



Blended Intensive Programme

4-8 May 2026

WKO WIEN

it's

Coffee Time

Next-gen coffeehouse
experience

Vienna - Austria

BIP - It`s coffee time - next-gen coffeehouse experience

Viennese Coffeehouse Culture – a living tradition	3
But what about the future?...	4
The project in a nutshell	5
The Programme	6
Fact Sheet	8



Viennese Coffeehouse Culture – a living tradition

The Viennese coffeehouse is far more than a place to drink coffee. It is a cultural institution, a social space, and a stage for everyday life. For centuries, coffeehouses in Vienna have functioned as “living rooms of the city” – places where people meet, read, write, debate, work, or simply observe. Writers, artists, politicians and intellectuals have shaped – and been shaped by – this unique environment.

What makes the Viennese coffeehouse special is not only the coffee itself, but the atmosphere: marble tables, wooden chairs, newspapers on wooden holders, and the quiet choreography of waiters in black and white. Traditionally, these waiters are not overly attentive or warmly chatty. Their service style is often described as reserved, sometimes even slightly cold or ironic – a distinctive charm that is part of the experience rather than a flaw. Guests are expected to know the rituals, take their time, and enjoy a certain independence. There is an unwritten rule that one may stay for hours with a single cup. Time moves differently here. The experience is defined by ritual, subtle social codes, and a sense of belonging.

But what about the future?...

At the same time, coffee culture is constantly evolving. New generations bring laptops instead of notebooks. Tourists seek authenticity, while locals search for familiarity. Social media shapes how places are discovered and experienced. Digital payment, online reservations, delivery services and review platforms have become part of the ecosystem. The traditional coffeehouse is no longer only a purely physical space; it exists across platforms, screens and communities.



This tension between heritage and innovation makes Viennese coffeehouse culture an ideal field of exploration. How can a centuries-old institution remain relevant in a digitally connected world? How can technology enhance – rather than disrupt – atmosphere, conversation and culinary pleasure? How can the physical and the digital merge into a coherent, meaningful experience?



The Viennese coffeehouse is both history and opportunity. Your task is to imagine what comes next.



The project in a nutshell

Objectives of the Programme

The programme explores how traditional Viennese coffeehouse culture can be reimaged for the future through phygital experience design.

Students will:

- Understand Viennese coffeehouse culture as a cultural and experiential brand environment
- Design integrated customer journeys & connect physical and digital touchpoints strategically
- Develop creative and feasible marketing concepts
- Design at least three concrete touchpoint implementations
- Work effectively in international, interdisciplinary teams
- Present and pitch professional concepts to a jury

Online Session on 20 April 2026, 6:00-7:00 p.m.

In addition to general organisational information and a Q&A session, the online meeting includes:

- An introduction to the project brief
- Forming project “agencies”, creating an agency name and logo & defining team roles and responsibilities

Physical Phase in Vienna, 4-8 May 2026

During the on-site week, students work intensively on their project in presence. Each day begins with a keynote related to the respective task of the day. The programme includes inspirational components such as:

- Visit to a traditional Viennese coffeehouse (mini market research)
- Visit to a modern immersive museum
- Inputs on experiential and phygital design
- Participants will also have the opportunity to network during the social format “Dine & Connect.”



The Programme



Sunday

Informal get-together

Before the official start of the project, you will meet the other participants and lecturers in an informal setting.

This first encounter is designed as a relaxed get-together over a drink — or two.



Monday

Entering the World of Viennese Coffeehouse Culture

On the first project day, you will be introduced to the overall project brief, objectives and expectations. You will explore Viennese coffeehouse culture not only as a historical tradition, but as a living and evolving customer experience.

To gain first-hand insights, you will visit a traditional Viennese coffeehouse. This visit serves as the starting point for your project work and allows you to experience the atmosphere, rituals and interactions directly.

After the visit, you will conduct a mini market research exercise.



Tuesday

Understanding the Customer Journey

Understanding the customer journey is essential for the success of your project because it allows you to see the coffeehouse experience from the customer's perspective. Instead of thinking in isolated measures, you will analyse the sequence of interactions, expectations and emotions that shape the overall experience.

You will explore the journey before, during and after the coffeehouse visit. This includes digital touchpoints such as social media, search, reviews or reservations, as well as the physical experience inside the café and potential post-visit interactions.



Wednesday

From Physical to Digital – and Beyond

What will guests expect from a coffeehouse in the future? Increasingly, they look for more than quality coffee and a pleasant atmosphere. They expect a meaningful, memorable and shareable experience. For many, this means a phygital environment - and in some cases even an immersive one.

As inspiration, you will visit a modern museum dedicated to Vienna, which uses immersive technologies, interactive installations and multisensory storytelling.

During your visit, you will observe how space, narrative and digital effects are combined to create emotional engagement.



Thursday

Next in Coffeehouse Culture

Today, it's time to unleash your imagination and creativity. Building on your analysis and customer journey work, you will now design the café of the future. This is the moment to transform strategy into experience. What will the space look like? How will guests interact with it? What role will digital elements play — subtly integrated or visibly immersive?

As a reward for your intense work throughout the week, you will end the day with a shared evening experience: Dine & Connect.



Friday

Your Big Moment: Pitch Day

Today is your big moment: you will present your concept to the jury and demonstrate how your vision brings tradition and innovation together.

Fact Sheet

Programme ID

2025-1-AT01-KA131-HED-000320606-1

Dates

Online session: 20 April 2026, 6:00-7:00 p.m.

Physical dates: 4-8 May 2026

Location

FHWien der WKW, Währinger Gürtel 97, 1180 Vienna
Austria

Certificate

3 ECTS

Participants

5 undergraduate students + 1 lecturer / university;
max. 5 universities

Travel & accomodation

costs not included

Cultural visits and programmes

costs & tickets included

Meals

5 breakfasts, 1 dinner, contribution to lunch included

Public transportation in Vienna

not included, please purchase a 1 week pass for
Wiener Linien (digital pass: € 25.20 | pass: € 28.90)

Contact

Hilda Helyes

Academic Expert & Lecturer

hilda.helyes@fh-wien.ac.at

