2. Halbjahr 2026
Englisch am Abend A1-5
262-40605C, Do, 18.30 – 20.00 Uhr

vhs Volkshochschule Rhein-Sieg

5th unit, 03 November 2026

The Odenplan Experiment



In 2009, Volkswagen conducted an experiment at the Odenplan metro station in Stockholm, Sweden.

In the subway, most people predominantly used the escalator and ignored the nearby stairs.

To encourage people to use the stairs, in the middle of the night, they transformed the ordinary stairs into a working piano keyboard, with each step producing a different piano note when stepped on.

Surprisingly, the next day, around 66% more people who passed the location took the piano stairs compared to those opting for the escalator.

The takeaway is that when you add an element of fun, even boring tasks can become interesting.

Moreover, you will stick with those habits in the long run.