



# Cheap doesn't need to be bad.

## **Different meanings of the** word cheap.

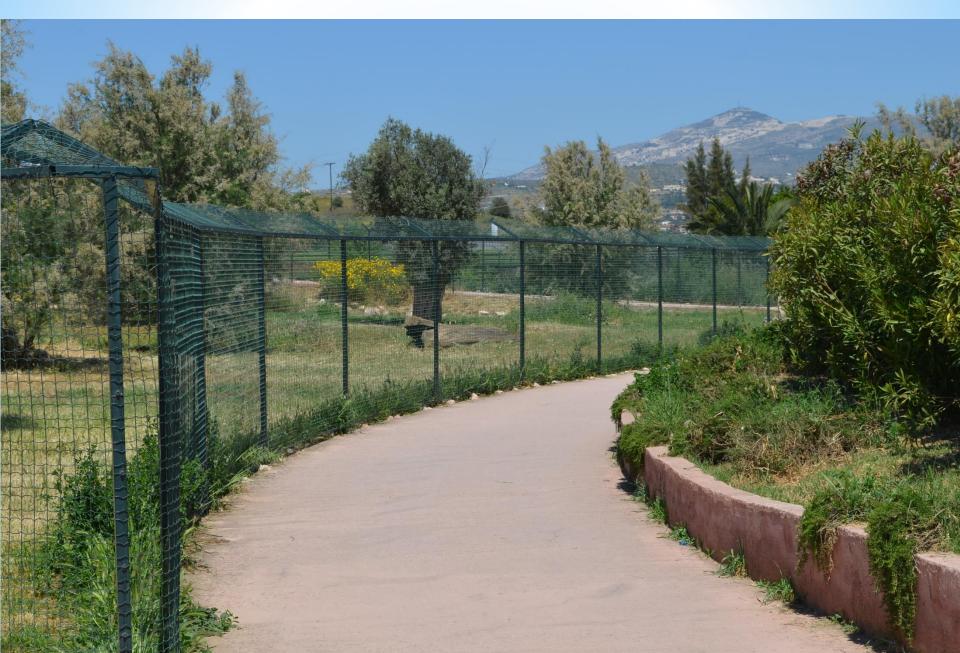
There are different ways of building cheaply in zoos.

- Built cheaply but cost-effective, using restricted funds to maximal extent and with pleasing result.
- Built cheaply through use of cheap materials or homework not paying attention to the final outcome

#### Built cheaply, but cost-effective



## **Built cheap**



#### The legacy of communism and restrictions in the 70-ties.



### Interesting case stories



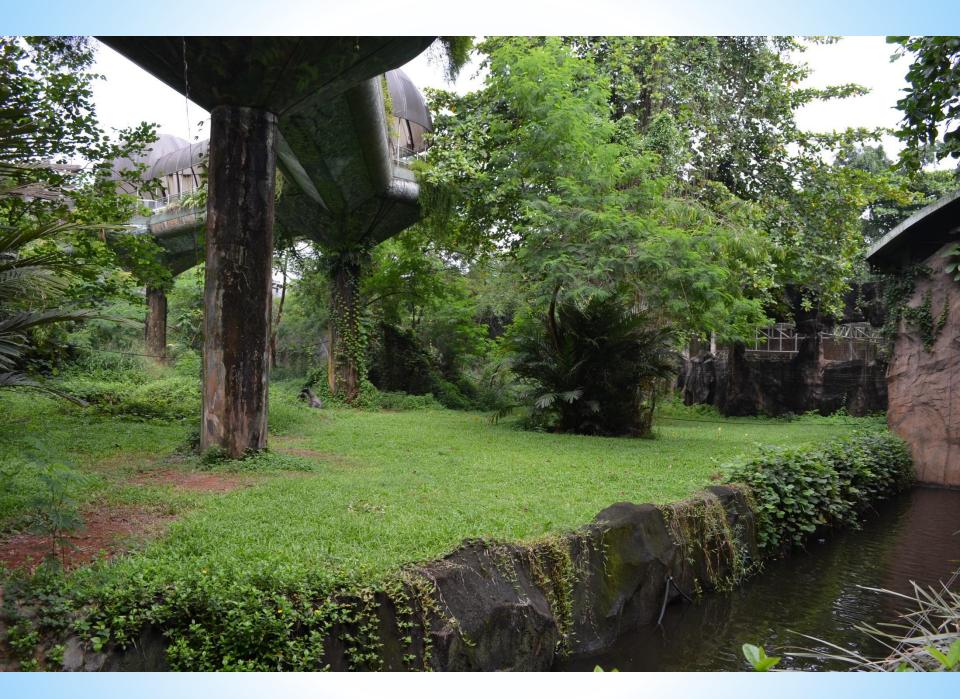




# Creativity











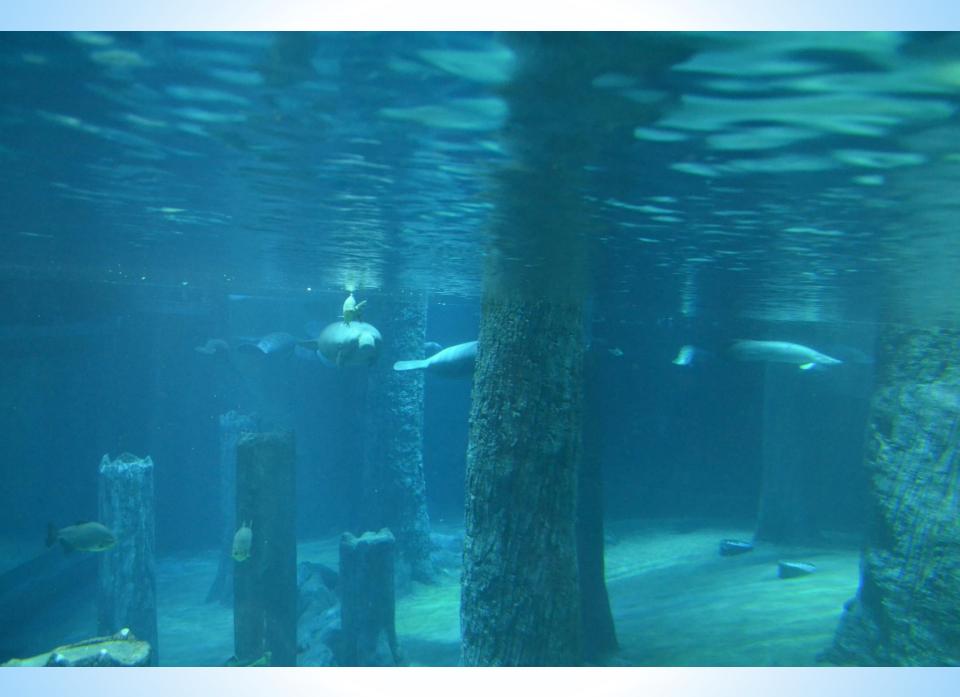




#### There are things you can't simply build cheaply









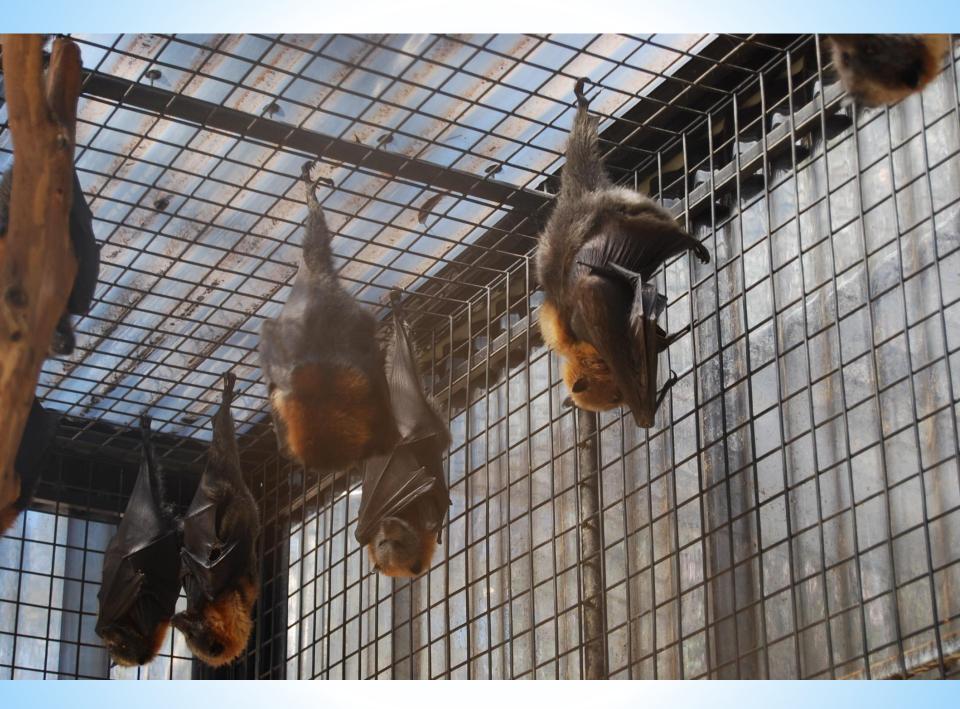
#### Too cheap is also bad.















#### Expensive doesn't necessarily mean good.



