



LIKKUVAN ARJEN DESIGN '13

Floriane Ropars  
Weera Seppä  
Ringo Puurtinen  
Thanh Tam Huynh



**Starting  
point**

# Our task



“ Create a pop-up event to promote cycling in Helsinki ”



Starting  
point

# Researches on actual state

What we have learned

No pop up events earlier in LAD-course - but we got some **ideas** from “**Restyle my bike studio**” and “**cycle-in ! Lippakioski**” projects.

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



Starting  
point





# 3 goals for a pop up

## Attractive

- colorful
- graphic design
- pop-up space

## Interactive

- make people involved
- human contact
- fun

## Easy

- open to all ages
- accessible
- easy to remember

Starting  
point





**Process**

# Theme selection



Finland in winter



Light your bike



Light the night

Process



# What to do during the pop up ?



**Make people aware of dangers in the dark**

partnership with local driving safely associations

Process

**Interactive** → **workshop**

style your bike to **light** the **night** with reflective items

**Fun** → **make it visual**

graphic design, reflectors, colorful fabrics, bikes...





# Process for the graphics

Choice of the format



Process





# Process for the graphics

Choice of the format

**Yes**

banner

Facebook event

stickers

**Yes, but...**

handmade



by computer

posters

*Instructions for the workshop*

**No**

website

Facebook page

flyers

Process



# Process for the graphics

From the poster idea to the banner



poster

banner

Final banner

First idea

Process





# Space

What the best place is



a place where  
people have time

a well known place

**a well frequented place**

**in a partnership**

**a place where pop-up  
is allowed**

**where there  
are cyclists**

**a place where  
live music is  
allowed**

a covered place in  
case of rain

with equipment

open-space

in the city center

**with electricity**

Outcome





# Space

What the best place is

**A well frequented place**

a well known place

a place where people have time

**where there**

with equipment

**are cyclists**

**a place where pop**

covered place in

**up is allowed**

case of rain

open space

**a place where**

in the city center

**live music is**

**with electricity**

**allowed**



**partnership**



**BICYCLE CENTER**

**NARINKKATORI**

Outcome



# Space

Furniture



tables

table  
cloth

chairs

carpets

tent

lights

Outcome



# Space

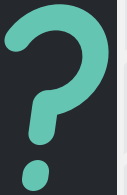
Furniture



tables

table  
cloth

chairs



carpets

tent



lights

Outcome





# Workshop

Materials we needed

reflective tapes and fabrics  
colorful fabrics  
different kinds of thread  
plexiglass  
glow sticks  
safety pins  
iron rings  
bike bells  
**tools:** scissors/ needles

Outcome



# Workshop

How many visitors we expected



## Bicycle center

---

**30** people  
per day

## Narinkkatori

---

**1000's** people  
per day

## Facebook

---

**1621** people  
invited

**Facebook : maybe**      **Facebook : yes**

**140** people

**113** people

Outcome

A stylized icon for 'Outcome' consisting of two overlapping chevron shapes pointing downwards. The left chevron is teal and the right chevron is black.

# Workshop

What people could do



Outcome



# Advertisement

Established graphic line



banner



sticker x 200



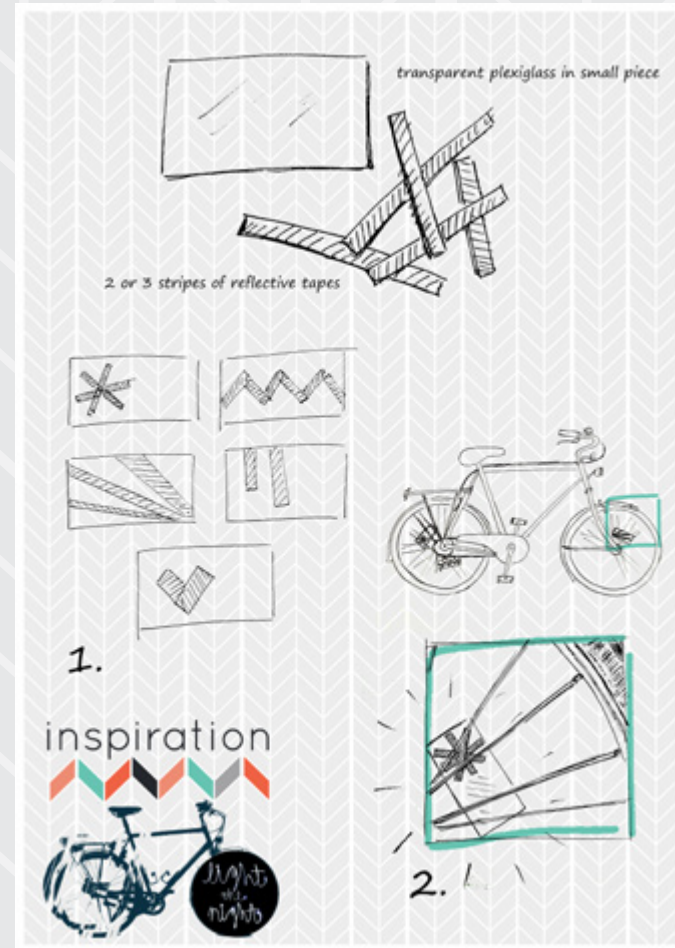
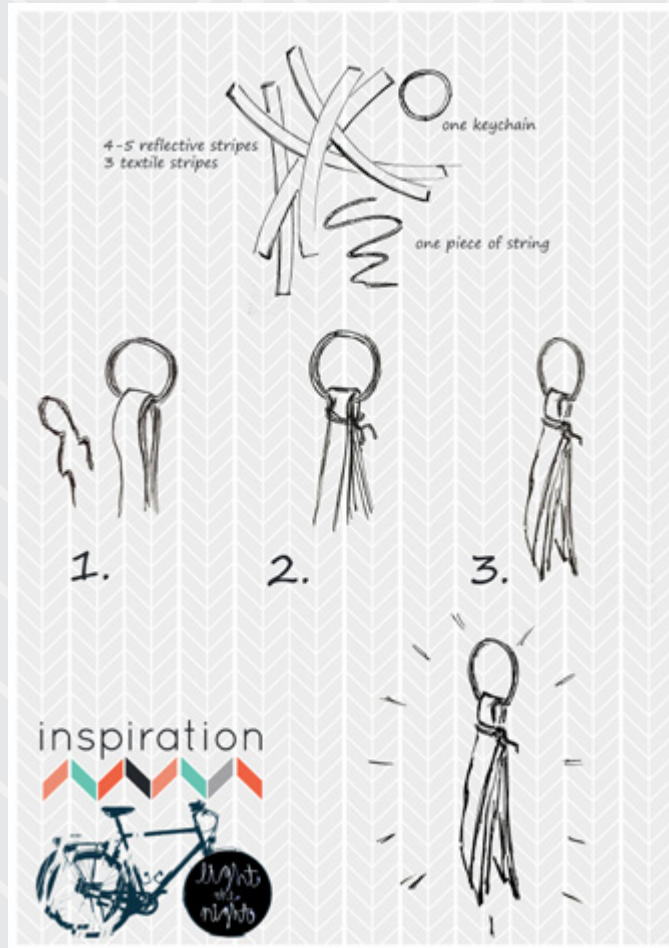
facebook event

Outcome



# Advertisement

Instructions for the workshop



Outcome



# Video of the event



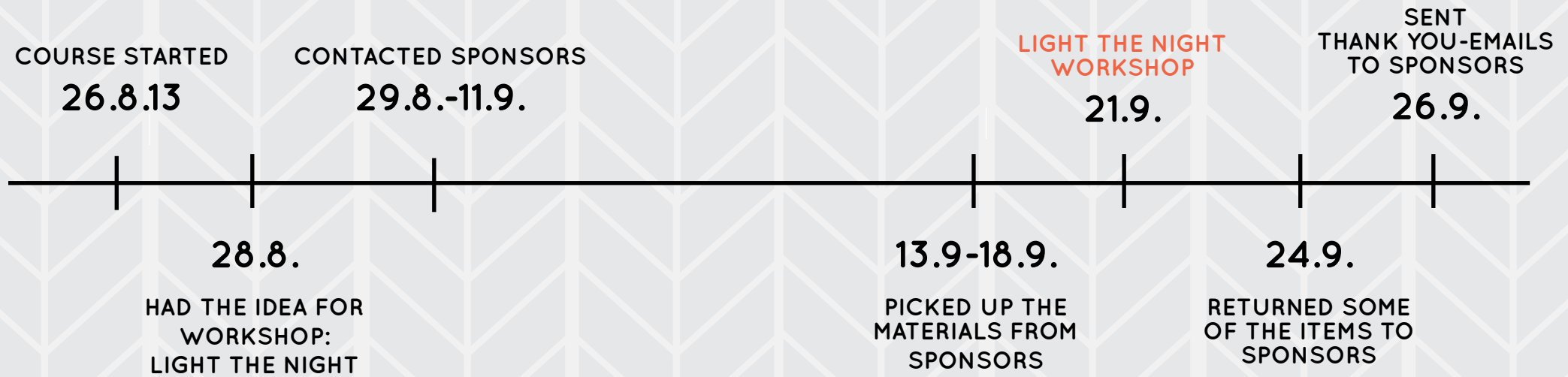
Outcome





# Sponsors

# Process timeline



Sponsors





# Argument



## HOW WE “SOLD” OUR WORKSHOP TO THE POSSIBLE SPONSORS

PROJECT RUN BY DESIGN STUDENTS  
PROJECT SUPPORTED BY EU  
GREEN VALUES (RECYCLING)  
EVENT PROMOTES BICYCLING

OPPORTUNITY TO SHOW COMPANYS PRODUCTS IN THE EVENT  
TO BE SEEN IN CO-OPERATION WITH OTHER COMPANIES  
TO BE SEEN AS A SPONSOR IN OUR FACEBOOK + BANNERS

**BETWEEN 29.8.-11.9.  
WE CONTACTED**

**30** COMPANYS WITH E-MAIL AND PHONE  
VISITED **7** STORES

**= GOT 15 SPONSORS**

Sponsors





# Analysis

# Assessment

Statistics



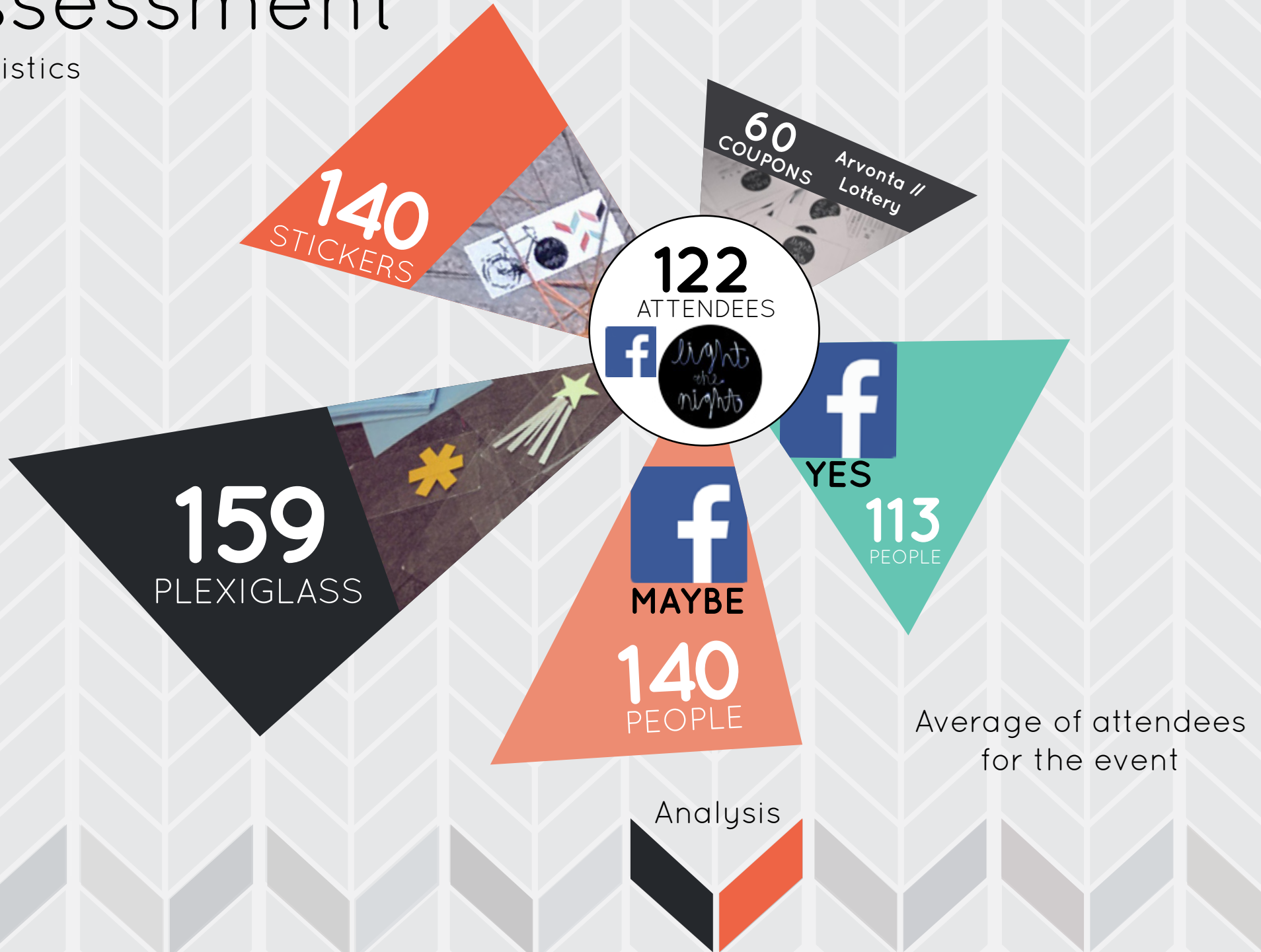
Facebook pages where our event have been advertised

Analysis



# Assessment

Statistics



# Visibility



## Location

Frequented area  
Near to a bike meeting point :  
bicycle center  
Central

## Cosy area

Everyday furniture  
Lights  
Home-like decoration  
Live lounge music

## Busy day

Other events the same day  
Last weekend that Bicycle  
center was open



Analysis



## Information overload

Too many posters around  
Nothing could catch  
people's attention

## Tables not well arranged

When crowded : not visible  
Tables in the shadow  
People were working alone

## Misunderstood instructions

Not big enough  
Not well arranged  
Not enough

# Workshop



## For all ages

Good for kids  
Adding people's awareness  
Easy

## Appealing

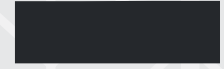
Colorful & cosy  
Free  
DIY workshop

## Choice in materials

People could mix the colors  
and materials  
Free



Analysis



## Bad distributions

Some materials were not on  
each table  
Arvonta not visible enough

## Sponsors highlight

The tables were hiding the banner  
Not enough info on where to  
buy the materials

## Working space

Not enough space  
Not well arranged  
Not prepared for the rain  
People were not working  
together, sharing ideas...

# Workshop staff



## Happy

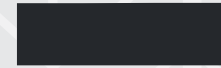
Yes, we were !  
Enthusiastic  
Productive

## Helping

Explaining the event  
Explaining how to do  
Giving ideas of production



Analysis



## Not identifiable

No similar clothes  
Clothes too dark and common  
Clothes not fun enough ?

## Moving too much

The people were not sure  
who to ask  
They thought we were not from  
the event

## No special task

Nobody runs the lottery  
Safety staff didn't have  
her own stand



# Future & Improvement



# Future location



## HELSINKI KANSALAISTORI

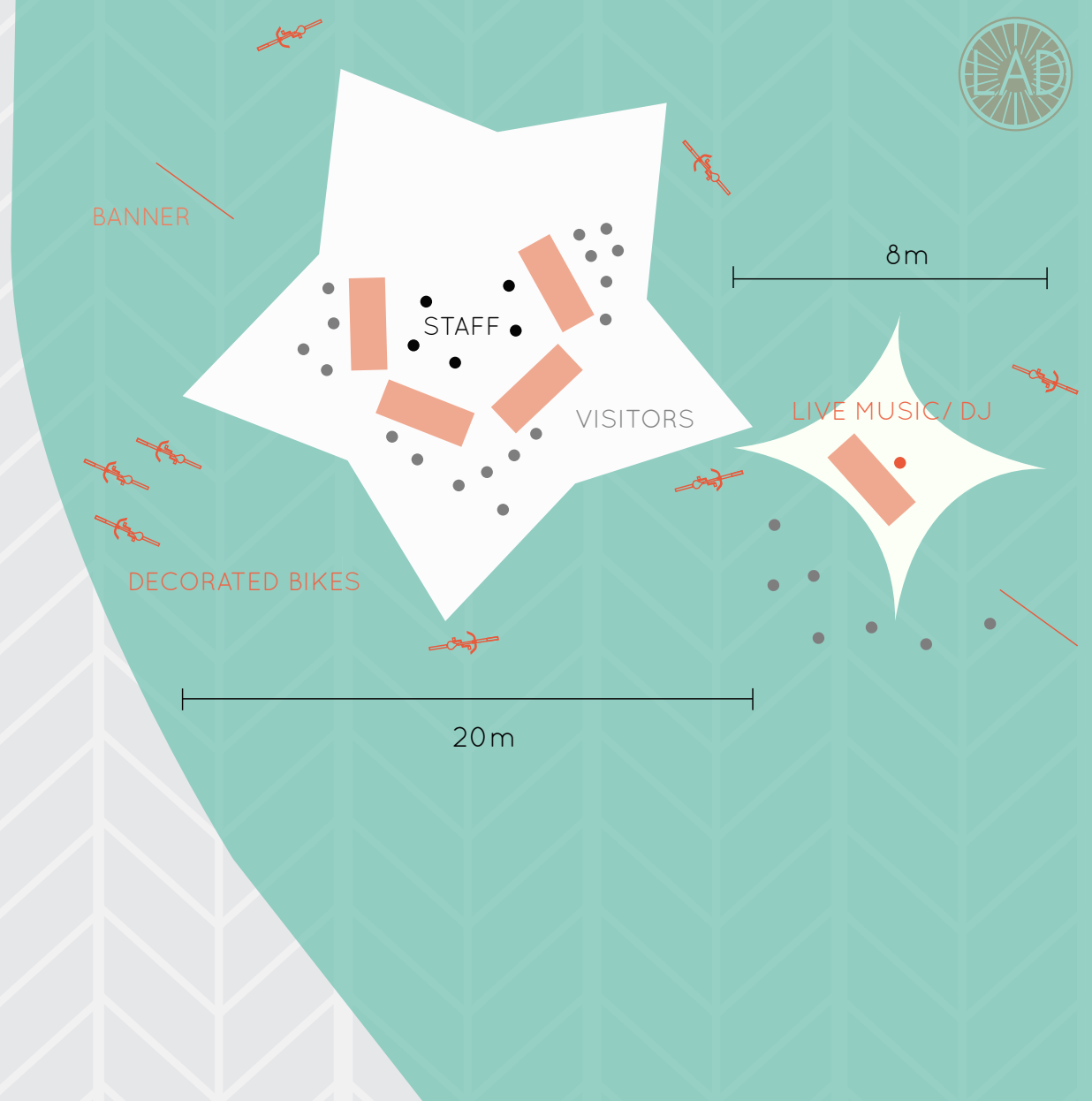


Future



# Future plans

KANSALAISTORI



TOP VIEW

ZOOM

Future



# Future design



## Furnitures

- tents
- fairy lights
- tables
- carpets
- bowls and boxes



Future



# Future instructions posters



**More realistic**  
Step by step



More visible from far



Logo in contrast  
**More visible**

REFLECTOR  
WORKSHOP



Future





# Pop up guide

# 1. IDEA



Start with your group and create multiple ideas  
Choose what the great idea is and decide the concept

## ADVICES

Try not to use computer  
Make brainstorming  
No idea is stupid



Pop up  
guide

# 2. DECIDE BUDGET



Calculate, what's the realistic budget

## ADVICES

Try to think about the sponsors you might contact, which can be involved in the project.

Don't involved your own money.



Pop up  
guide

# 3. WHAT IS NEEDED FOR THE EVENT



Materials / services  
Sponsors  
Graphics  
Workforce  
Place for the event  
If it's outdoor event, preparing for rain (tents)

## ADVICES

Try to think where you will find those materials  
Be realistic, but ambitious !



Pop up  
guide



# 4. WHAT IS THE TIMETABLE

**How much time do you have for:**  
 publicly ask for bids for providing services/products  
 making graphics  
 printing the graphics  
 getting sponsors  
 merchandice the event  
 getting materials  
 renting tents  
 to build up the event

## ADVICES

Try to put up-to-date this timetable  
 Communicate with your team mates



# 5. CONTACT POSSIBLE SPONSORS



Make a list of the materials / services you need

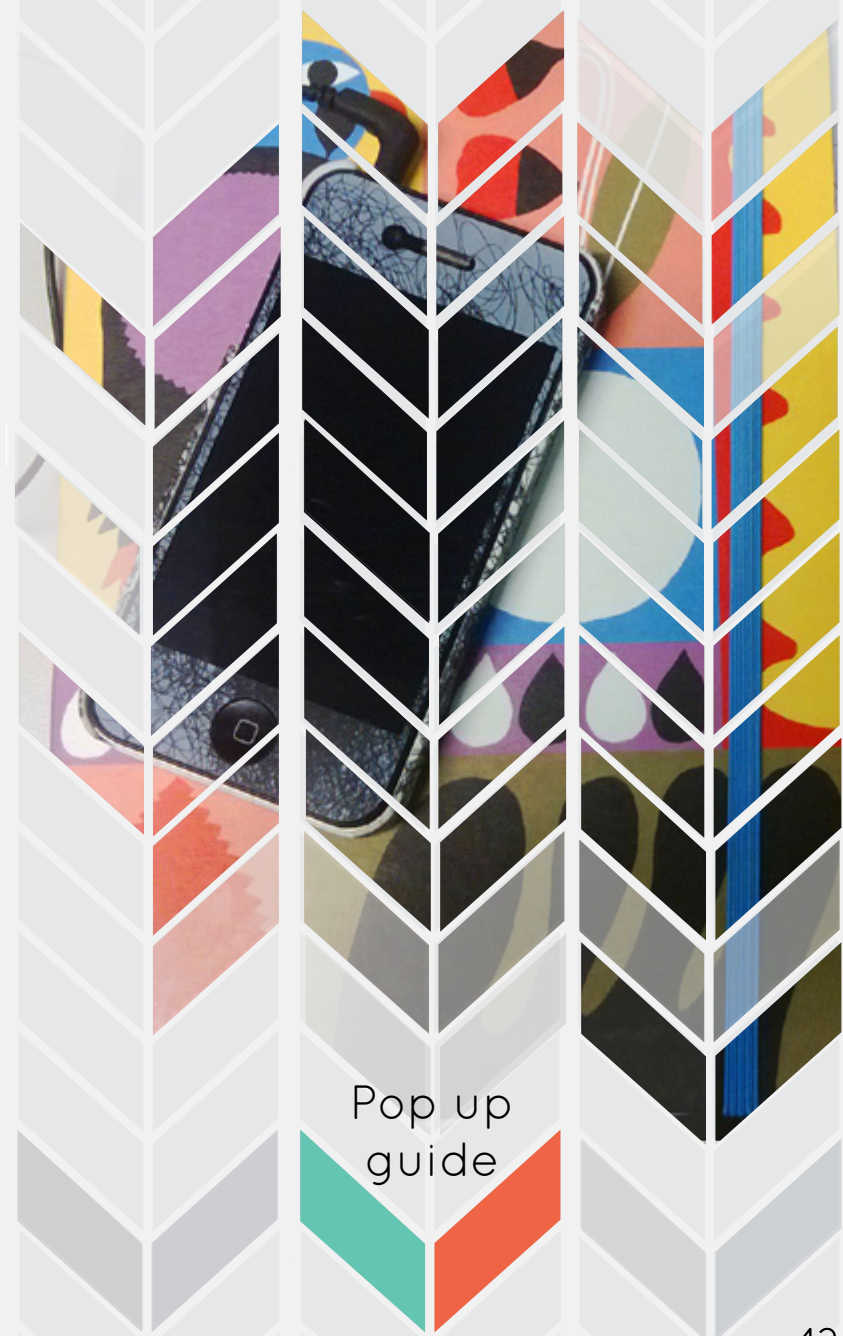
Search for right kind of companies and contact them by e-mail and phone

Tell to the companies, what they benefit by taking part of this event (advertising)

## ADVICES

Make a list of arguments

Half of the companies will refuse to donate, don't get desperate !



Pop up  
guide

# 6. PLAN THE GRAPHICS



Make graphics for the whole event  
(logo, banners, flyers, posters, stickers)

## ADVICES

The first idea is rarely the best

Try to find your identity

Experiment : do not use only computer



# 7. ADVERTISING THE EVENT



Create Facebook-event

Advertise the event on Facebook

Print flyers / posters

Contact local newspapers about the event

Contact the right kind of associations to promote the event

## ADVICES

Promote yourself other events to have the right to be promoted

Evaluate the time of printing



Pop up  
guide

# 8. POP UP DAY!



Make the final advertisement in media  
(facebook, magazines)

Build the pop up area

Make sure that workforce knows what  
to do : Enjoy!

## ADVICES

Enjoy yourself !

Explain to all the people what your pop  
up is about and what is free to use



Pop up  
guide

# 9. “AFTERWORK”



Unpack pop up area

Have a dinner with your group!

Contact sponsors and thank them

Analyze the pop up and make a document of the whole happening

## ADVICES

Follow your event “buzz” on Facebook and Twitter and other media



Pop up  
guide



# Conclusion

**Finland is an open-minded land.**  
**Therefore it is easy to organise public events.**  
Now we would like to thank all the  
sponsors that helped us in this project ●



Metropolia



Liikkuvan Arjen Design



Euroopan unioni  
Euroopan aluekehitysrahasto



Uudenmaan Liitto  
Nylands förbund



Conclusion





*Mudenmaan liitto  
Nylands förbund*



European Union  
European Regional Development Fund

Leverage from  
the EU  
2007-2013

