Beach can be understood as a hybrid space, an ‘anomalous category’ (Fiske 2003) between land and sea. Due to its low determinacy, it offers space for activities beyond everyday obligations and has been symbolically charged in the course of cultural history. Accordingly, there are numerous stereotypes about the beach and beach life. With the help of the beach box, in which respondents could re-enact their ideas of the last beach they experienced and their ideal beach, we gained access to commonly-held understandings of beach specifically (also interesting, because respondents at the German Congress of Geography in September 2019 designed their ideal arrangements not under professional but recreational modes). Essential here are the relatively small deviations between ideal and most recently visited beach, as well, also the longing for solitude and sharing the experience with ‘significant others’.