



light
the
night

Liikkuvan 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.**

Probably 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. • ~~meeting teachers, list of materials to fix the budget, graphics,~~
contact bike association & sponsors

03.9. • ~~visiting bicycle center photoshooting, visit sponsors~~

04.9. • Ringo asks about the fabrics, graphics flyers and posters, calling sponsors

05.9. • asking for the paint sponsors, preparing presentation: pictures, texts, sketches, calculation of posters/flyer...

09.9. • [bike trip](#)

10.9. • [presentation](#), graphics, visiting Uusix-verstaat & Kierrätyskeskus

11.9. • graphics DONE. get all the sponsors, graphics ready for print
(posters, flyers, banner, stickers)

12.9. • [workshop LAD in Katajanokka.](#)

16.9. • ask to 3 companies to printing posters (A1, A4), flyers (A5), fabric banner, stickers

17.9. • get the materials for the workshop and the space from sponsors (paint!!!)

18.9. • design the space and paint wheel

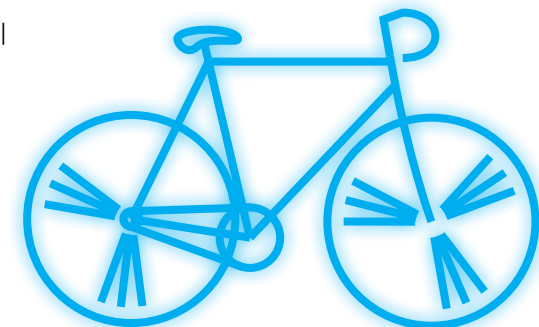
19.9. • (poster prints ?) getting the materials from love & anarchy film festival

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 •••



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CONFIRMED SPONSORS



Metropolia



Uudenmaan liitto
Nylands förbund



Liikkuvan Arjen Design



Euroopan unioni
Euroopan aluekehitysrahasto



Norteva & Vuorento
Dressmaker's and fabrics store



contacted SPONSORS



CARLINGS: clothing

TAPEROLL: reflective tape

SINELLI: reflective ribbons / fabrics

INNOJOK: lights

TAPIO KALLASJOKI: lights and guidance

MASTON: neon-spraypaints

PARCOLOR: paint House of Kolor

CLAS OHLSON: mirrors, lights etc.

PELAGO BICYCLES: bikelights

TARJOUSTALO: paints and reflectors

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 150 - 200 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 (150 euro)

NORTEVA & VUORENTO: reflective fabric

MAKEEdesign: 7 pcs of design reflectors

MANNER´S handmade leather accesories: 5-10 pcs of design reflectors

GRANIT: 2 sets of light chain

SHOPPINGLIST

UV-PAINTS // DISCOLAND

EUROLITE UV-active paint, yellow 100ml
EUROLITE UV-active paint, pink 100ml
EUROLITE UV-active paint, green 100ml
EUROLITE UV-active paint, orange 100ml
EUROLITE UV-active paint, blue 100ml

5 x 10,40 euro = 52 euros

THINGS FOR MAKING REFLECTORS

RIBBON
SCISSORS (FISKARS?)
METAL-RINGS

PRINTS

STICKERS x 200 pcs (given in workshop)
POSTERS x 4 (instructions for workshop)
BANNER x 2 (180cm x 220cm, workshop decoration)
LOTTERYCOUPON x 250 (A6)

THINGS TO HANG THE BANNER

RIBBON



BANNER



BANNER X 2: 1,8m X 2,2m

BANNER

BRING YOUR BIKE
TO LIGHT THE NIGHT

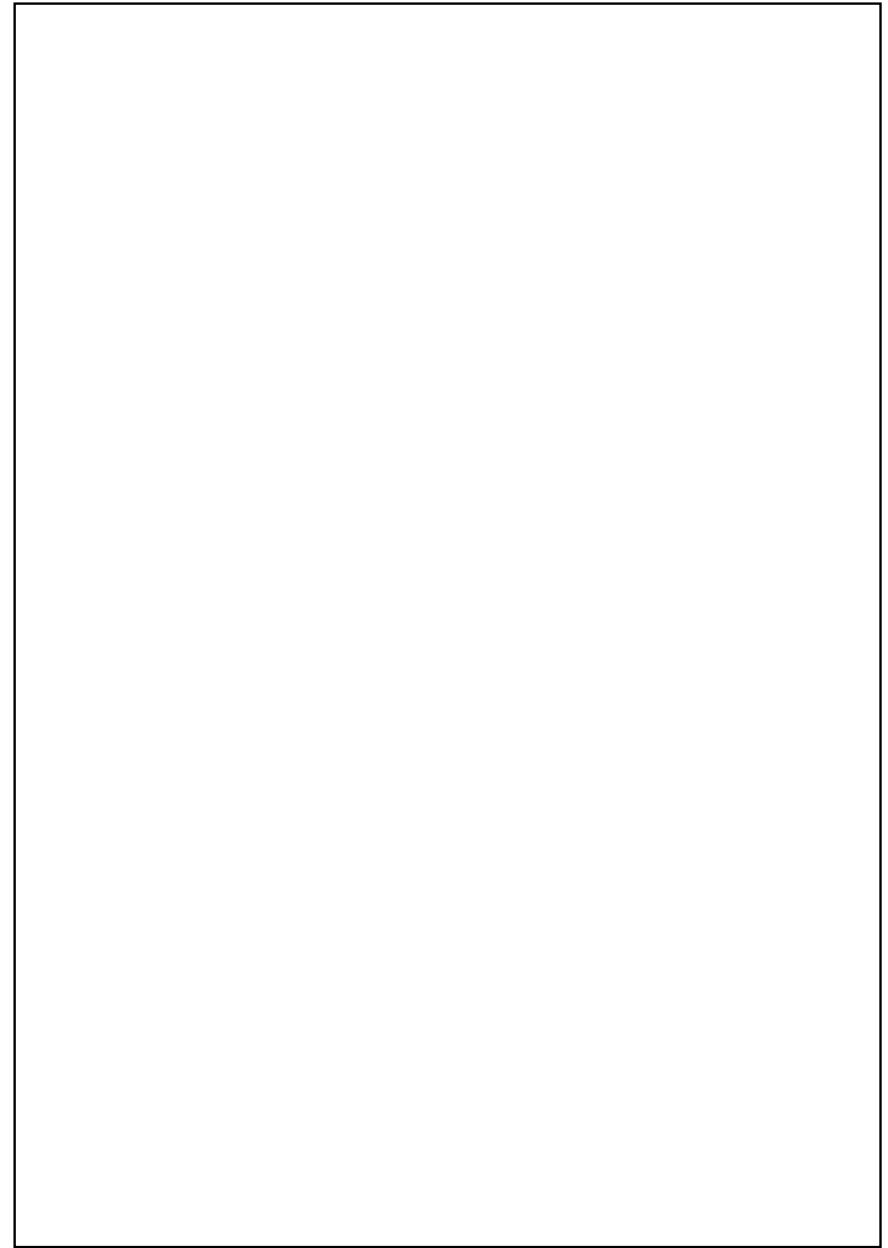
21 SEPTEMBER '15 BICYCLE CENTER
NARINKKATORI
TIME 12-18

LIVE MUSIC TIME 17 JAM W/ B&B

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

BANNER HANGING ON BICYCLE CENTER

INSTRUCTION
POSTERS
for workshop



4 x A3

STICKERS



STICKERS: 4 X 9CM X 150 pcs

ARVONTA



50 x A4



200 LOTTERY COUPONS



MUSIC BY **VΛN WΛX 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



Pyöräkeskus
vor etwa einer Stunde · 🌐

Varaudu syksyn pimeisiin iltoihin ja tule koristelemaan pyöräsi ja varusteesi heijastavilla materiaaleilla!
[Übersetzung anzeigen](#)

Light the Night
21. September um 12:00 Uhr
Narinkkatori in Helsinki

[Freunde einladen](#) · Du nimmst teil

Gefällt mir · Kommentieren · Teilen

[https://www.facebook.com/
events/421713574607347](https://www.facebook.com/events/421713574607347)

facebook Suche nach Personen, Orten und Dingen Thanhy Huynhch



Light the Night [← Veranstaltungen](#) [Freunde einladen](#) [Bearbeiten](#) [Zusage](#)

Öffentlich · Von Thanhy Huynhchen, Ringo Puurtinen und 2 weitere Personen

Zusagen (30)

- Thanhy Huynhchen (Veranstalter)
- Floriane Ropars (Veranstalter)
- Pablo Pedrajas Prats
- Ringo Puurtinen (hat dich eingeladen)
- Martina Kromickova
- Weera Seppi (Veranstalter)

[Gäste begrüßen \(20+ neue\)](#)

Teilnahme unsicher (36)

- Sara Mälinen

Eingeladene Personen (361)

- Jannina Kluge
- Yongyang Yu
- Julia Jorba

Samstag, 21. September 2013 12:00 bis 18:00

BIKE LIGHTENING WORKSHOP

21.9 klo 12-18:00

Varaudu syksyn pimeisiin iltoihin ja tule koristelemaan pyöräsi ja varusteesi heijastavilla materiaaleilla... [Mehr anzeigen](#)



Narinkkatori
Narinkka 1, 00100 Helsinki
[Karte anzeigen](#) · [Route planen](#)

Beitrag [Foto/Video](#) [Frage](#)

Schreib etwas ...

AKTUELLE BEITRÄGE

 **Ringo Puurtinen** war mit Floriane Ropars und 2 weitere Personen hier:
Boone.

