



 **URBACT**
Driving change for
better cities



THE POP UP
INITIATIVE IN
ALTENA



European Union
European Regional Development Fund



Is this how we do want to
live in the future?



Part I THE POP UP INITIATIVE



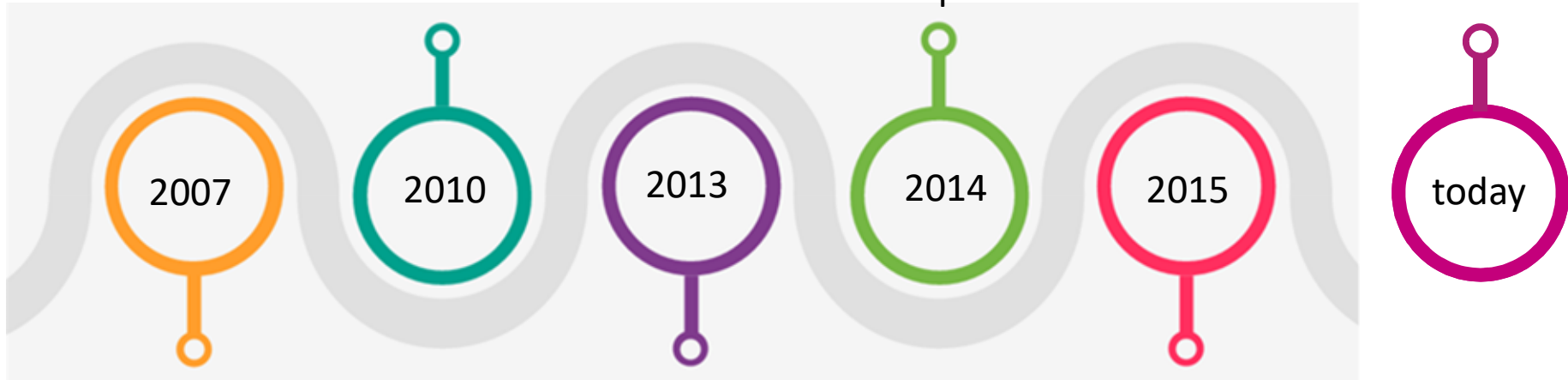
**In how far can pop up shops
help rural and shrinking cities
to blossom out again?**



Vacant shop management

14 Pop Up Stores and out of it 7 permanent

Future outlook?



Vision: Altena 2015

idea: medieval flea market
first 3 rental agreements
Pop Up idea

Pop Up Weekend
idea: every single shop occupied



Timeline



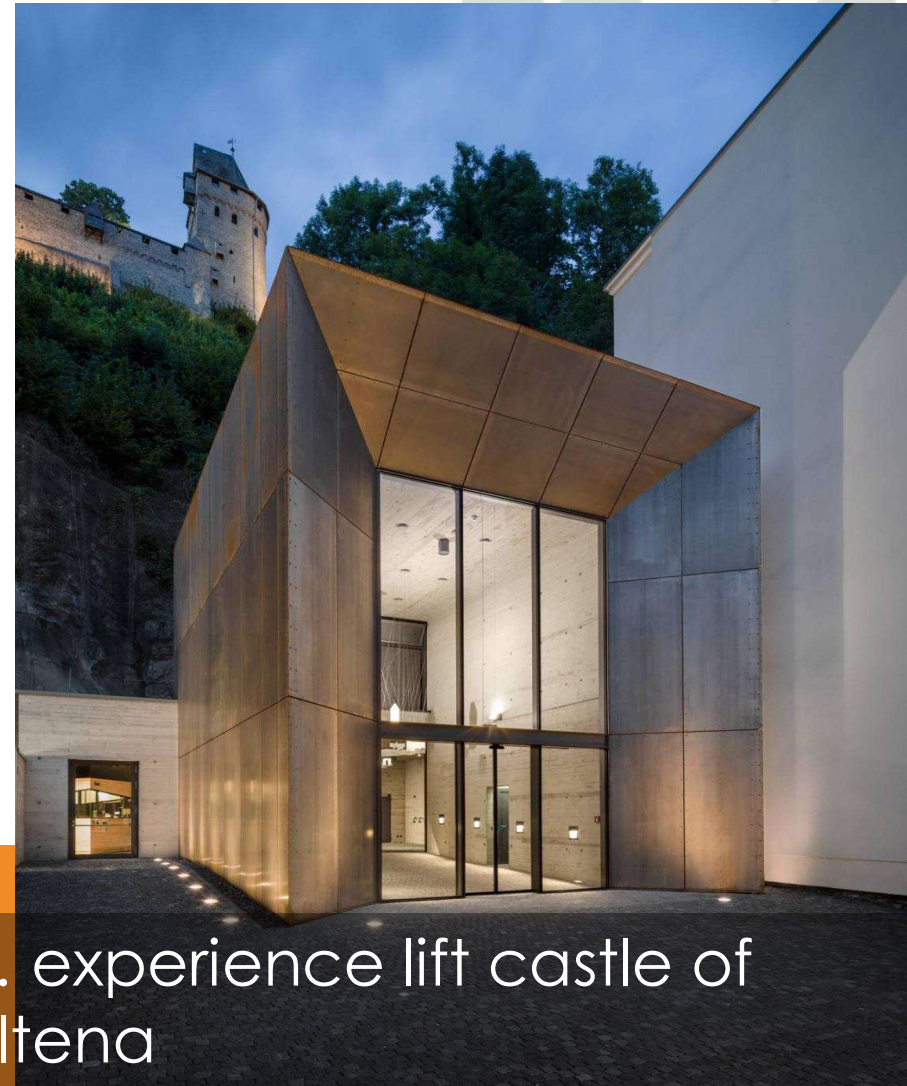
... starting point in Altana





... run-down places





... experience lift castle of
Altana





Concept of the Pop Up Stores

- to pop up – to appear **suddenly**
- temporary und provisional
- special and selected product presentation
- boutique-character
- places of encounter and exchange – event
- shortage of the offer **increases the value**





Advantages of Pop Up Stores

- limited and manageable risks
- encouragement of creativity
- (medial) interest increases passenger frequency
- no damage to image in case of a shop closure
- establishment of several shops at once
- test-character enables a low-barrier entry into self-employment
- pop up stores are an experience and not downloadable





Implementation Steps

1. **set your goal and think of your vision**
2. find a suitable executing organisation
3. create material to promote project
4. **negotiate with shop owners**, sign contracts, prepare exposés of shops
5. acquire project partners
6. define framework
7. determine financial incentive/support
8. **recruit potential Pop Up operators**
9. take care of them and their issues
10. **plan marketing, PR and events**



Potential Target Group: Artisans/ Craftsmen and Amateur Artists



Potential Target Group: Local Tradespeople and Designer/ Startups



Potential Target Group: Organisations/ Clubs and Online Merchants





Rudimentary & eye-catching

„Only what surprises or seems a bit odd is still seen and noticed in our overstimulated and crowded world.“















Pop Up Events

- visibility
- encounter
- experience economy











Project overview in numbers and facts

Pop Up Altena 2014

- 14 Pop Ups, settlement of seven new shops
- Two phases, duration of six and seven weeks
- Two opening events
- 4,00 €/ m² rent (including all additional costs)
- Up to 800 € promotion for furnishing of each shop
- 3 ½ months of project planning and implementation from January to April 2014 (70-80% of my work time)

Pop Up Weekend in 2015

- 8 new Pop Up Stores/Events
- one cooperation with a German Startup





Lessons learnt

- Pop Up creates a **win-win-win**
 - **non-binding** & provisional character as a chance
 - importance of community-character and sparring partner
 - USP's and authenticity: What's there?
 - manage expectations, value the temporary
 - every Pop Up project is different, **low level of control**
-
- think of it as **a tool to create a favorable environment**, where ideas can prosper and entrepreneurship is encouraged
 - **not a miracle cure but a universal weapon**





a) Does the Pop Up project still exist in Altena? What is happening today?


b) Which Pop Ups did survive?





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