



Light
the Night

LIKKUVAN ARJEN DESIGN '13

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WHAT WE LEARNED?

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



WHAT WE ARE GOING TO STUDY & HOW?

Target group - users

- age 1 - 100
- needs

already **existing pop ups**

authorization by the police

- cooperation with bicycle center
- depends on how we make the pop up space

other **events for bikers**

associations link to bicycles



OUTCOME // FUTURE PLANS

Theme would be **driving safely in the dark.**

Pop Up Space with **workshops & information stand**

workshop:

style bike & equipment as helmets with (self-designed) **reflectors (fabrics, stickers), phosphorescent/fluorescent paint**

safety:

Helsinki Bicycle Organization speech, posters, flyers, books

big finale:

contest about the most original styled

date:

in september during the
Love&Anarchy film festival (19-29.9.2013) //
last 1-2 days (4-6 hours, afternoon/evening)

location:

workshop close to the bikecenter in Kamppi or in a park

advertising:

facebook, posters & flyers (at bicycle center, cinema, ...)

materials:

- workshop:

tapes

tools: scissors/ brushes/ needles/ thread

posters, flyers, logo & whole design for pop up

- pop up space:

carpets

tables + chairs/stools

lights

- logos + signs for space



TIMETABLE

28.8. • preparing the presentation, pre-budget for tomorrow: for this: how many people we count on?

29.8. • presentation

(30.8. - 31.8. • bicycle film festival)

02.9. • visiting bicycle center, Ringo asks about the fabrics, list of materials to fix the budget, contact bike association & sponsors

03.9. • graphics logo

04.9. • graphics flyers and posters

05.9. • graphics done and sent

09.9. • pop up space: design, what is needed

10.9. • printing posters (A1, A4), flyers (A5)

11.9. • pop up space: design, printing posters

12.9. • workshop LAD in Katajanokka

16.9. • get the materials for the workshop and the space (recycling center, sponsors)

17.9. • built the space

18.9. • built the space

19.9. • love & anarchy film festival

20.9. • store the pop up at the bicycle center

21.9. • POP UP

22.9. • end of bicycle center, Critical Mass “Kriittinen pyöräretki”

••• 10.10. final presentation •••

