



LIKKUVAN ARJEN DESIGN '13

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Starting point

No pop up events earlier in LAD-course - but we got some **ideas from Restyle my bike- and Tour de Lippakioski-project.**

Important part: research **user targets**, included **environmental ideas.**

Propably the most important thing to consider: **Interaction with people** - because without interest there's no event

attractive pop ups:

- interactive
- people are involved
- colourful/ interesting design





Outcome

What ?

pop-up on the theme
driving safely in the dark.

How ?

- **Workshop** to style your bike and equipment with “lighting” materials (reflectors, glow sticks...)
- **Informations** on driving safely in the dark (flyers and human contact)

When ?

21st of september 2013
during love&anarchy festival
from 12-18pm

Where ?

close to the bicycle center in
Narinkkatori



Materials

Workshop

reflective tapes, fabrics

tools: scissors/needles/ thread

plexiglass, glow sticks...

graphics : inspiration posters, stickers, logo &

whole design for pop up

Pop-up

carpet

tables, chairs/stool

coth

Graphics : banner



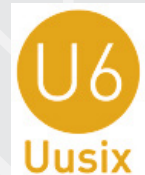
Sponsors



Euroopan unioni
Euroopan aluekehitysrahasto



Uudenmaan liitto
Nylands förbund





Donated materials

CLAS OHLSON:

Reflective tape, 20mm x 2m
yellow x 6 rolls, red x 10 rolls
ALL 32 meters

HSL:

colorfull travellingcardcases with
reflector
ALL 200-250 pcs

RECYCLINGCENTER:

50 euro voucher for decorating

LOVE & ANARCHY-MOVIEFESTIVAL:

seven free tickets + posters

ASKARELLI:

glow in the dark-stickers (120 pcs)

UUSIX-VERSTAAT:

old wheels for decorating, bike bells,
reflectors

LIKENNETURVA:

flyers about reflectors, helmets and
bikelights
+ person from liikenneturva comes to the
event

EUROKANGAS:

reflective ribbons / fabrics

Graphics



Banner



BIKE WORKSHOP
STYLE YOUR BIKE WITH LIGHT
TO BE SEEN AT NIGHT

BICYCLE CENTER
NARINKKATORI

LIVE MUSIC Jan
TIME 17 Wälchli 

The bottom section of the banner contains a grid of logos for various sponsors. From left to right, the logos include: Metropolia, Lakkovan Arjen Design, HSL HRT, Eurokanigas, Finlayson, Narvea & Vuorento, FISKARS, Euroopan unioni, Uudenmaan liitto, Kiertäytiskeskus, Liikenneturva, MAKEEdesign, GRANIT, Aşkarelli, Uusix, U6, Rakkautta Ammattina, clas ohlson, and Kannel S.

150 x 188cm

On site

Yeah

oh
yeah



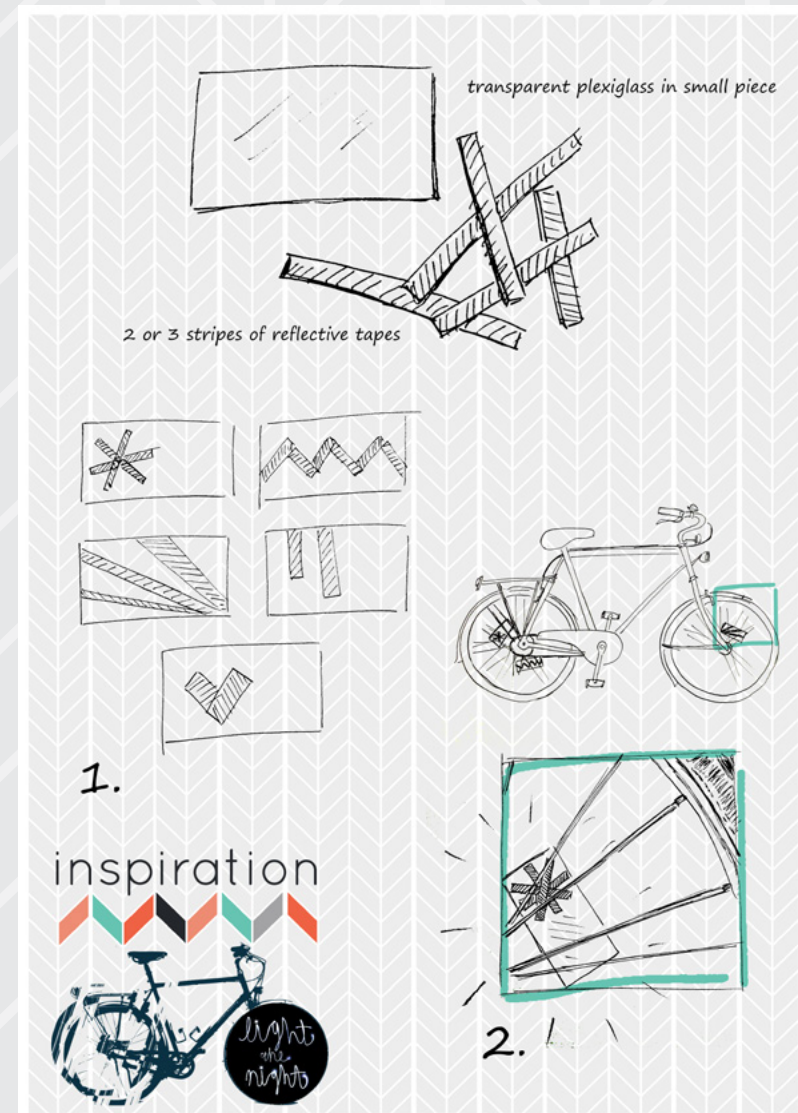
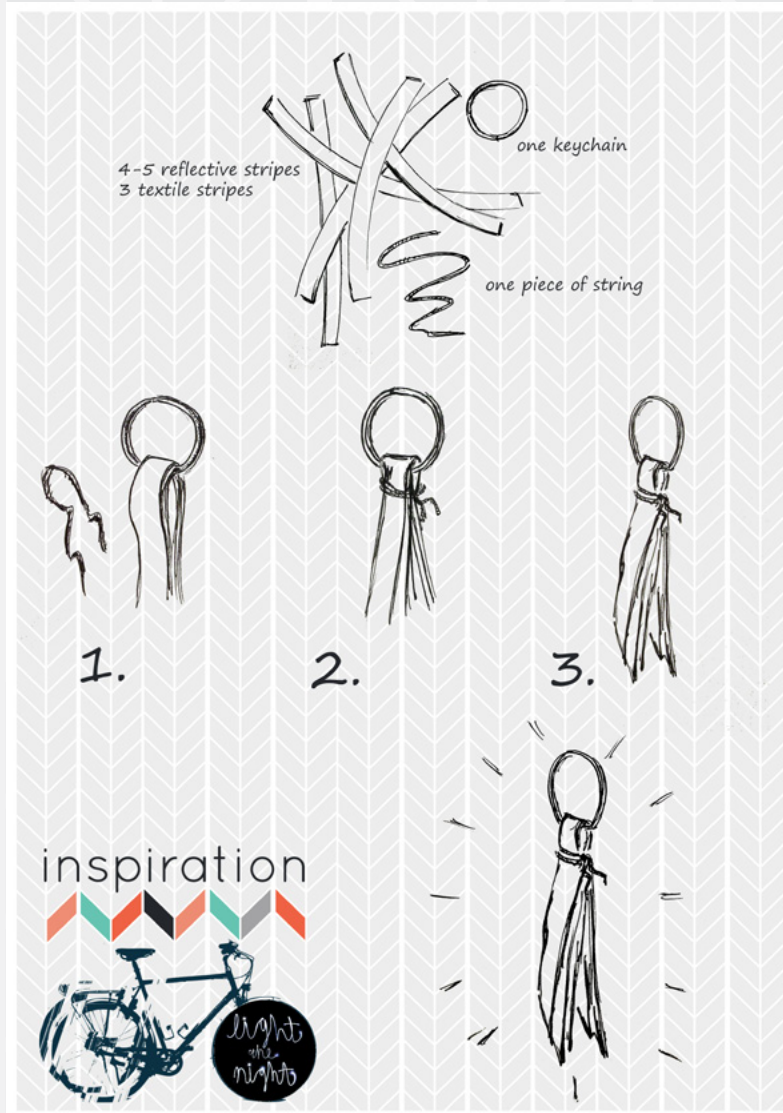
YEAH!

Sticker



200 pieces

Inspirations posters



Catch the attention. 4 x A3

Arvonta



A R V O N T A

STYLE YOUR **BIKE** WITH **LIGHT**
TO BE SEEN AT **NIGHT**

WIN!

- 2 Tickets for the LOVE&ANARCHY
- Design-reflectors from MAKEEdesign & MANNER's

name _____

adress _____

email _____

phone _____

The winner will be picked on 23/09/2013.
The winners' names will be published on our facebook event page.

100 x A4



400 x Lottery coupons



Time table

Thursday

Presentation for the class. Print the inspiration posters.
Prepare the workshop.

Friday

Habitare. Public relations (talking about the pop-up)
Last preparations (putting materials in the car...)

Saturday

Meeting at the Bicyclecenter at 09.30
Get the materials from Ringos car
Get the table/tables from Hannu
Get Elina's bicycle from Skanno
Hang the posters
Decorate area
Get the PA from Hannu
PICK UP JAN KLO:16.00 from Hämeentie
Bring back PA to Hannu at 17.50
GET JAN home at 18.00
Close the workshop
BREATHE AND BE FREE!



Live music



Music by **VΛN WÄX C#X/**


Ambient Trumpeter Jan Wälchli
from the band Color Dolor
will create a swinging composition
built up from small elements.

PLAYTIME **17.00**

Facebook event page

The screenshot shows a Facebook event page for 'Light the Night'. The header includes the Facebook logo and a search bar. The main image features a bicycle with a chalkboard wheel that says 'light the night' and a decorative graphic of colorful chevrons. The event details are as follows:

- Event Name:** Light the Night
- Category:** Événements
- Invites:** Invitez vos amis
- Actions:** Modifier, Oui
- Visibility:** Public
- Organizers:** Par Floriane Ropars, Ringo Puurtinen et 2 autres
- Participants:** 88
- Date and Time:** samedi, 12:00 – 18:00
- Weather:** Risque de pluie 17 °C / 9 °C
- Activity:** BIKE LIGHTENING WORKSHOP
- Location:** 21.9 klo 12-18:00, Pyöräkeskuksen luona. Afficher la suite
- Map:** Shows the location at Narinkkatori, Narinkka 1, 00100 Helsinki.
- Posters:** Ahmed Mansour, Yani Blackfa, Pavel Šmejkal, Katka Potužáková
- Invited:** 388

 **Pyöräkeskus**
10 septembre

Varaudu syksyn pimeisiin iltoihin ja tule koristelemaan pyöräsi ja varusteesi heijastavilla materiaaleilla!

[Voir la traduction](#)



Light the Night

samedi, à 12:00
Narinkkatori, à Helsinki
Vous y allez

Participan

88 participants
85 Maybe
628 invited

<https://www.facebook.com/events/421713574607347>

Preparing the workshop

