

Appendices

Appendix 1

Interview with the owner of the Chinese restaurant (By Jenny de Kleijn on 26-11-2020)

The owner did not want his name to be shown in the article to remain anonymous.

Where are you (the owner) from?

I am Dutch, me and my parents were born here in The Netherlands. My grandparents are from China.

Why did you choose to open this restaurant here?

Ever since I was young I loved the Asian kitchen and I wanted to share that with other people. That is why I opened this restaurant.

Why did you name the restaurant Hong Sheng?

The name actually refers to a Chinese deity named Hung Shing. He does not mean anything to me personally but he did to my grandmother, therefore I decided to name the restaurant after him.

Is there a specific reason why you chose to incorporate dragons, lions, a lotus flower and a chinese temple in the storefront? If so, would you mind explaining what these things mean to you?

We decided to make the storefront look like a temple because when people think about China or Asia, one of the first things they think about are the temples. We wanted to make sure that people would know what we sold by just looking once. The dragons do not have any personal meaning to me. Here in the Western world, they are often used as a national emblem of China. That is why we used it. The lions do have some meaning to me. My grandmother was a firm believer that these statues would protect a building from any harmful spirits or people from entering. That is why we decided to add them to the storefront. It also adds to the Chinese presentation of the restaurant. The lotus flower is very important for buddhists since it is said that buddha himself floated to earth on a giant lotus flower.

Why did you choose this specific color scheme for the storefront? We noticed that oftentimes Chinese or Asian restaurants use a lot of red in their displays. You did not, is there a specific reason for that?

We decided not to use too much red since we are not that connected to China anymore but honestly we did not think about it a lot, we just chose what looked good.

Appendix 2

Interview with the managers of the Chocolate shop (By Sergio Salvador Eguiluz on 26-11-2020)

What is your name, surname?

We didn't get the name because the owner wasn't there, but the women who worked there told us that his surname was "Bakker", which in Dutch is Boulanger, so the store is named after the owner's surname.

Where do you come from?

The owner, a man, was Dutch.

Which products/ services do you provide in this shop?

Mostly chocolates, which enters into conflict with the actual name of the shop, since Boulanger is "baker", so one would think that they sell bread and that kind of products. We can therefore say that if a french speaking person approached the store, they could get confused once they get in and see that the products being sold are merely chocolates.

Why did you decide to open the shop here?

No answer.

Why did you choose this name for the shop?

Because it's the owner's surname.

Did you intend to say boulanger (baker) or were you meaning to say boulangerie (bakery)? And in the case that you sell sweets, did you intend to say boulangerie or pâtisserie (pastry)?

No answer - name of the shop has only a connection to the owner's name, not to the sold products (so it seems)

In which language are the products sold, and are they typical French or Dutch?

The products are sold in Dutch, as well as the blackboards in the entrance, which also have things written in Dutch.