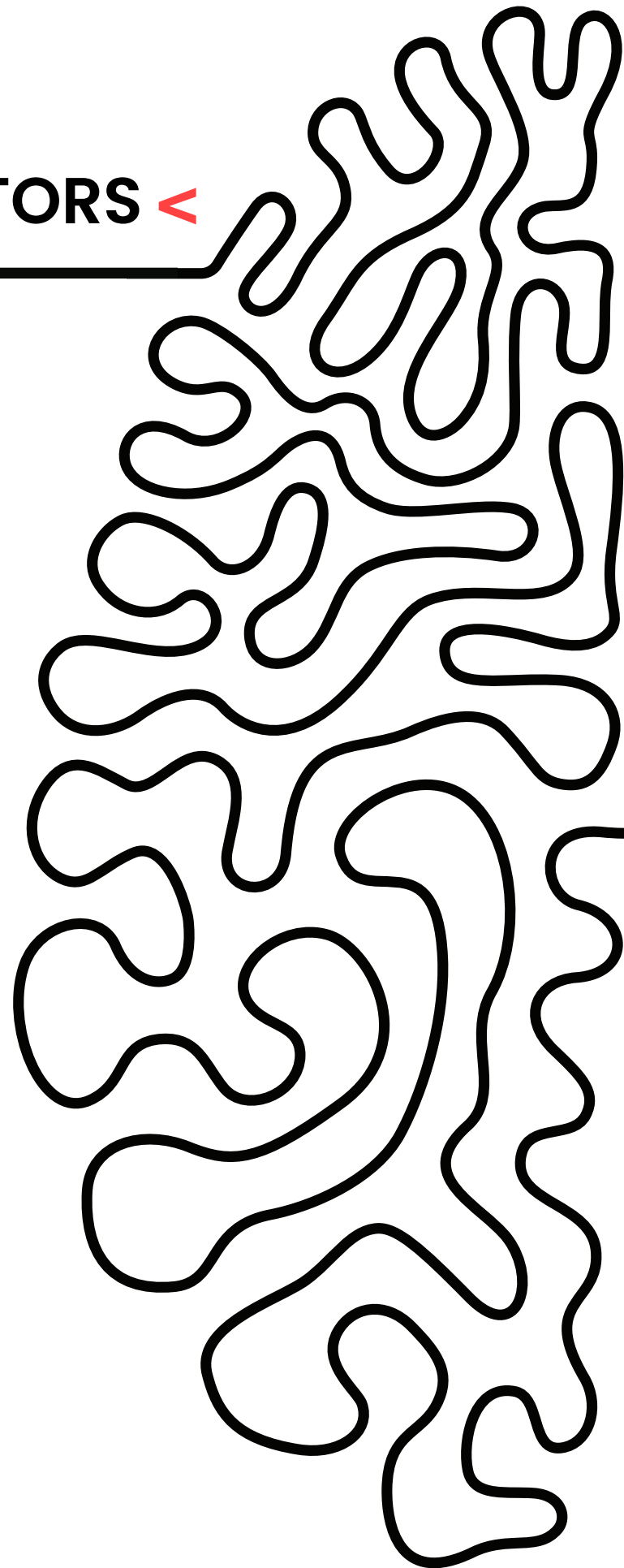
**SEPARATORS**



**INTEGRATORS**



SEPARATORS <



> INTEGRATORS



*Belang* VAN  
DECONNECTIE STIJL

DECONNECTIE STIJL



*Digital*  
**DETOX**



NO SIGNAL

NO SIGNAL

# THE *Holy* GRAIL

NO SIGNAL

NO SIGNAL

NO SIGNAL

NO SIGNAL

SAMSUNG



## *Waarom* DECONNECTEREN?

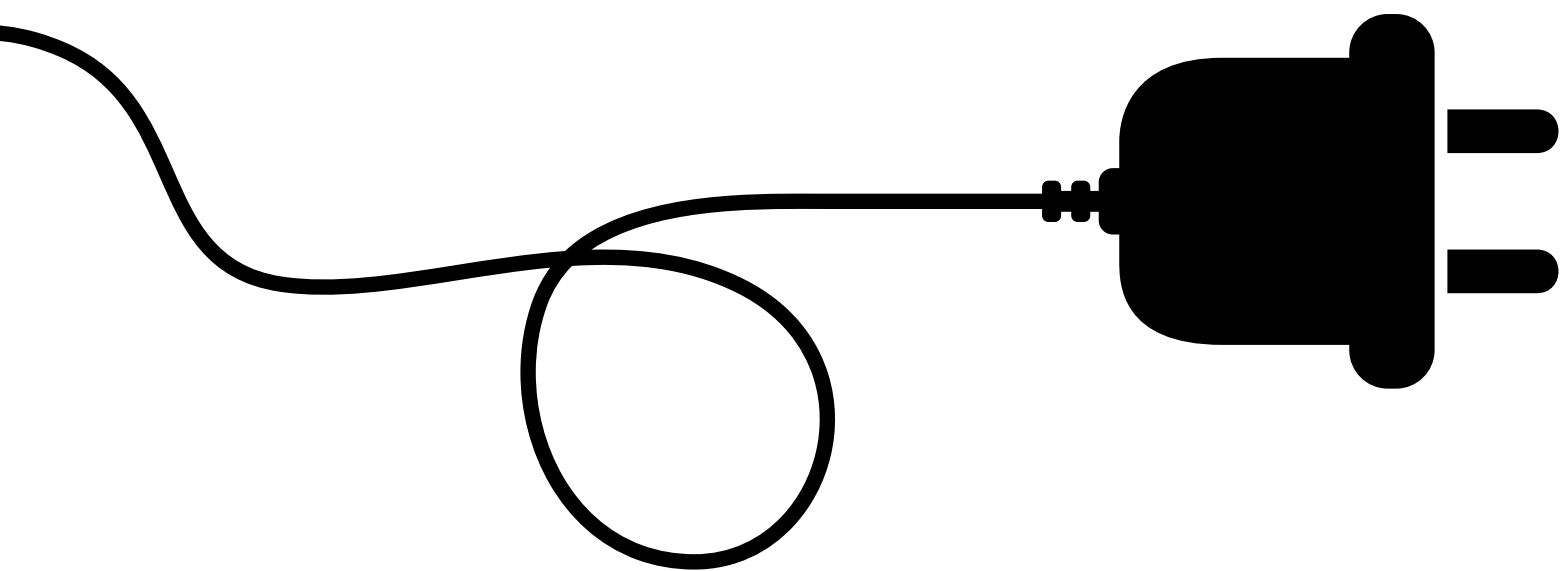
Over Forrest Gump

## *Hoe* PAKKEN WE DAT AAN?

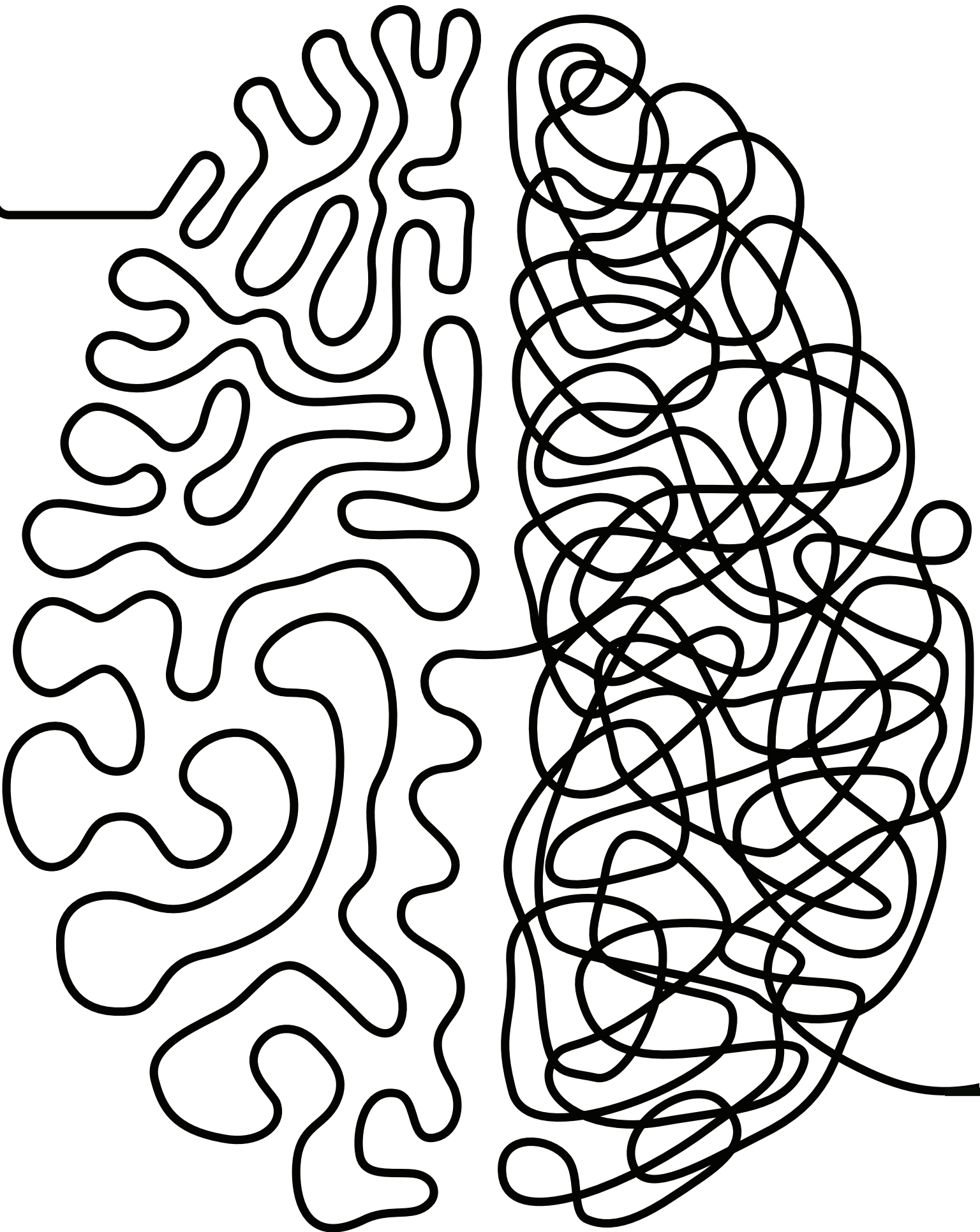
Over 'Den draad'

## *Wat* DOEN WE CONCREET?

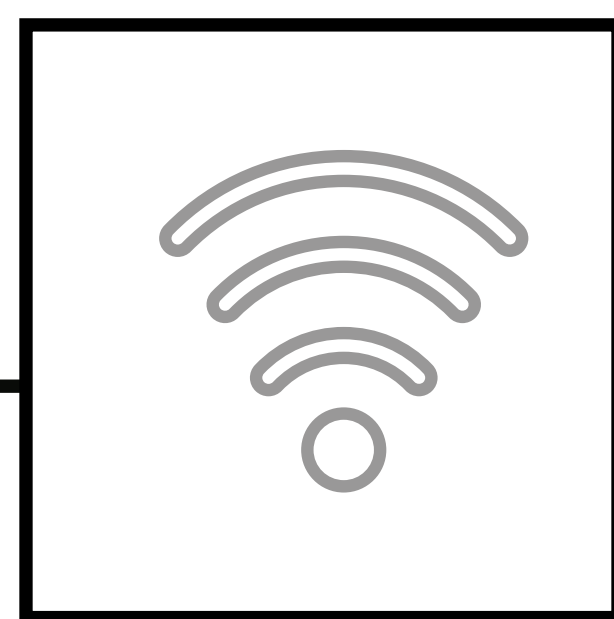
Over Detox, Zebra's & Schapen



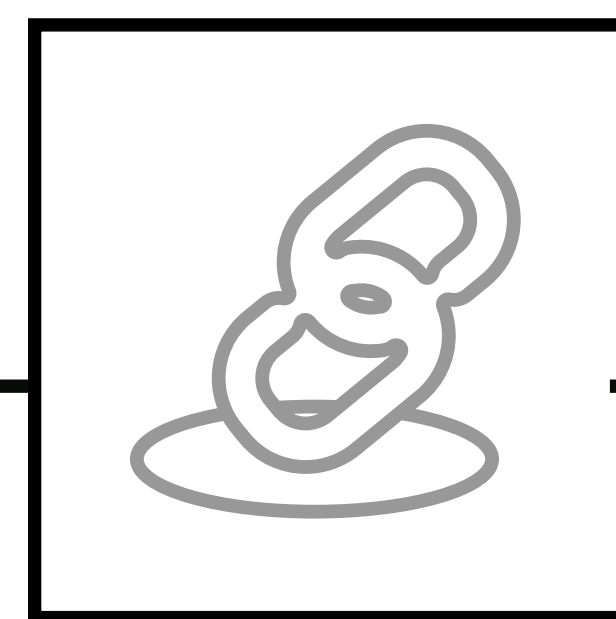




# 3 VORMEN VAN DECONNECTIE



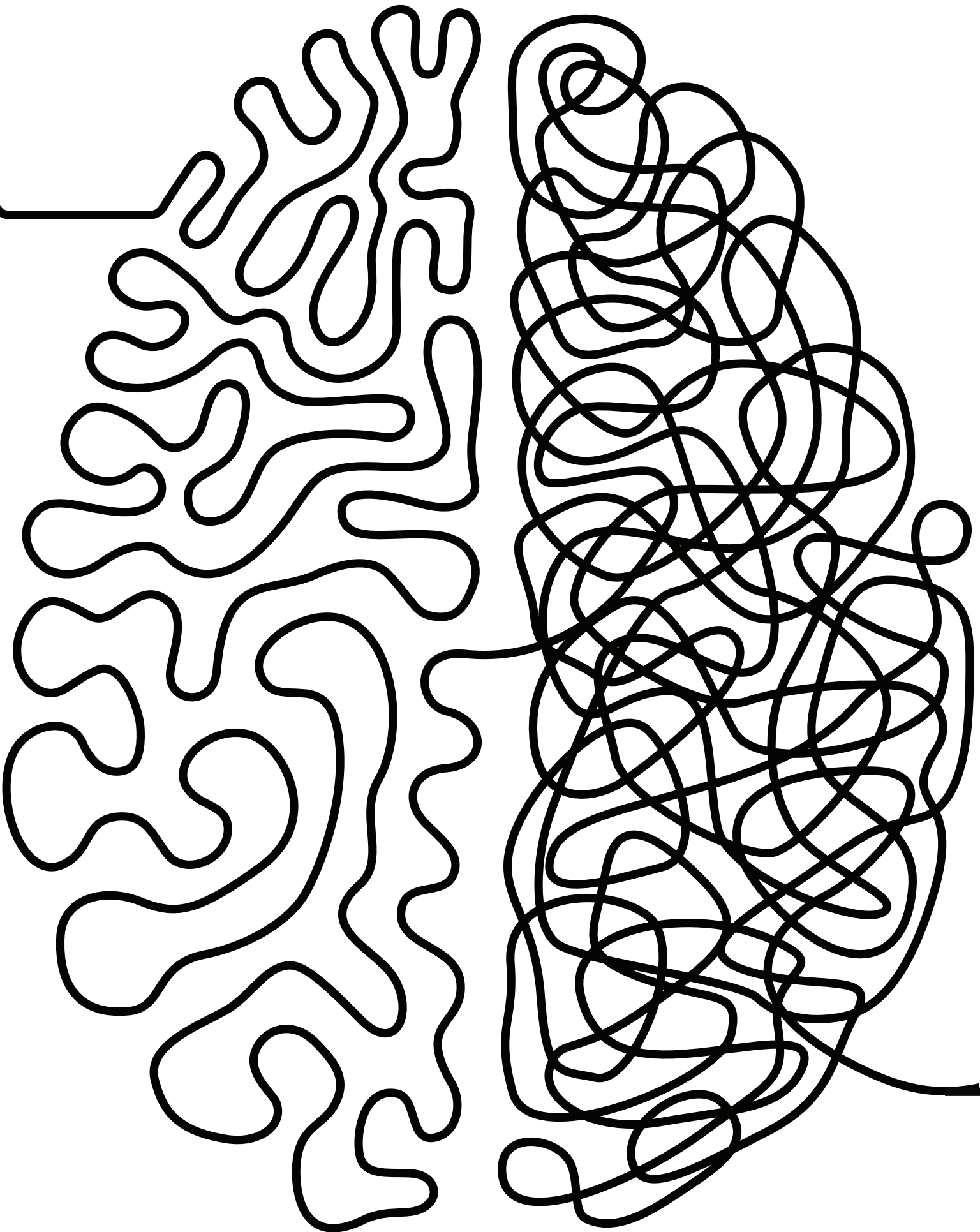
DIGITAAL



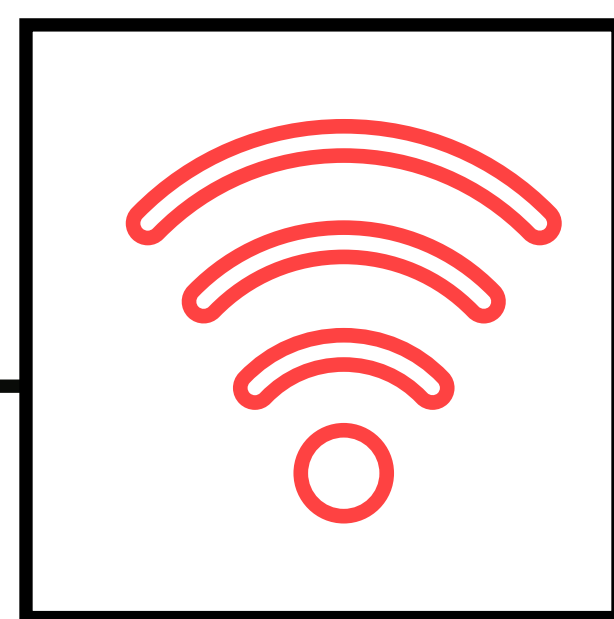
PSYCHOLOGISCH



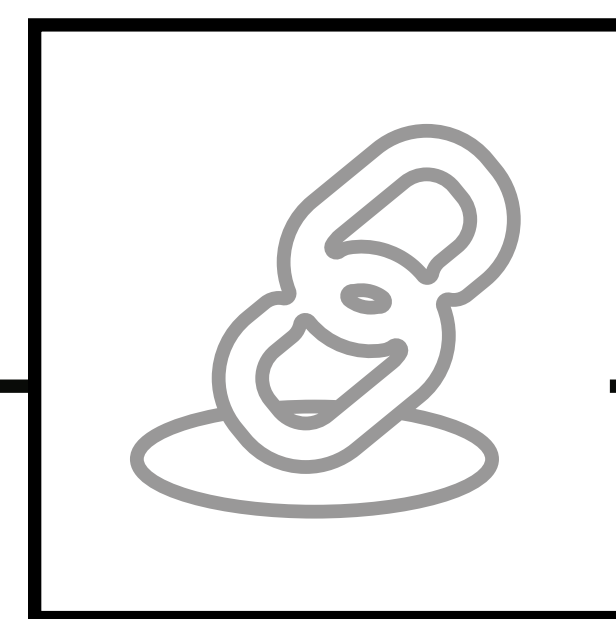
EMOTIONEEL



# 3 VORMEN VAN DECONNECTIE



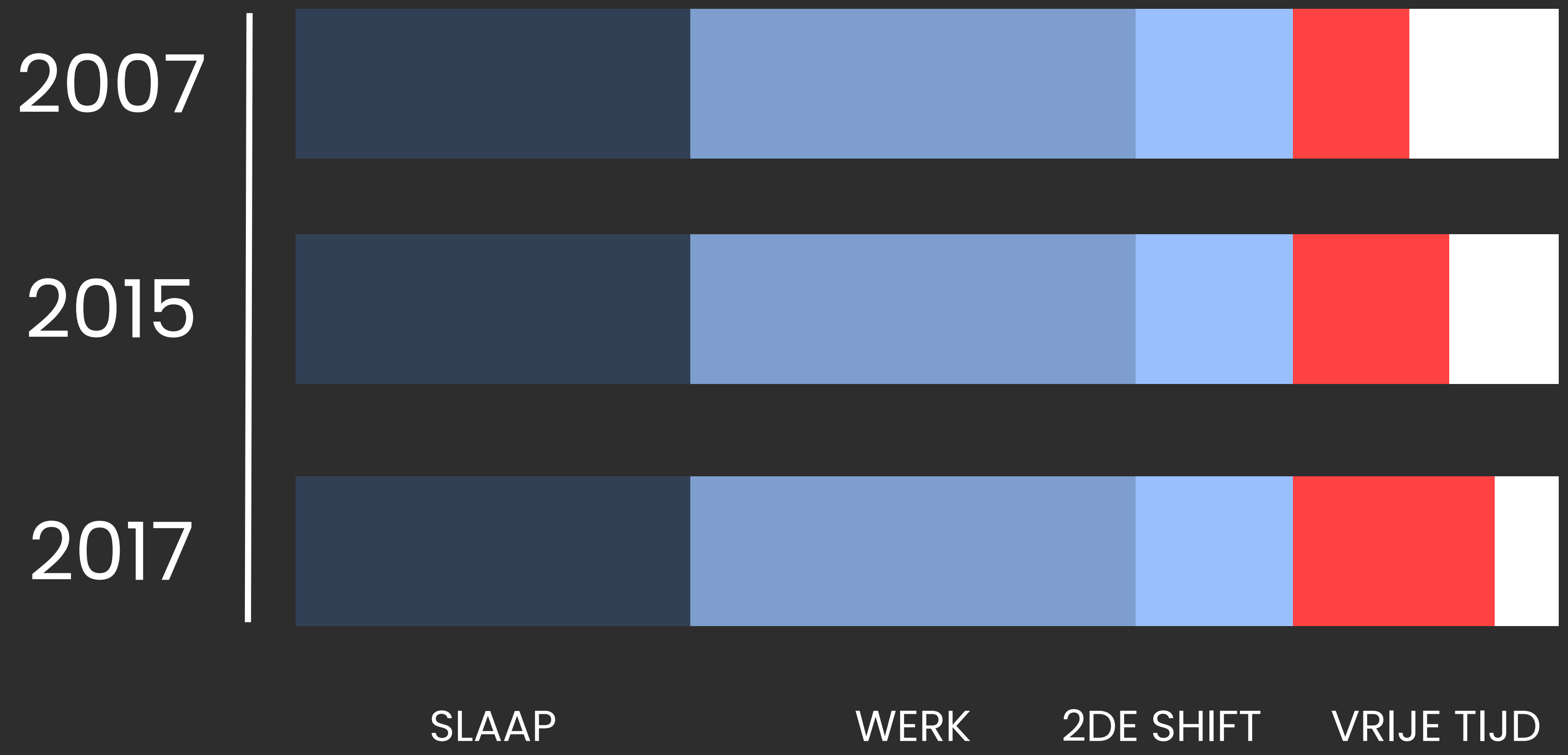
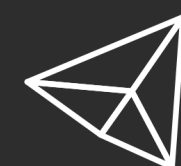
DIGITAAL



PSYCHOLOGISCH



EMOTIONEEL





● WAT VERDIENT JOUW AANDACHT?

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*Smartphone*

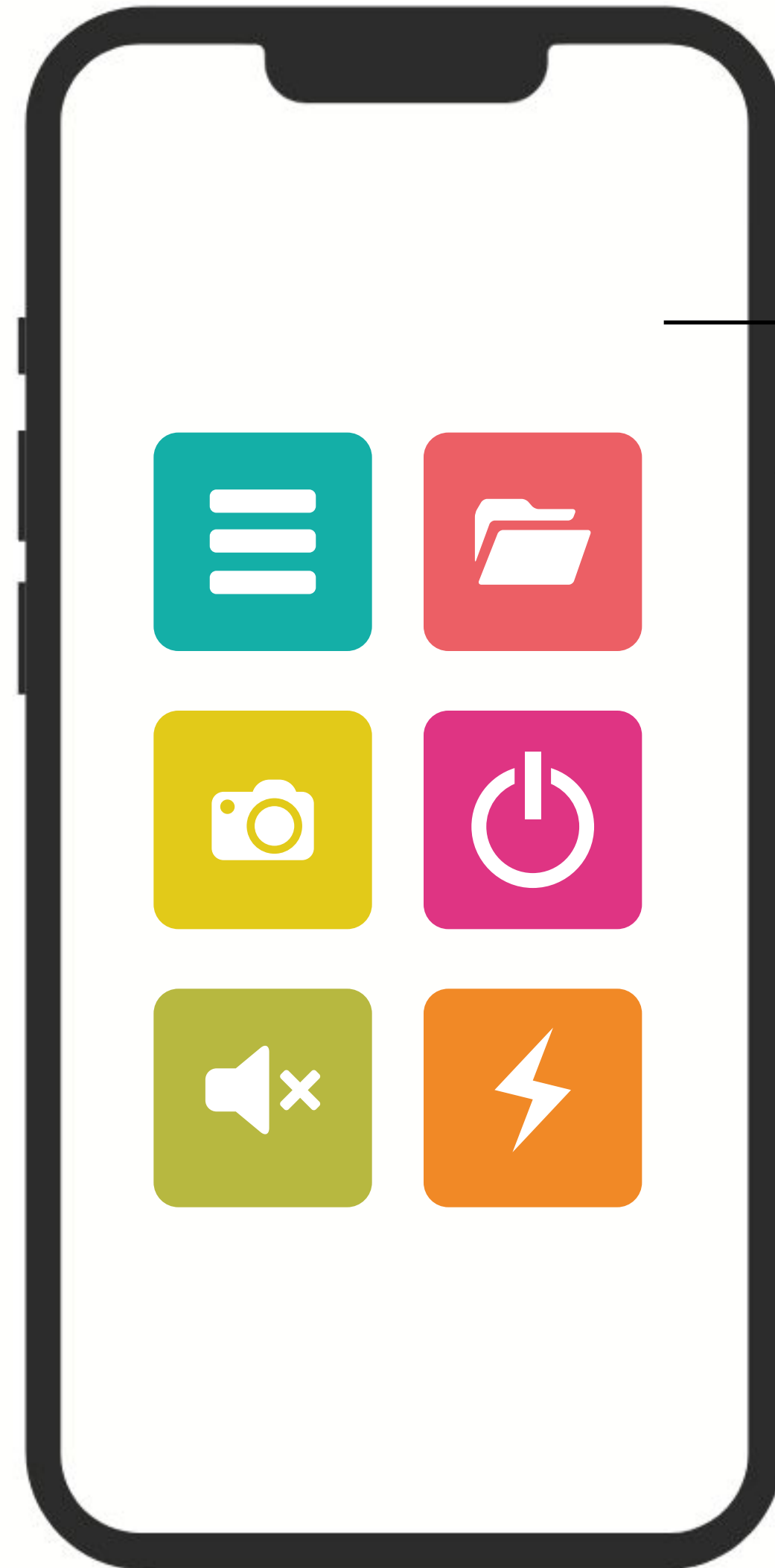
**SNELHEIDSDREMPELS**

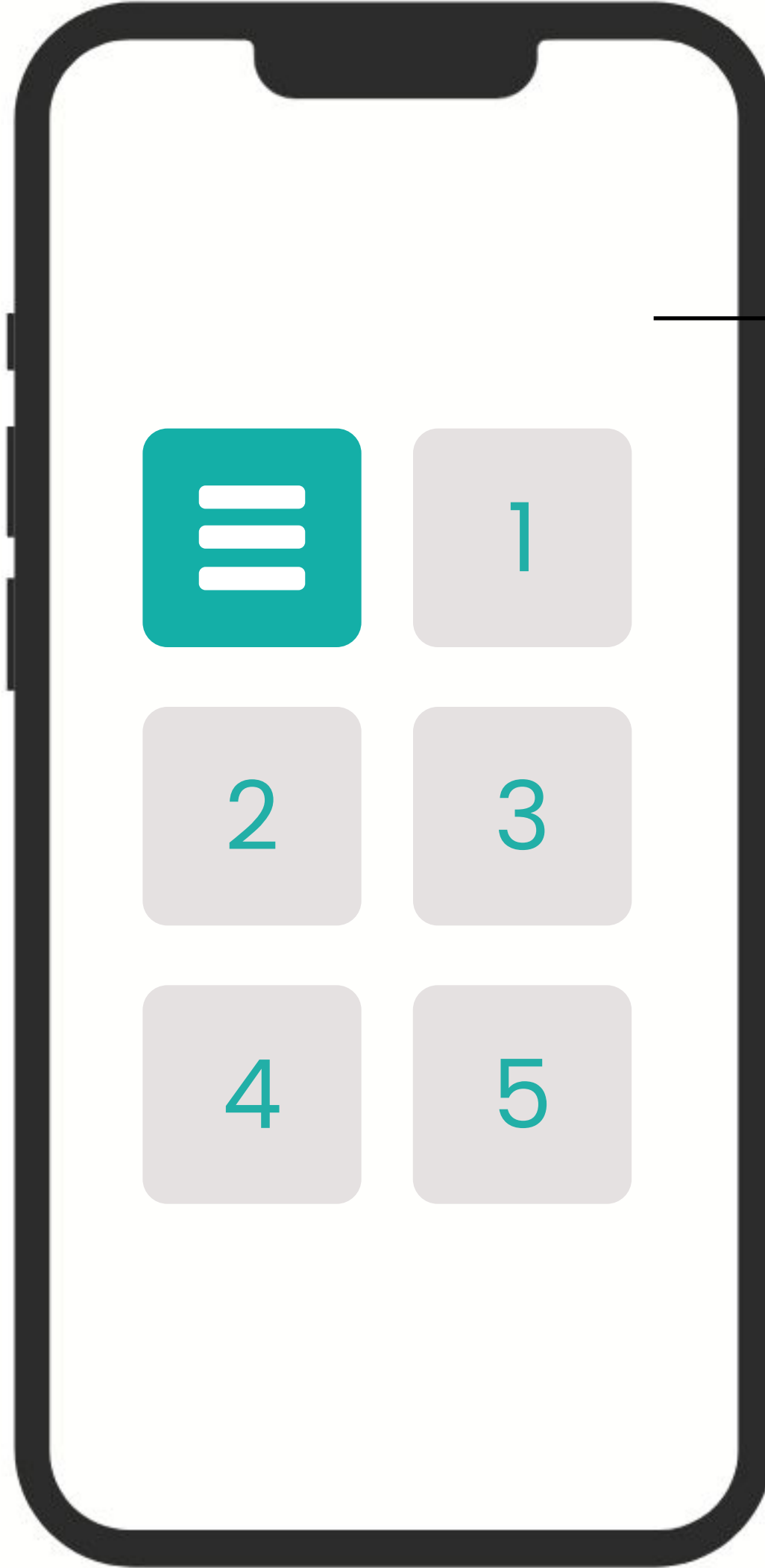




● WELKE SNELHEIDSDREMPELS?

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● **UNINSTALLERBAAR APPS**

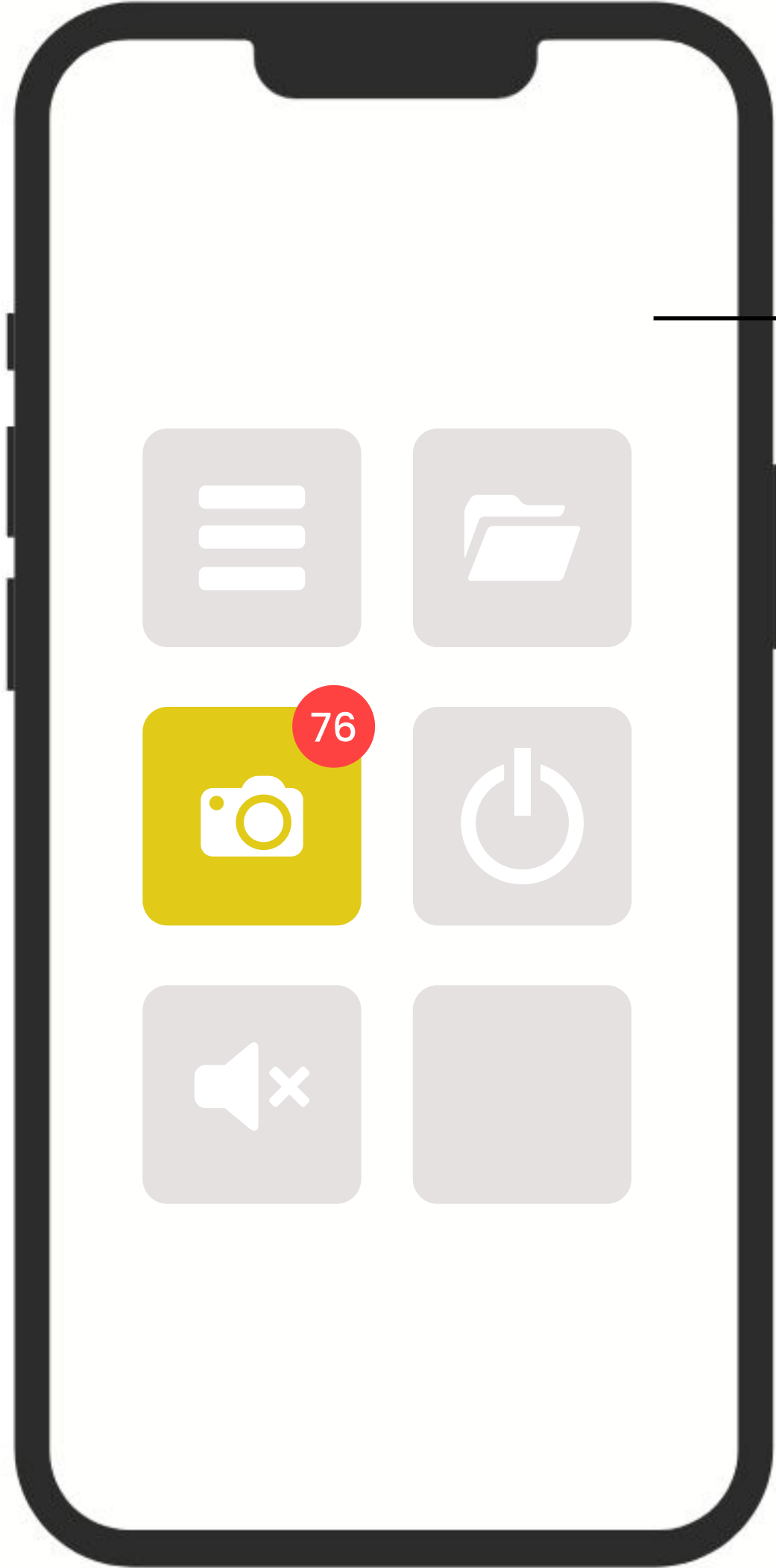
De zijn de apps die het is niet mogelijk te verwijderen van je telefoon. Sommige apps kan je gewoonweg niet verwijderen van je telefoon. Zet ze op het vijfde scherm. **begin** slokken ze je tijd op. Zet ze op het **tweede** scherm.



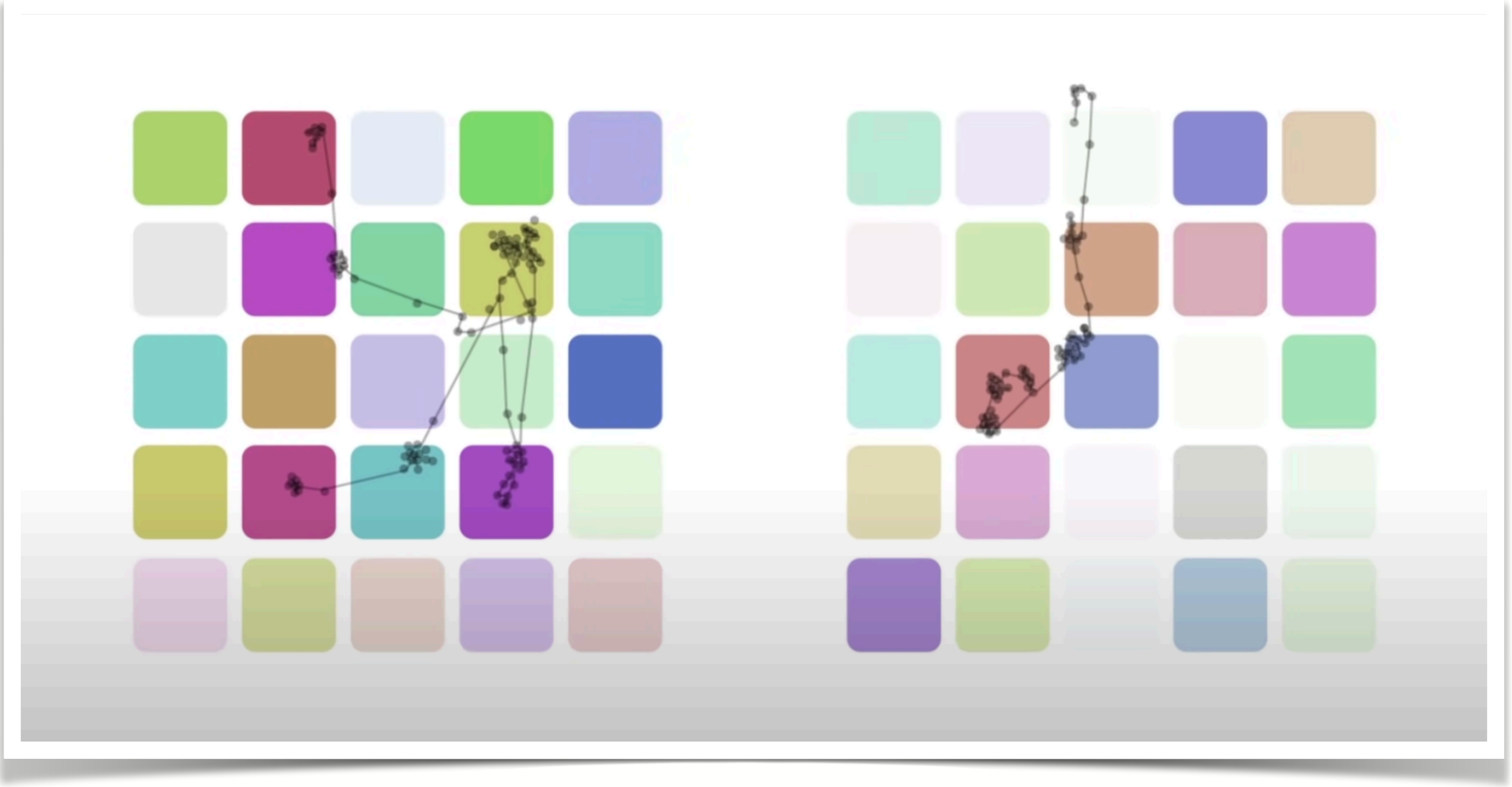
● MAPPEN

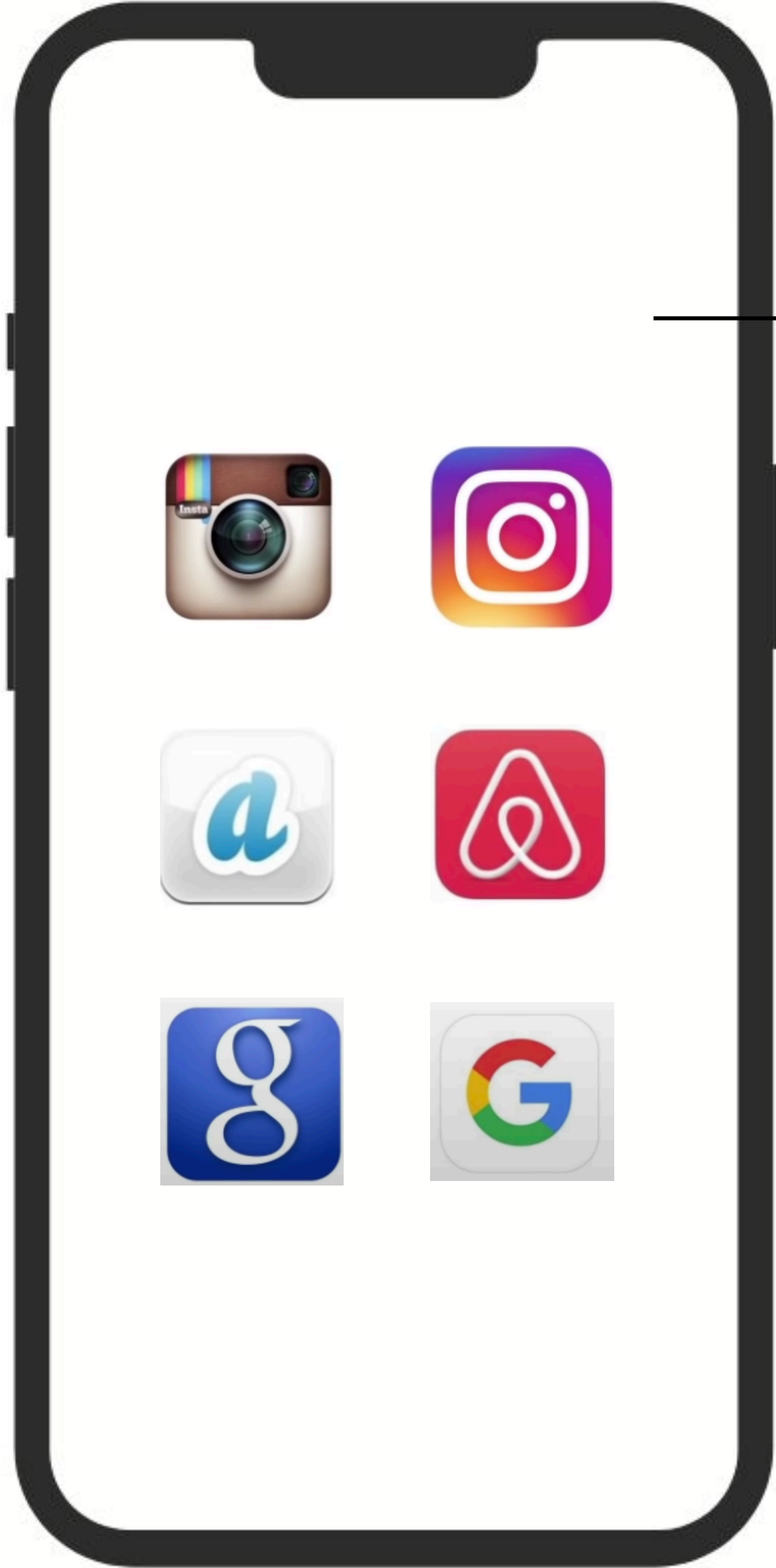






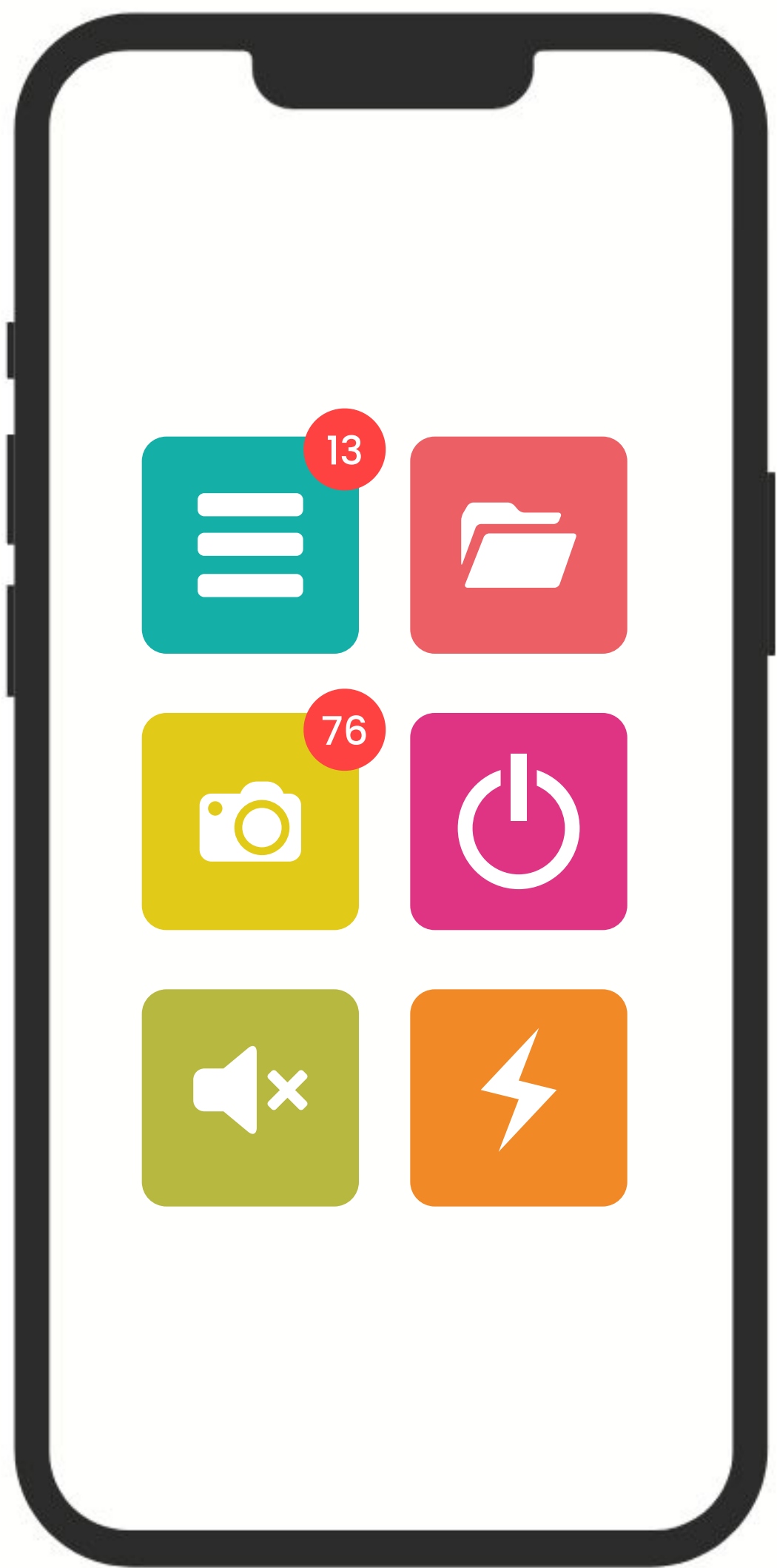
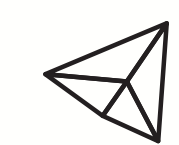
● GREYSCALE

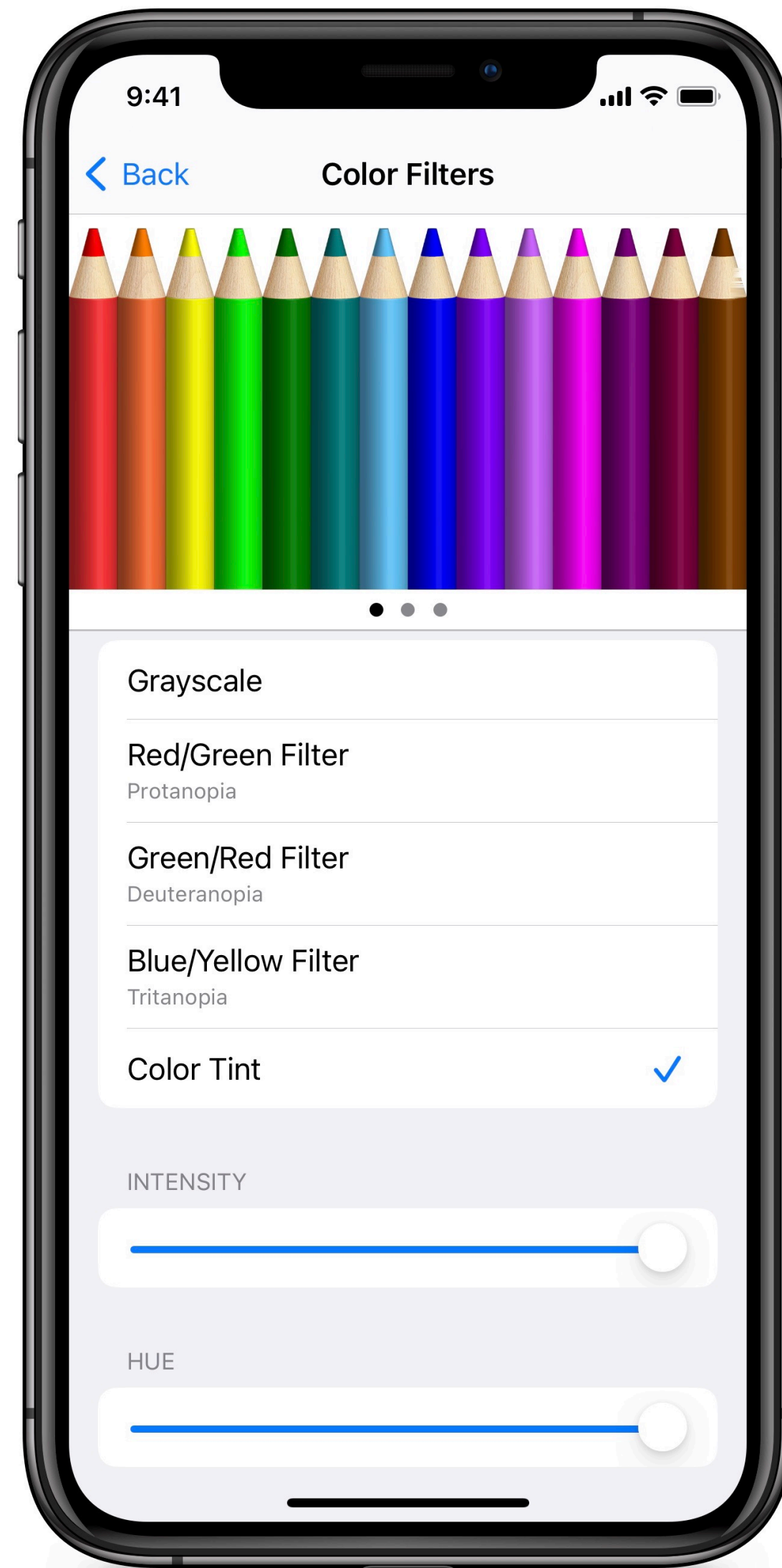


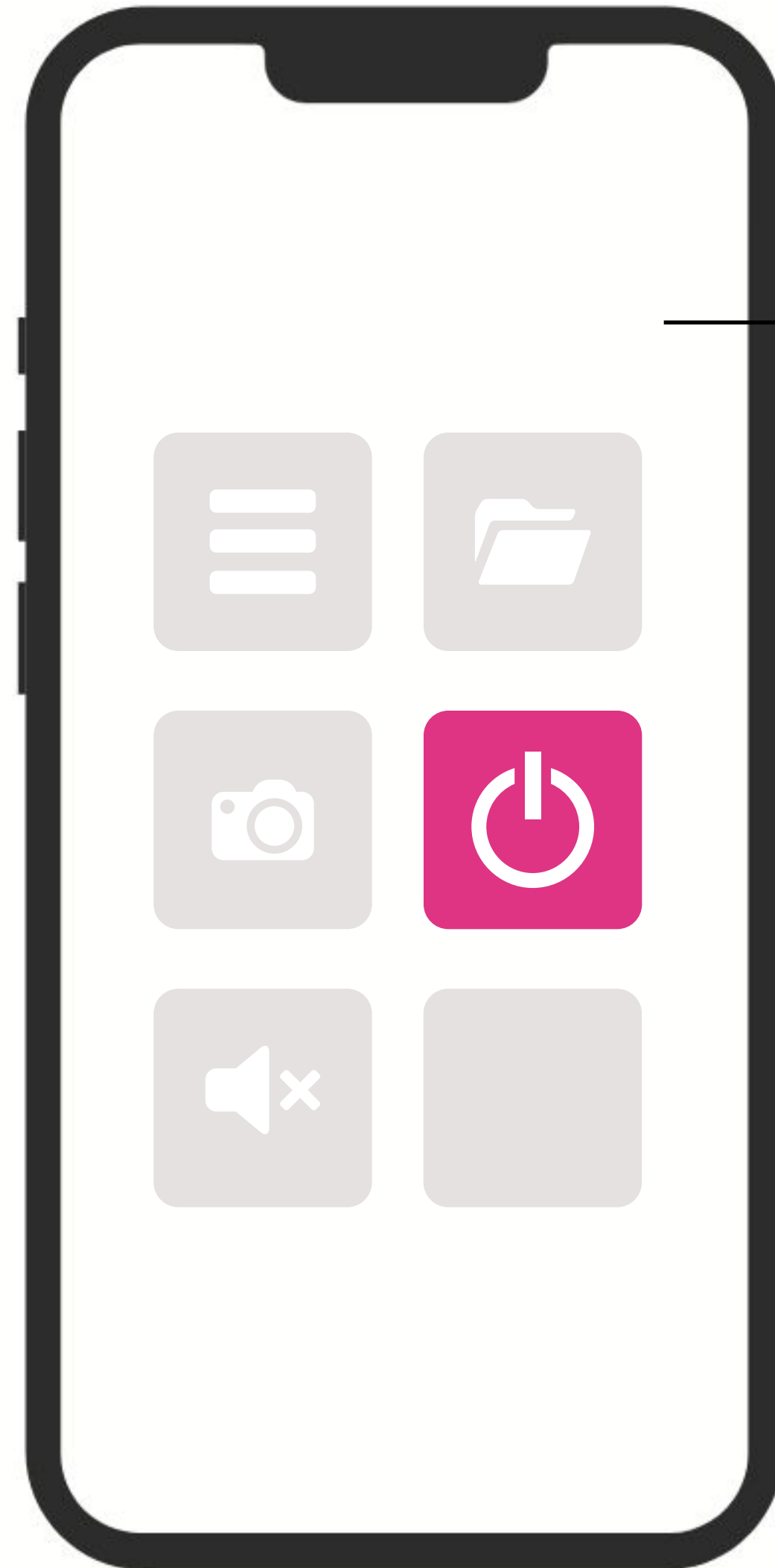


● GREYSCALE

---







● TELEFOONLOZE ZONE

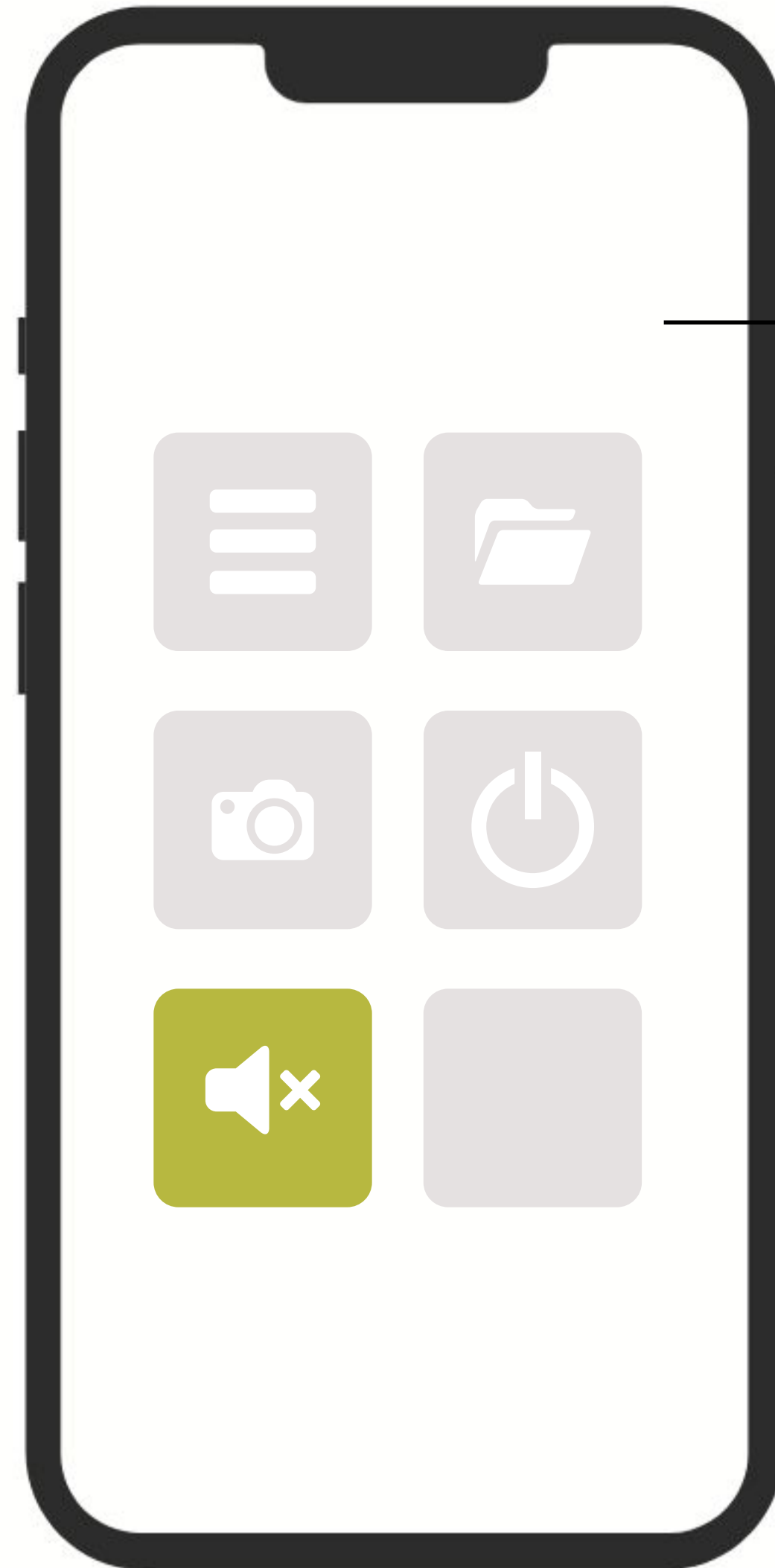
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Wat zouden jouw telefoonloze zones kunnen zijn?



- **DEMPEN VAN GROEPSGESPREKKEN**

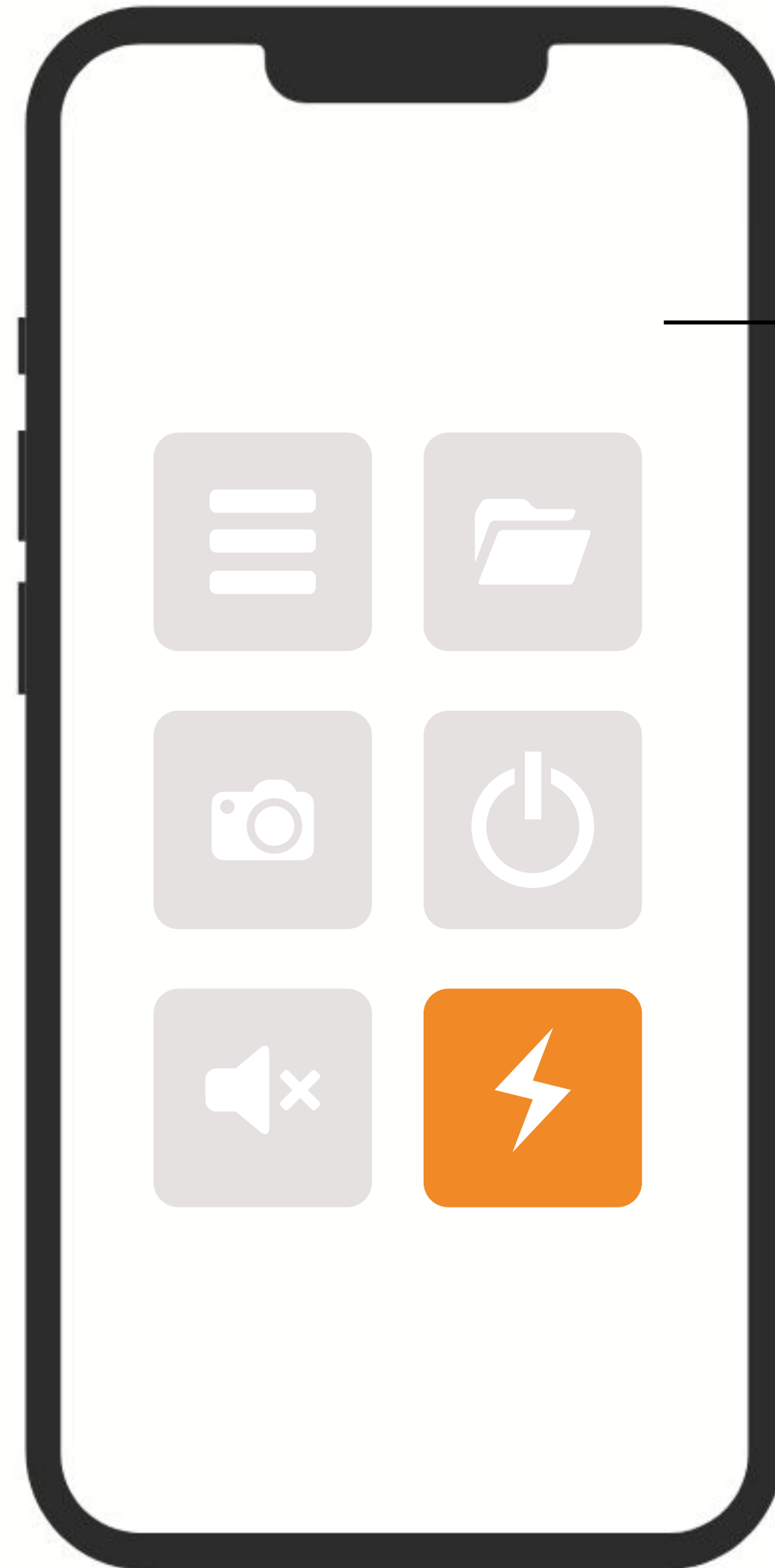
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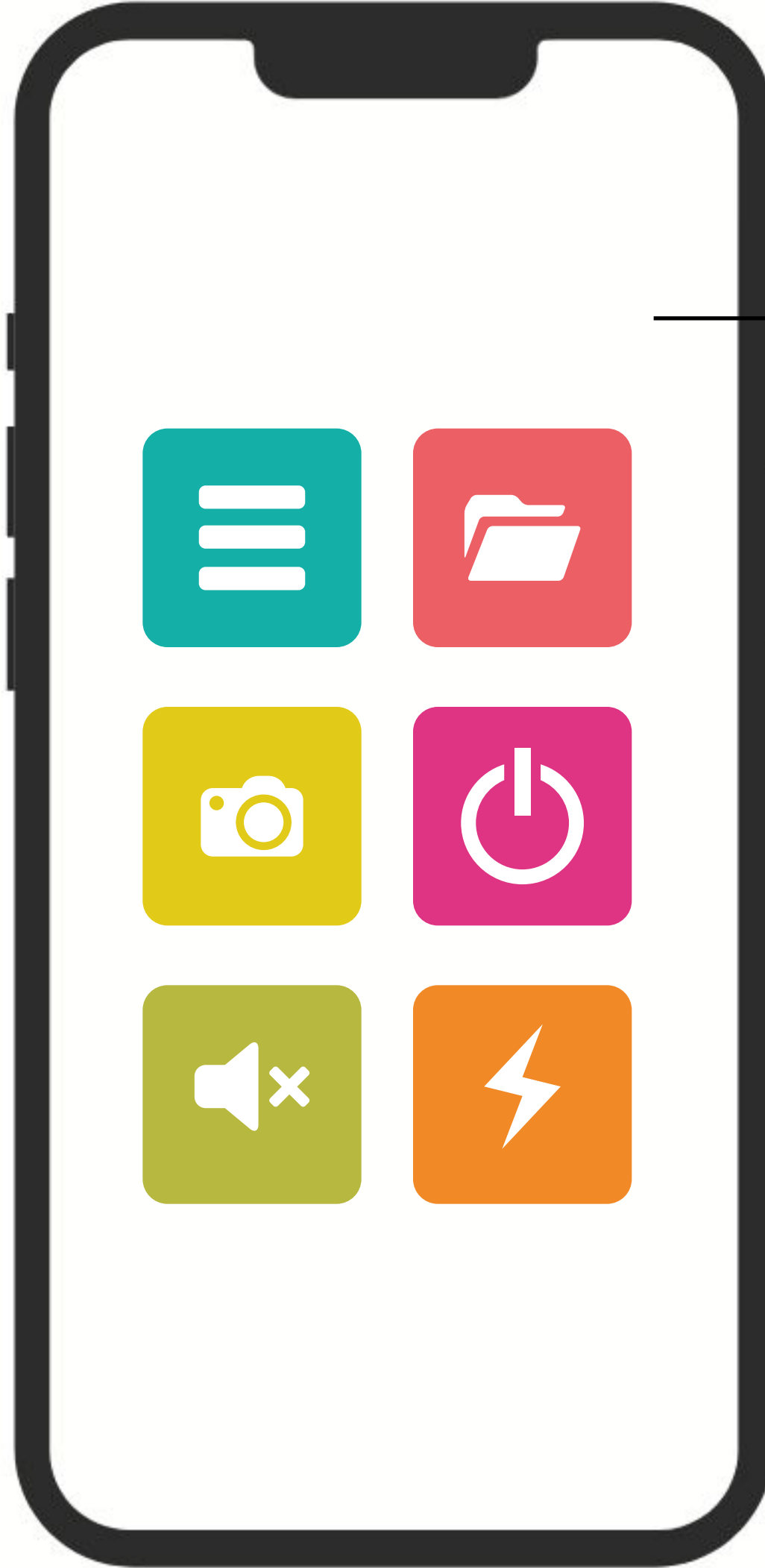




● VERANDER VAN OPLAADPLAATS

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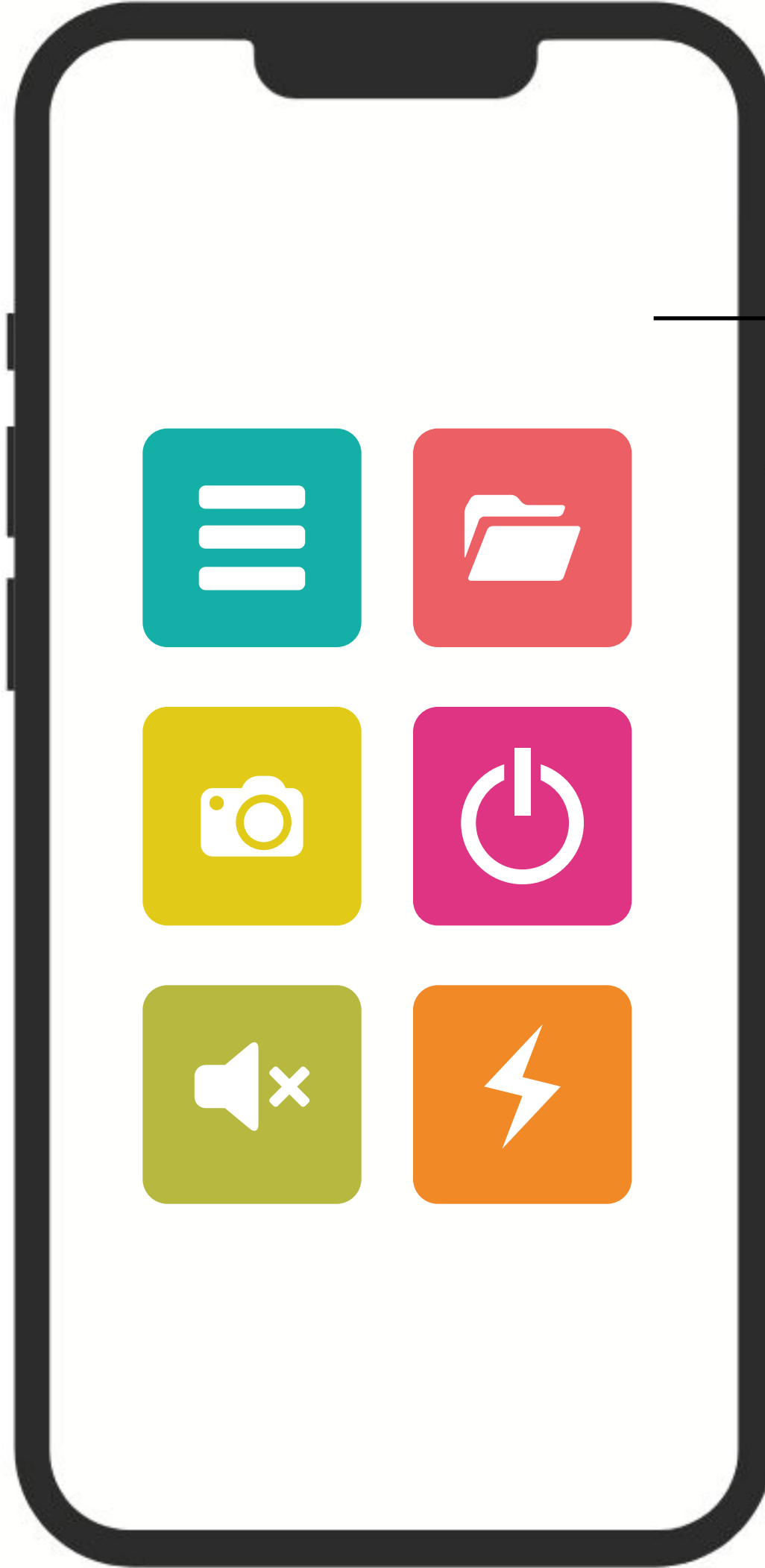


## WELKE SNELHEIDSDREMPELS?

---

- APPS OPSCHONEN
- APPS SORTEREN
- GREYSSCALE GEBRUIKEN
- TELEFOONLOZE ZONES
- GROEPSGESPREKKEN DEMPEN
- VERANDER VAN OPLAADPLAATS

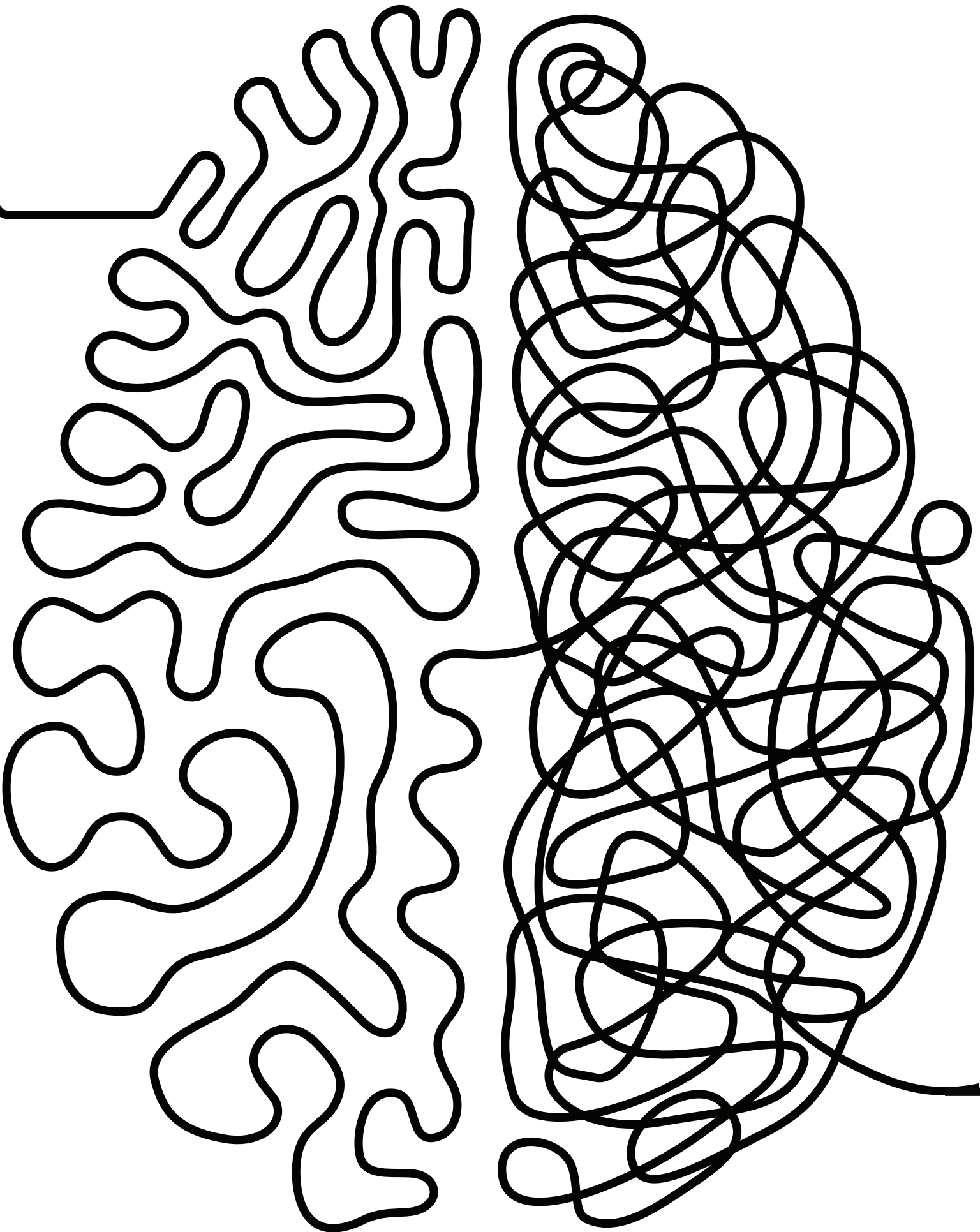




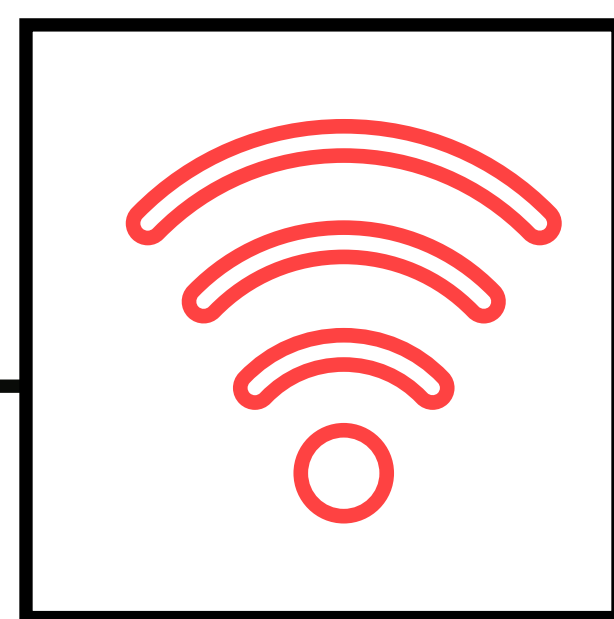
## SNELHEIDSDREMPELS INBOUWEN

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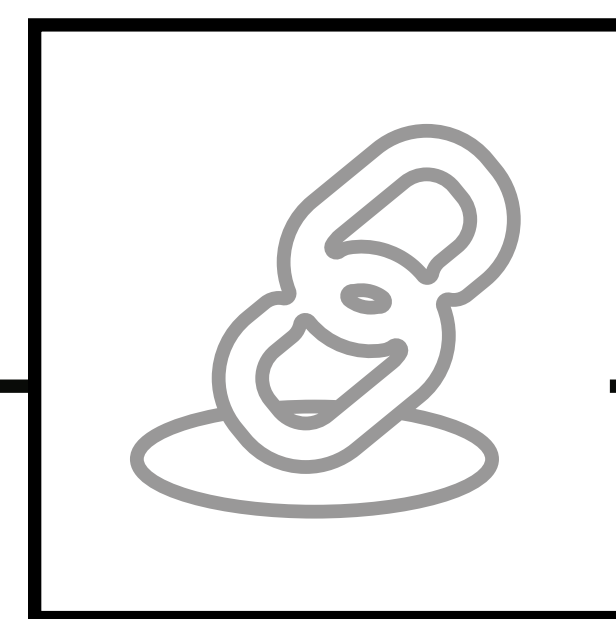
- APPS OPSCHONEN
- APPS SORTEREN
- GREYSCALE GEBRUIKEN
- TELEFOONLOZE ZONES
- VERANDER VAN OPLAADPLAATS
- ELASTIEKJE
- MAILNOTIFICATIES OP SMARTPHONE UIT



# 3 VORMEN VAN DECONNECTIE



DIGITAAL



PSYCHOLOGISCH



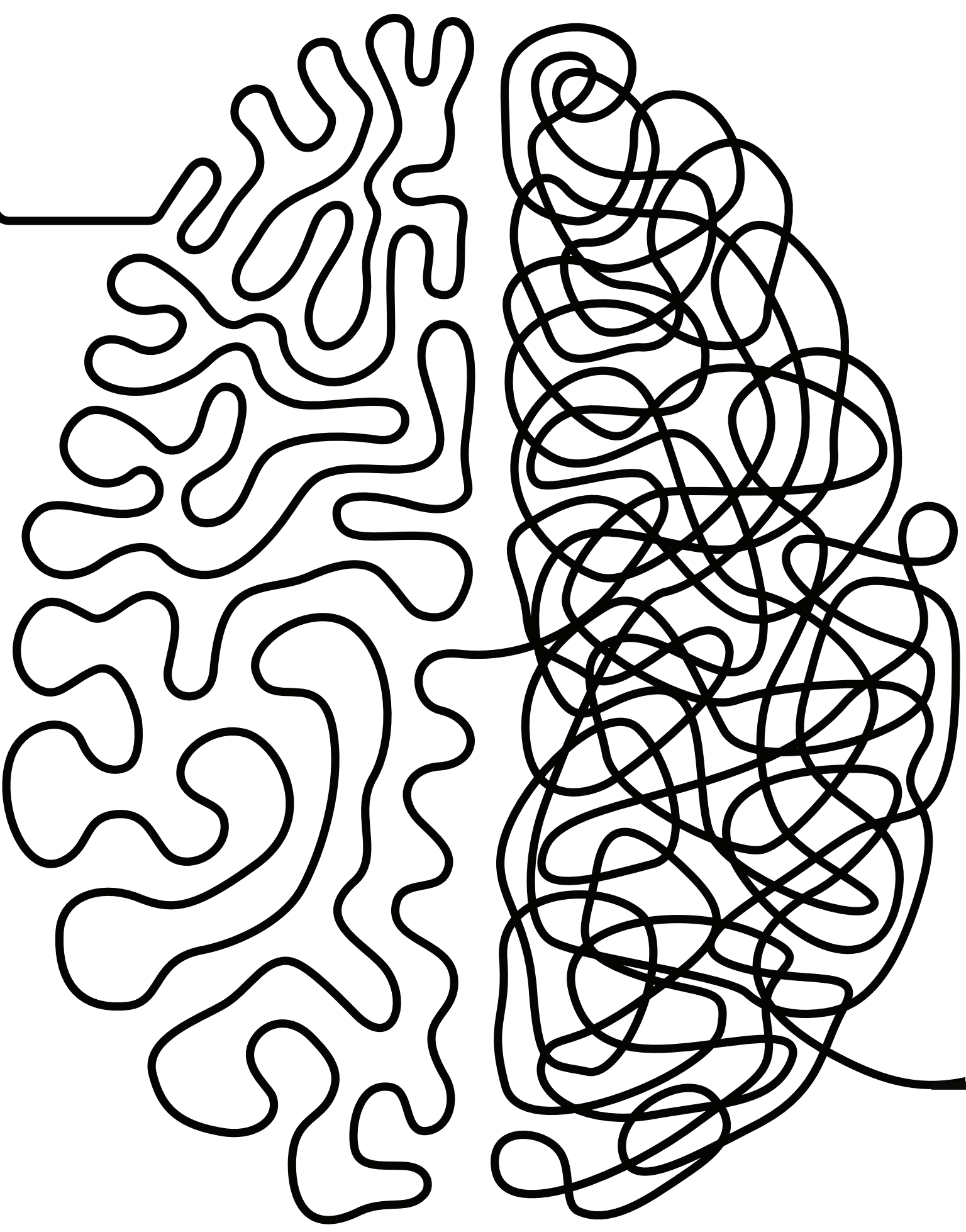
EMOTIONEEL

ZEBRA  
*versus*  
HUMAN

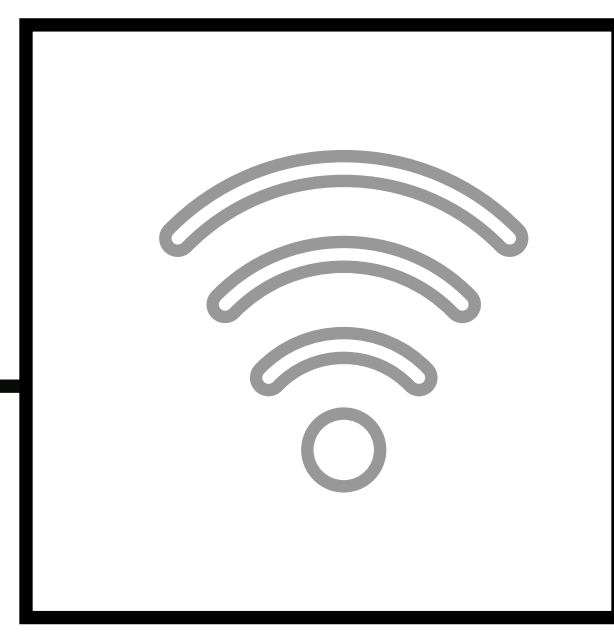


HET  
*voorspellende*  
BREIN

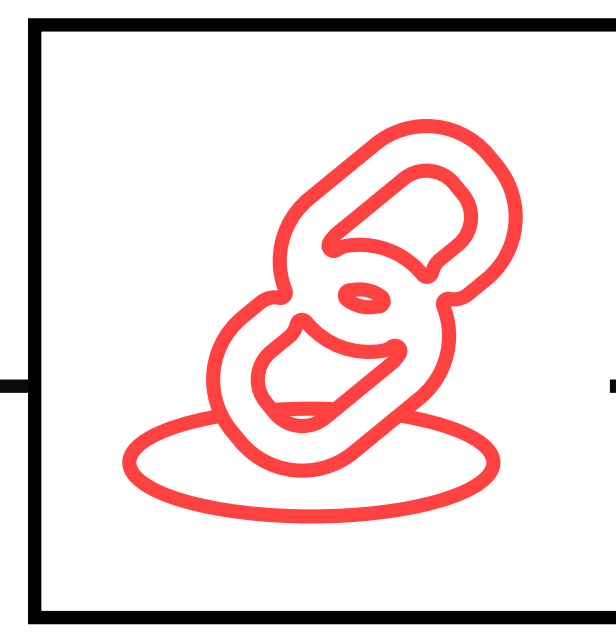




# 3 VORMEN VAN DECONNECTIE



DIGITAAL



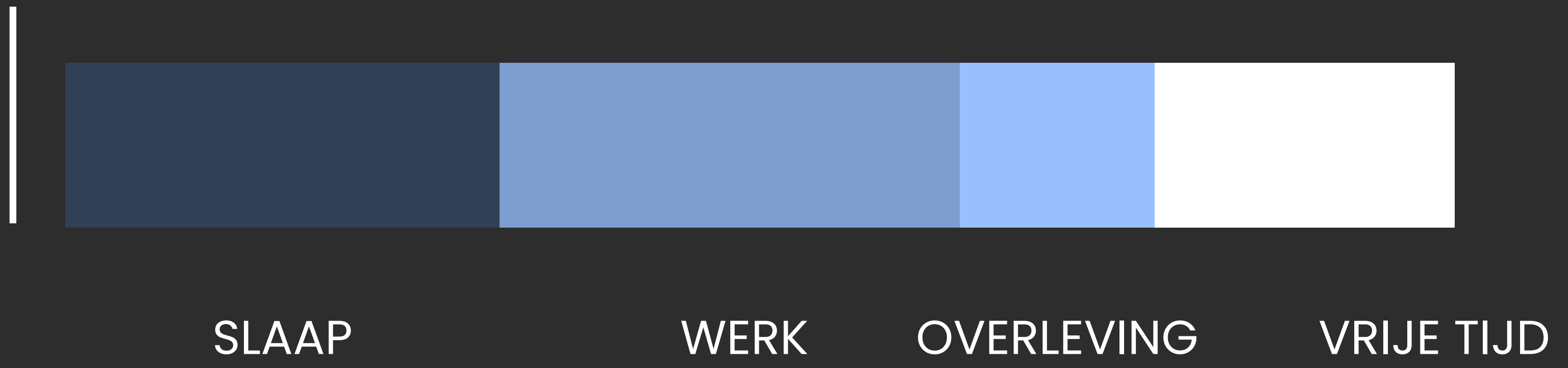
PSYCHOLOGISCH

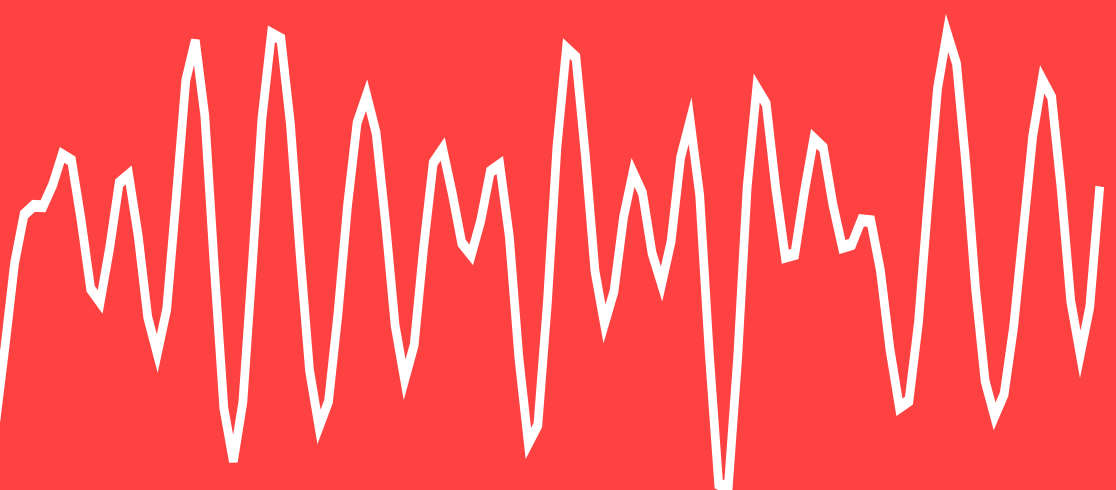


EMOTIONEEL

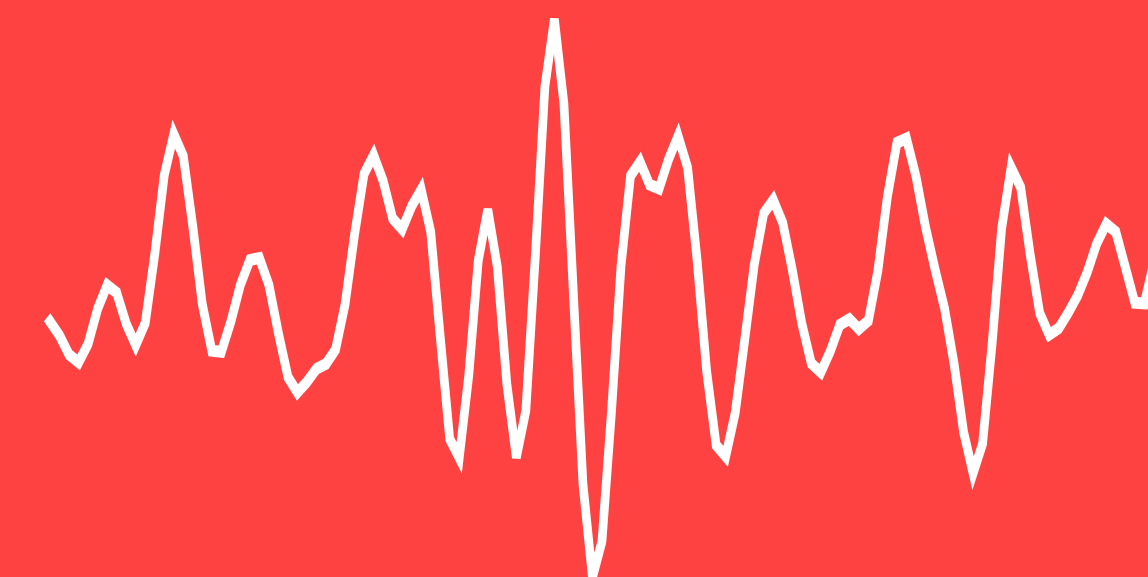


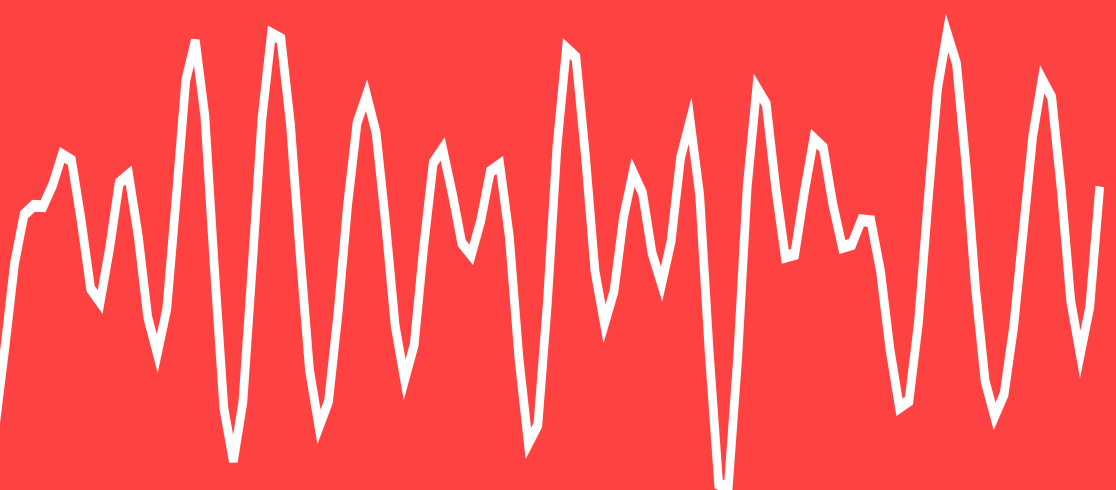
# HERSTEL





HERSTEL IS ...





HERSTEL IS ...







HERSTEL

~~=~~

NON-WORK



HERSTEL

~~=~~

GEGEVEN



HERSTEL

~~=~~

VLUCHT



**HERSTEL**

**=**

**EEN VAARDIGHEID**



**HERSTEL**

**=**

**ACTIEF**



HERSTEL

1.

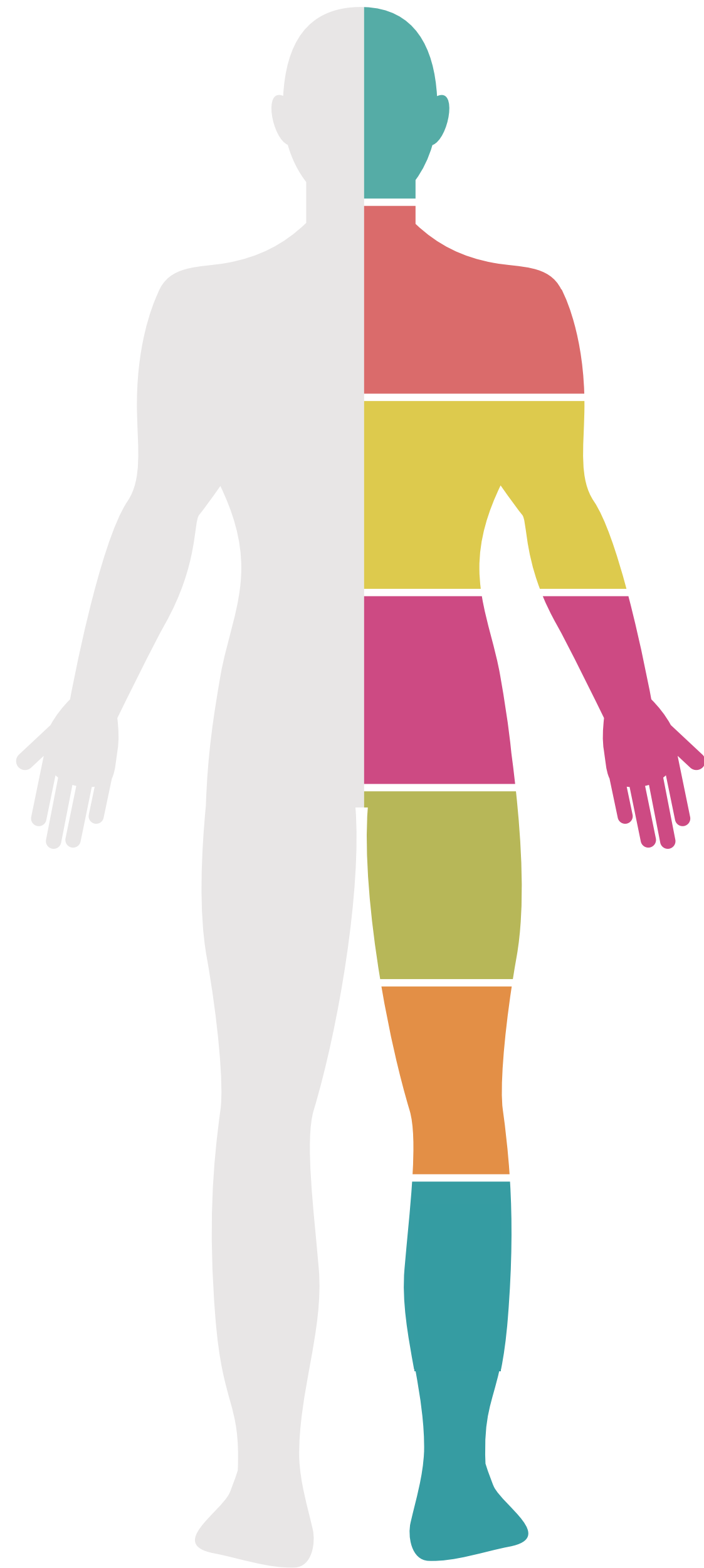
RUST

2.

ENGAGEMENT

# 7 VORMEN VAN

R E S T



● MENTAAL

● SOCIAAL

● SENSORISCH

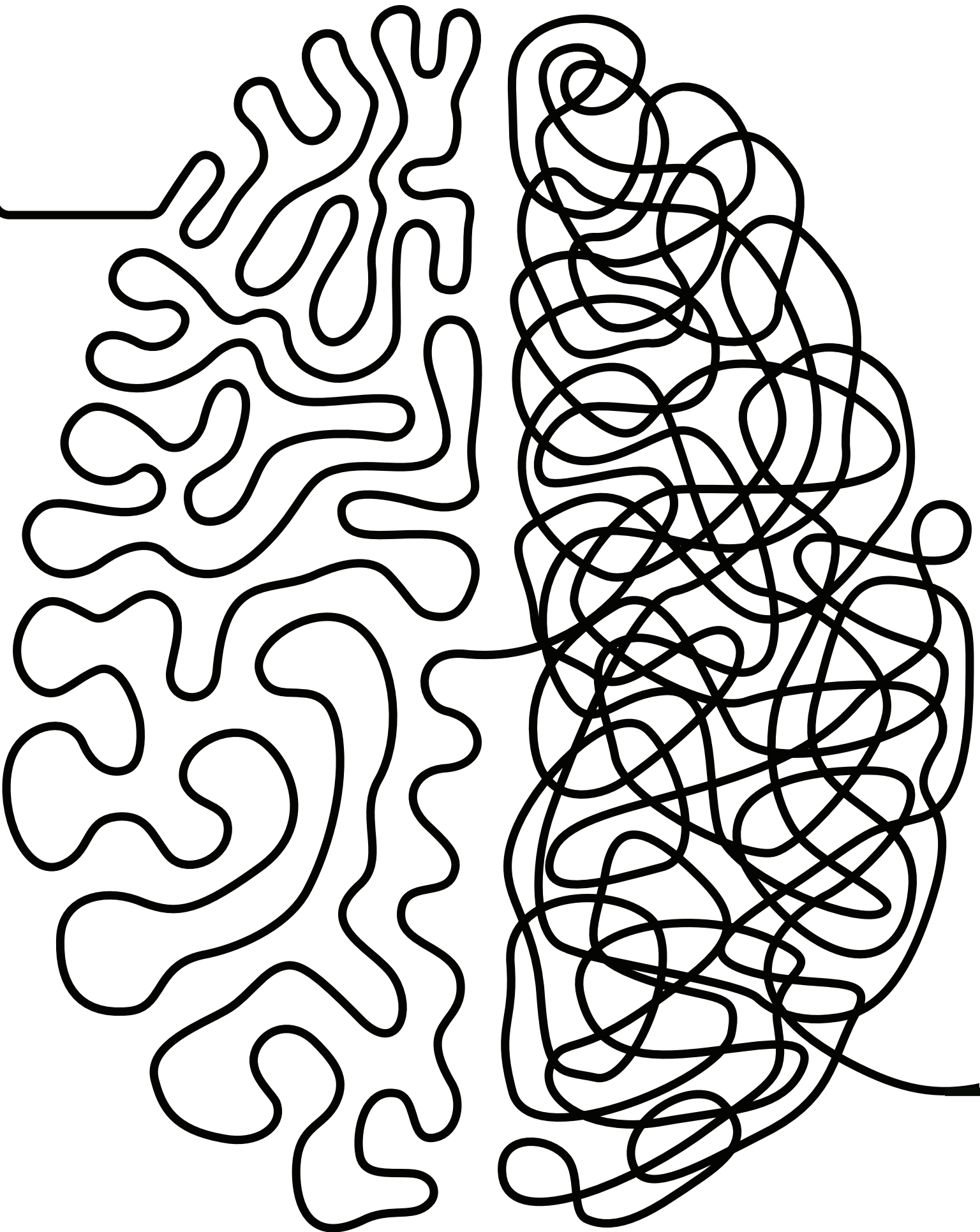
● CONTROLE

● CREATIEF

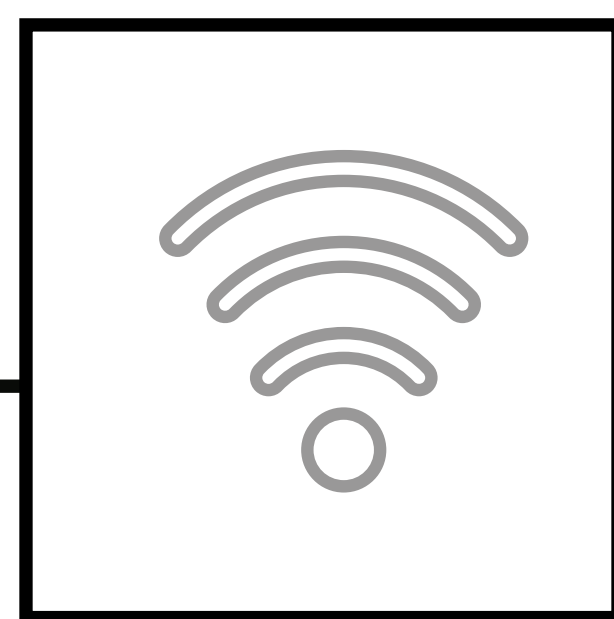
● SPIRITUEEL

● FYSIEK

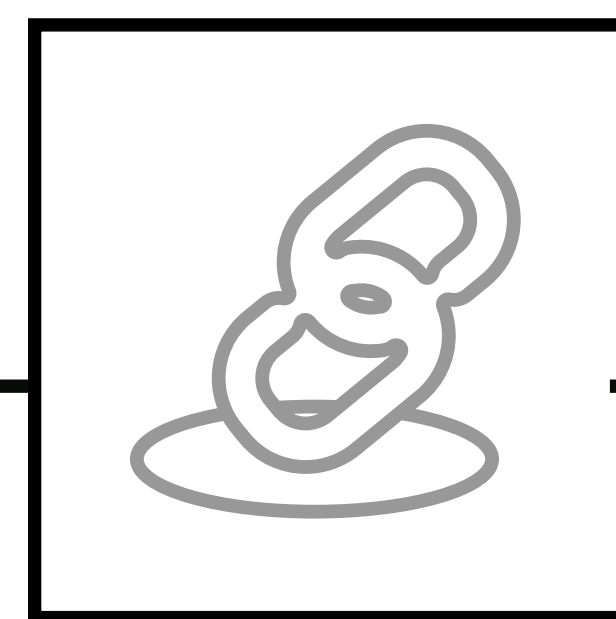




# 3 VORMEN VAN DECONNECTIE



DIGITAAL



PSYCHOLOGISCH

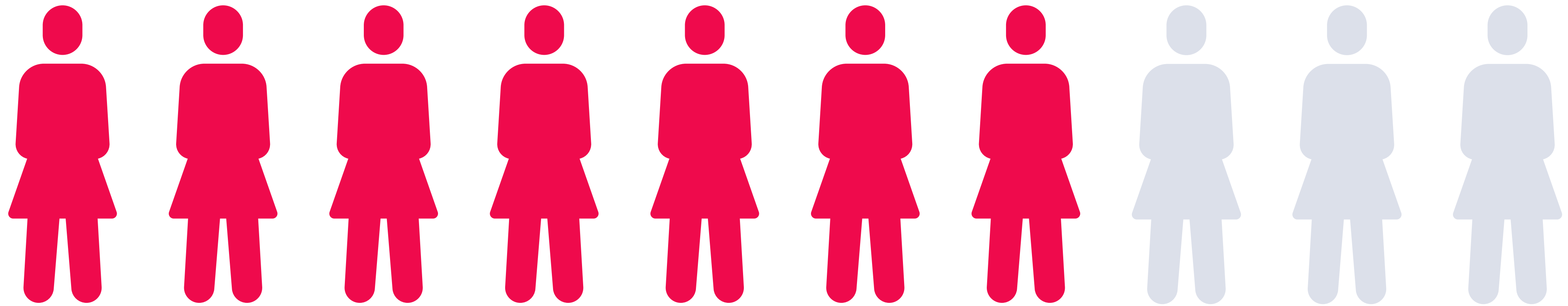


EMOTIONEEL



....%

van de mensen maakt zich wel eens  
zorgen over hun werk na het werk



70%

van de mensen maakt zich wel eens  
zorgen over hun werk na het werk



**HERKAUWEN**



**HERKAUWEN**



**GIST EFFECT**



**PIEKEREN VERLAMT**

“LAAT *het* LOS”  
“Oke, bedankt”





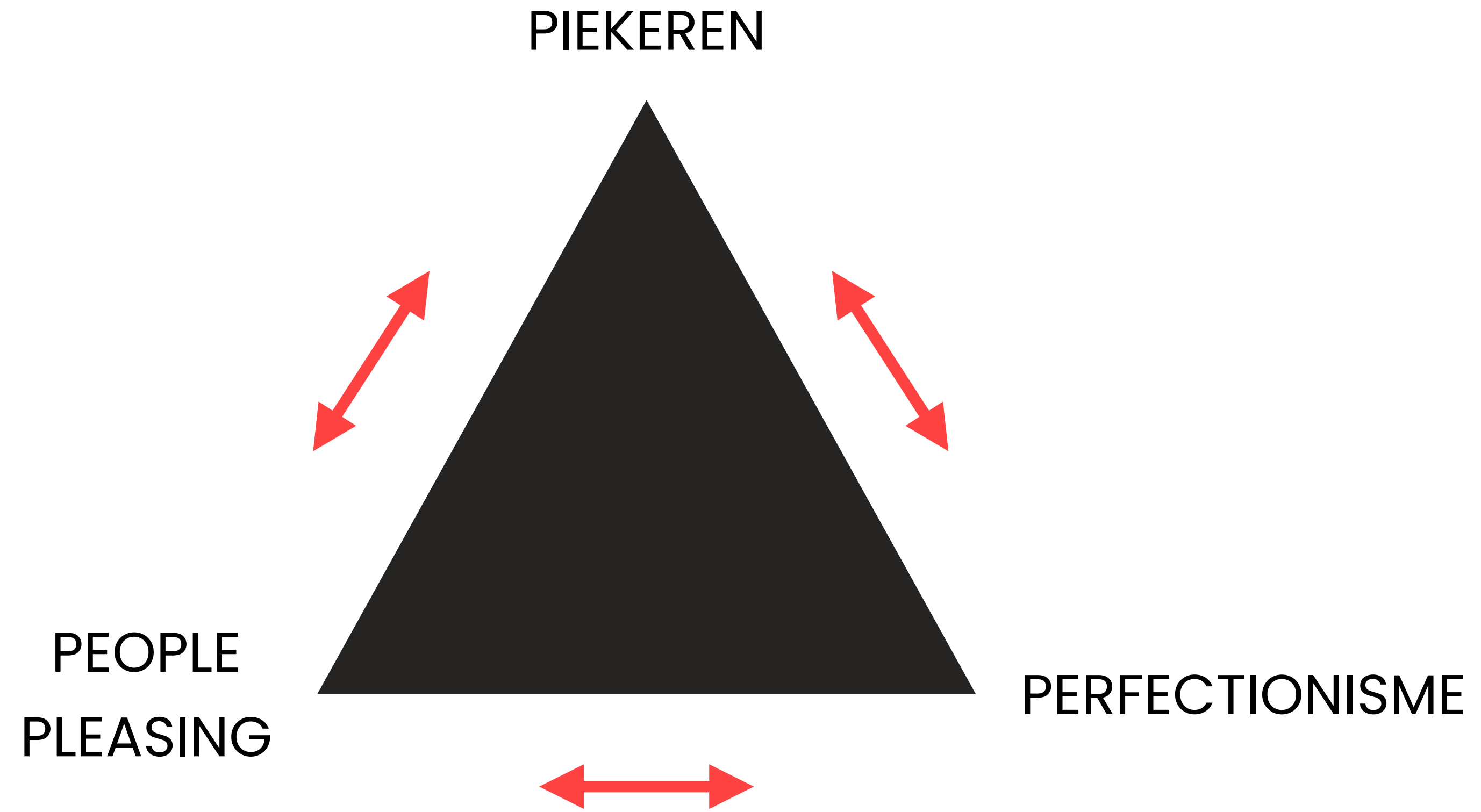
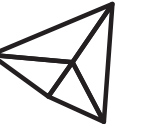


*Waarom*  
**PIEKEREN** WE?

ELK GEDRAG HEEFT

*Een functie*







*Move*



*De spiraal*

**DOORBREKEN**

**DOOR VAT TE KRIJGEN**

**OP** *gedachten*



*piekergedachten*  
NAAR DE  
OPPERVLAKTE



*Ik heb de* GEDACHTE *dat...*

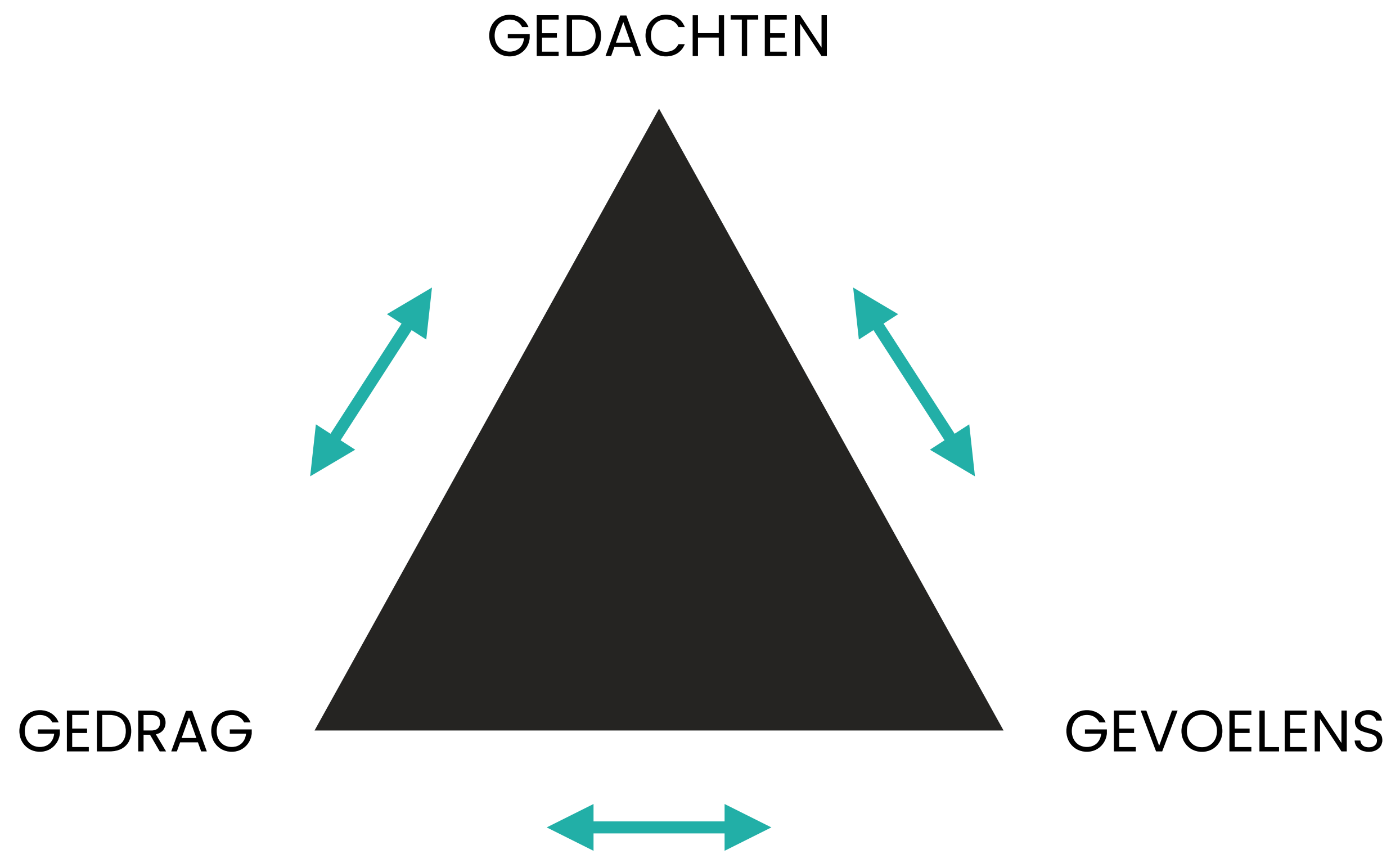
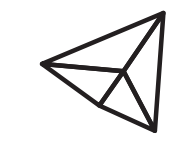


# PIEKER-KWARTIER



HELPENDE OF  
NIET HELPENDE  
*gedachten*





A close-up, top-down view of a brown dog's face, focusing on its eyes and snout. The fur is a rich, textured brown. The dog's eyes are partially visible at the top, and its snout is in the center. The lighting is soft, highlighting the texture of the fur.

**BENOEM**  
*het gevoel*



?

...

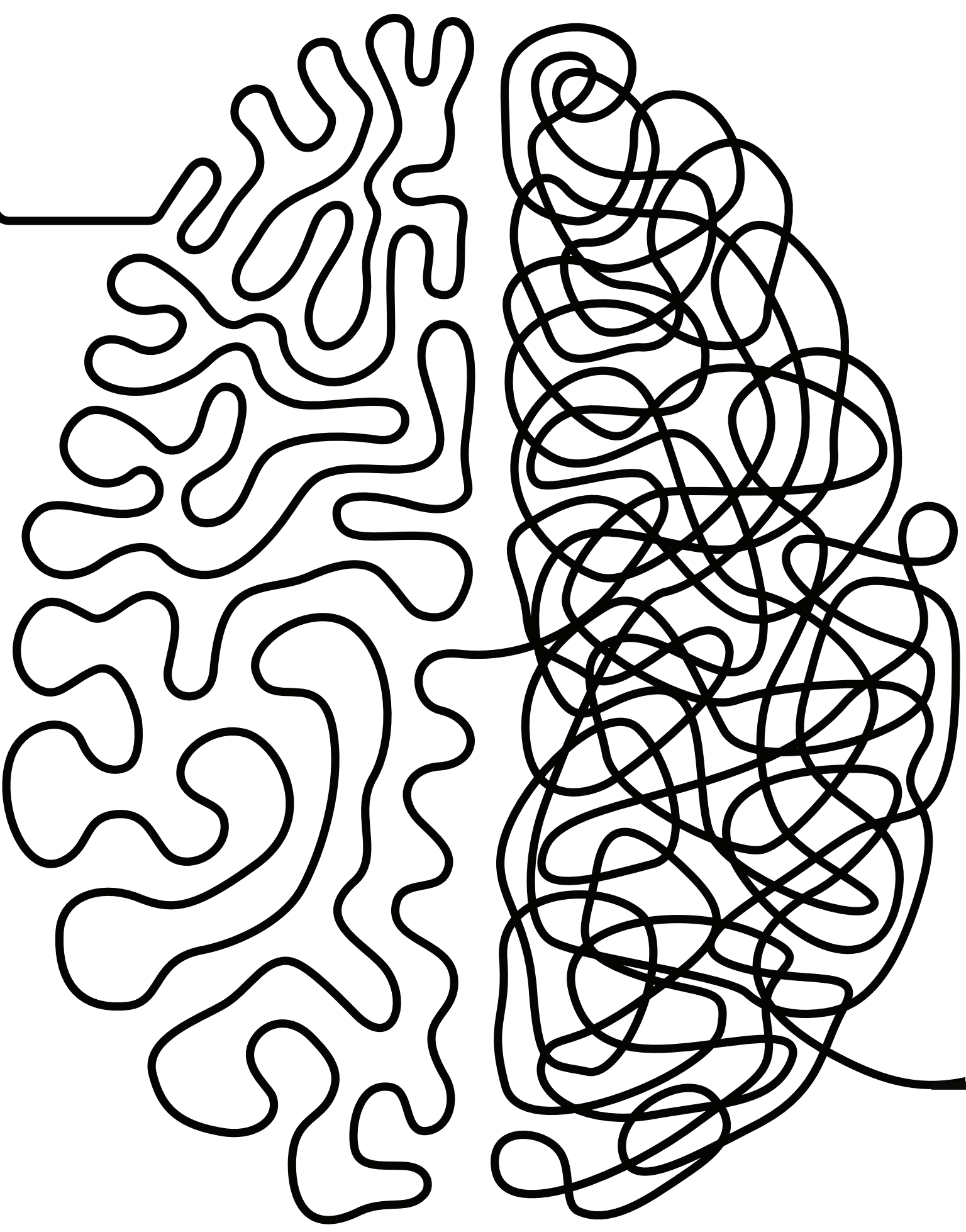
!!

!?

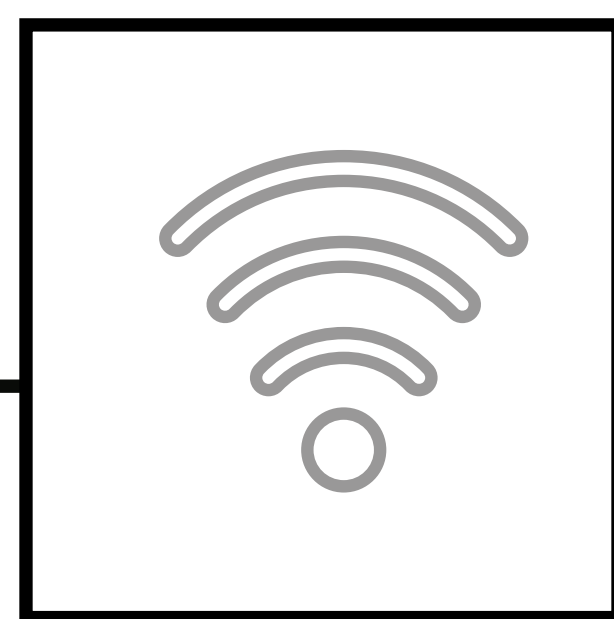
??

!

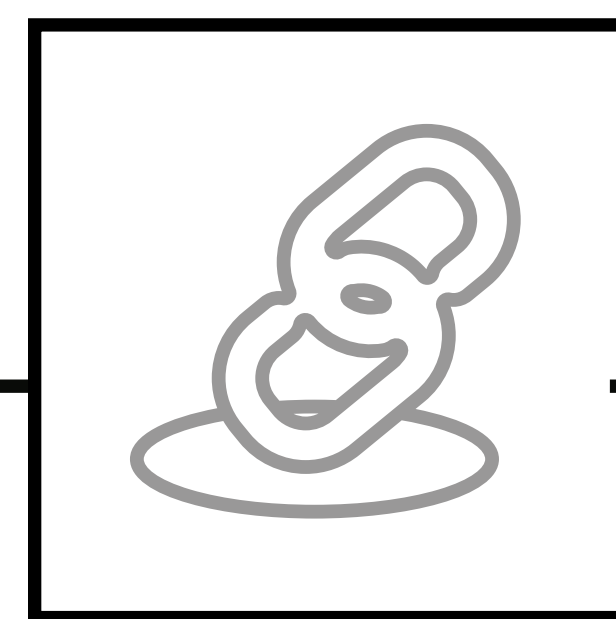




# 3 VORMEN VAN DECONNECTIE



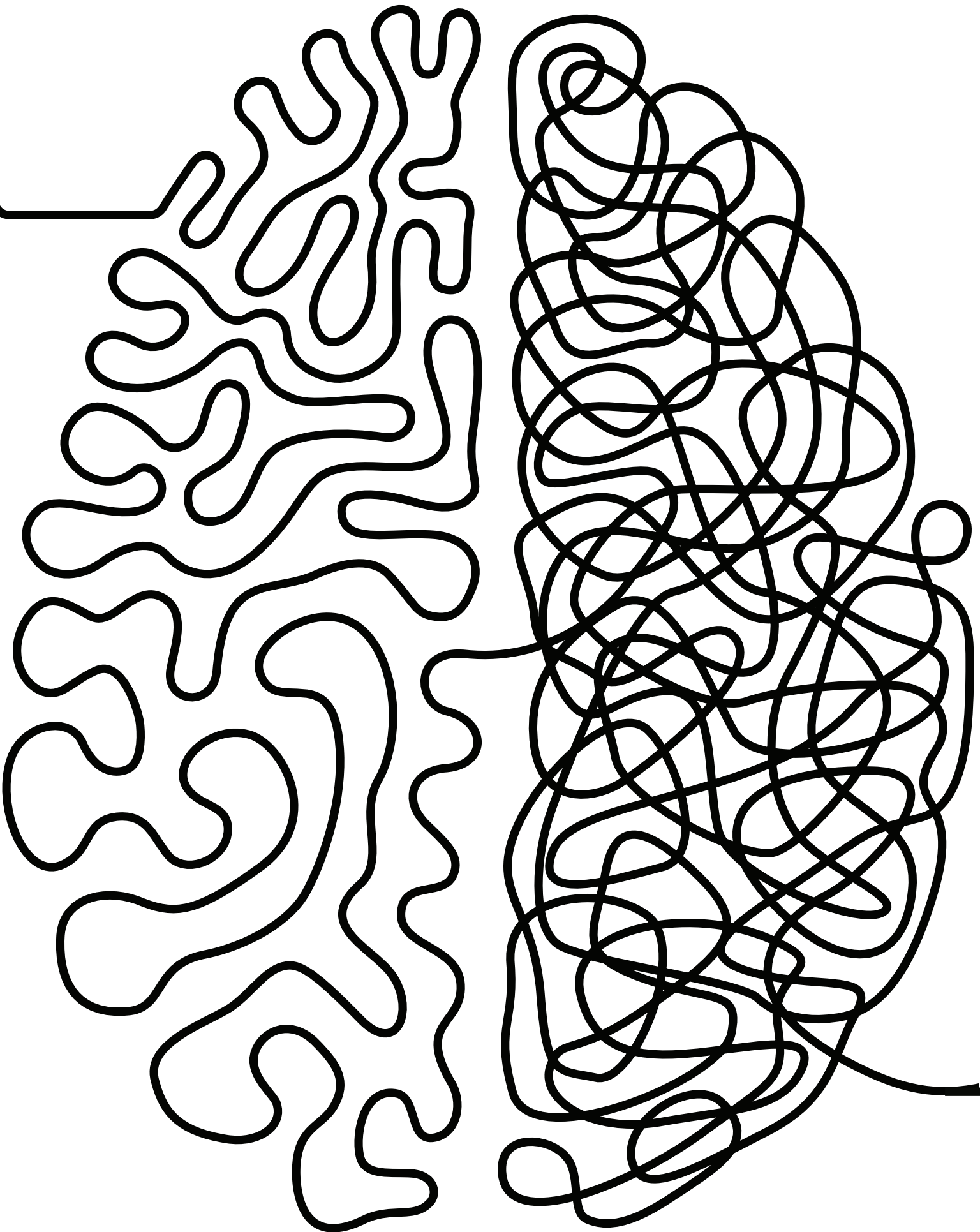
DIGITAAL



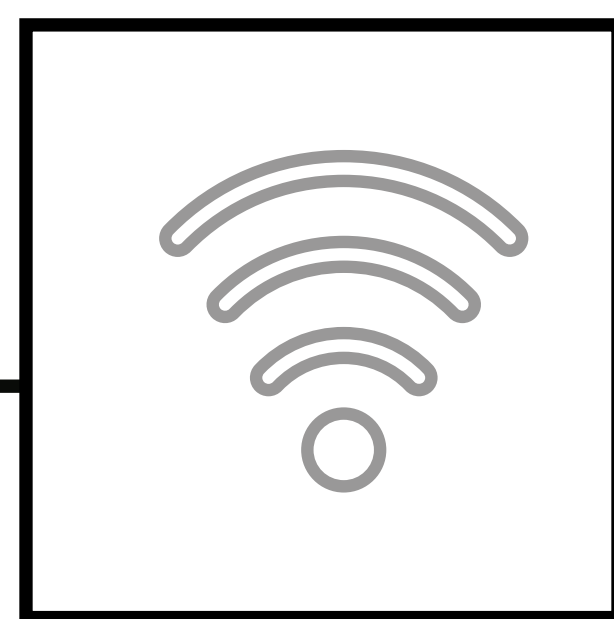
PSYCHOLOGISCH



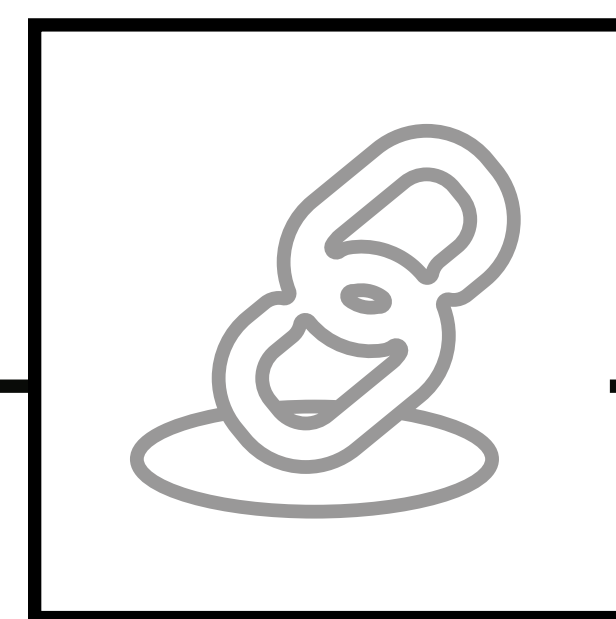
EMOTIONEEL



# 3 VORMEN VAN DECONNECTIE



DIGITAAL



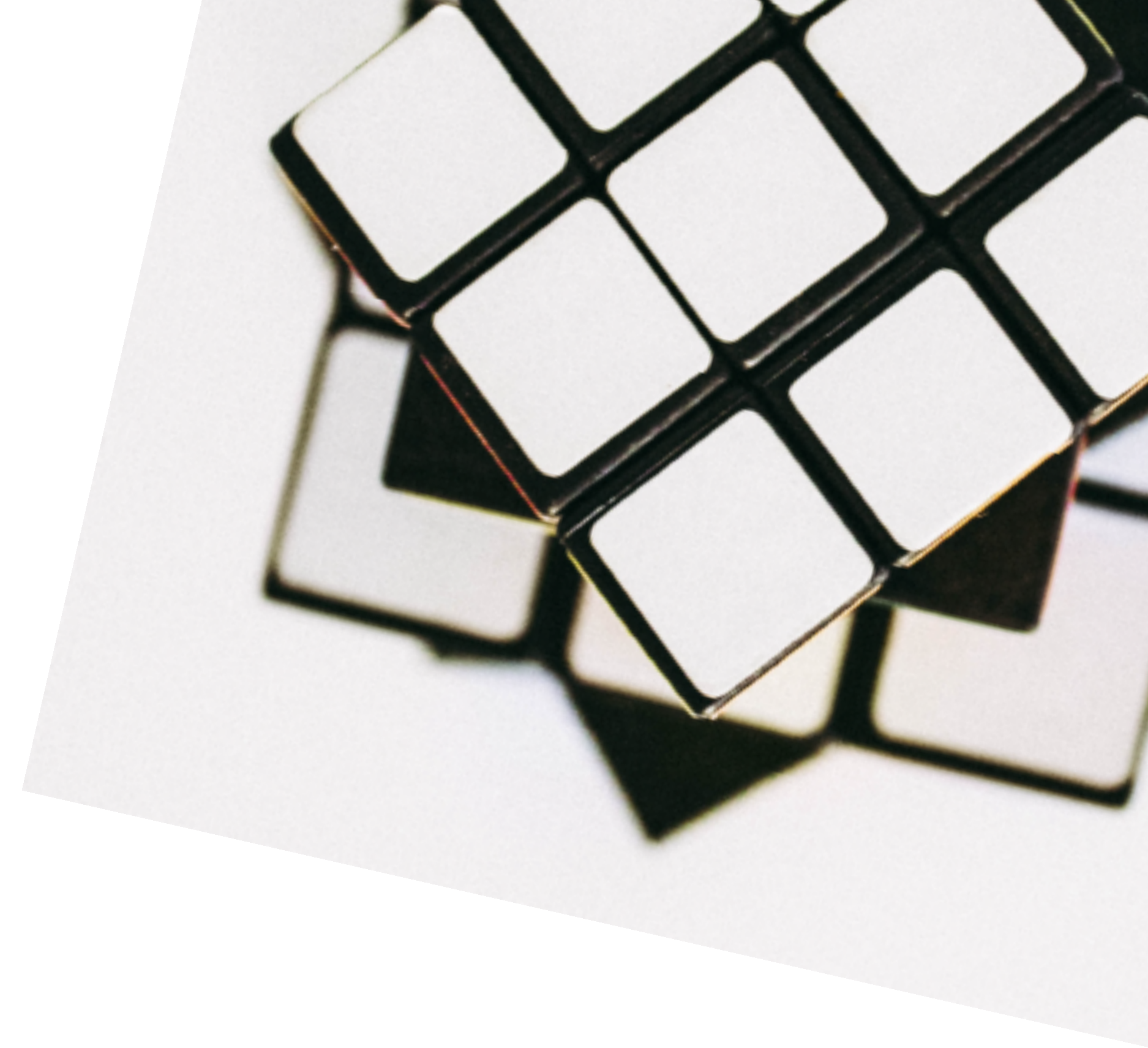
PSYCHOLOGISCH



EMOTIONEEL

# HOW'S WORK?

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