



Pop Up: Temporary Retail Space Design

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Retailers look for any opportunity to create interest and excitement and stand out from their competitors. Providing desirable products and services is just one aspect of an effective marketing strategy; another involves space design and merchandising. One way stores can create a buzz is by creating an off-site pop up location usually for a limited time and often with a site-specific assortment of goods. Design is of the utmost importance as the intent is to create a new experience within the realm of the existing brand. Pop Up showcases a remarkable assortment of temporary retail solutions from popping up in other shops or taking over empty storefronts, to indoor and out door stand alone venues that allow for a more holistic design. The projects run the gamut from intimate wooden cubes to futuristic pods of metal and glass, retail shops and cultural institutions to well established brands such as Airbnb and Issey Miyake.

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