



LIKKUVAN ARJEN DESIGN '13

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**Starting
point**

Our task

“ Create a pop-up to put forward bicycle 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, colorful fabrics, reflectors, 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





Outcome

Space

What is the best place

a place where
people have time

a well known place

a well frequented place

in a partnership

**where there
are cyclists**

**a place where pop
up is allowed**

**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 is the best place

A well frequented place

a well known place

a place where
people have time

where there

with equipment

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in the city center

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partnership



BICYCLE CENTER

NARIKKATORI

Outcome



Space

Furniture

Tables

table
cloth

chairs

carpets

tent

lights

Outcome



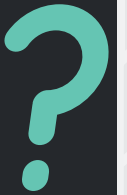
Space

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



Workshop

What people could do



Outcome



Advertisement

Established graphic line



Banner



sticker x 200



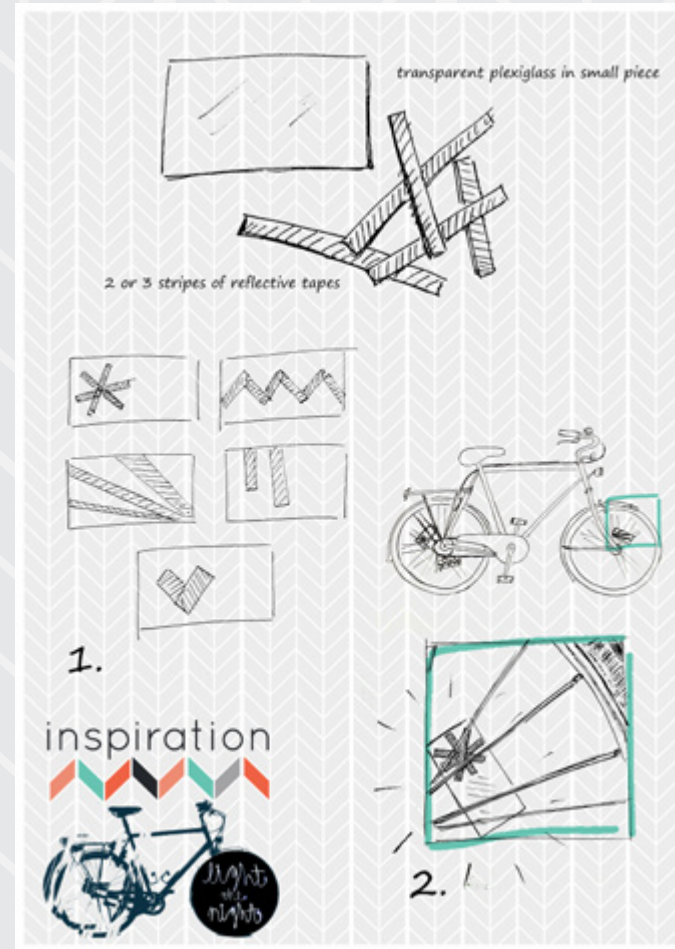
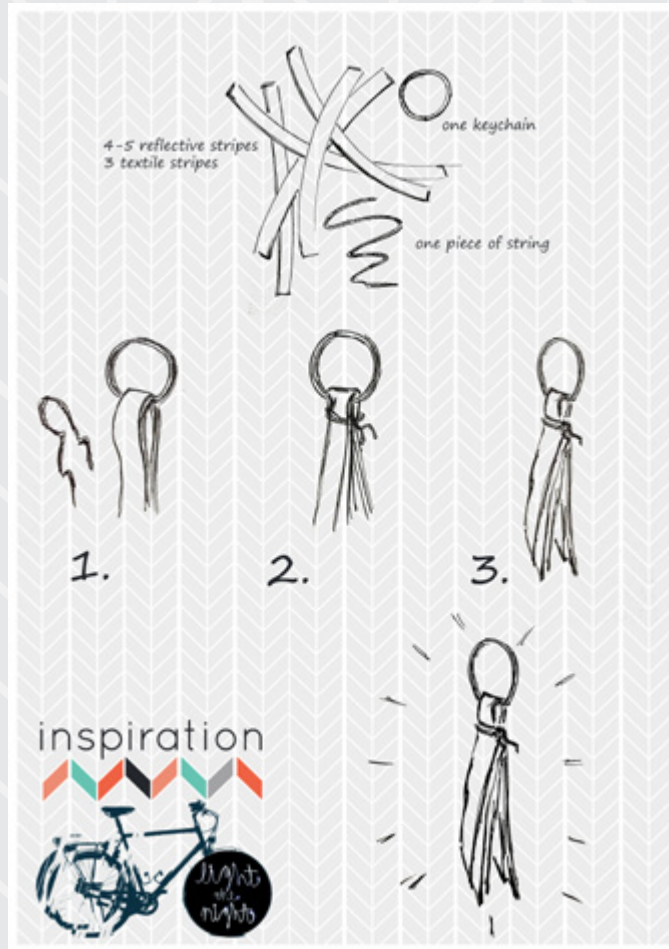
facebook event

Outcome



Advertisement

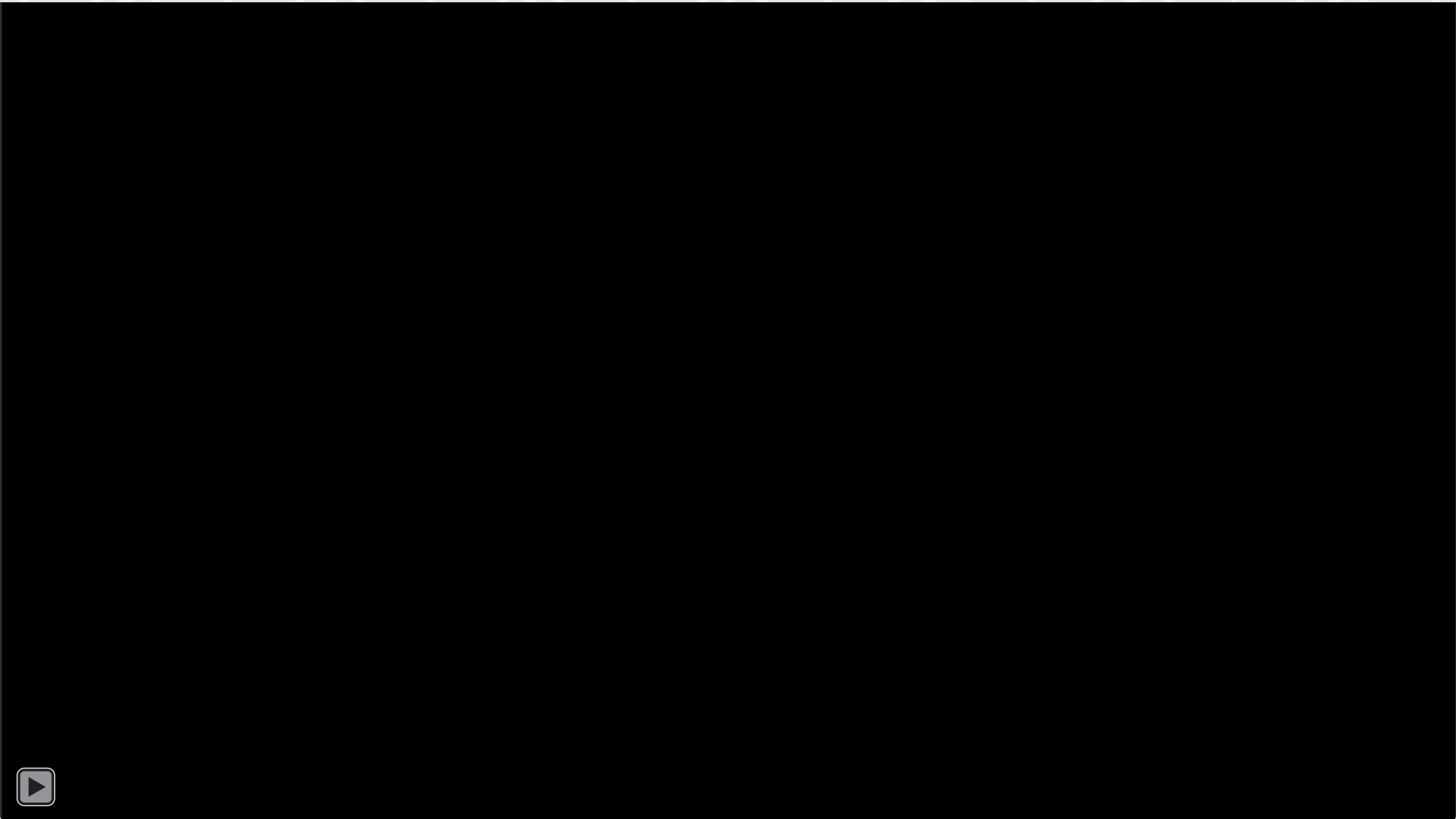
Instructions for the workshop



Outcome



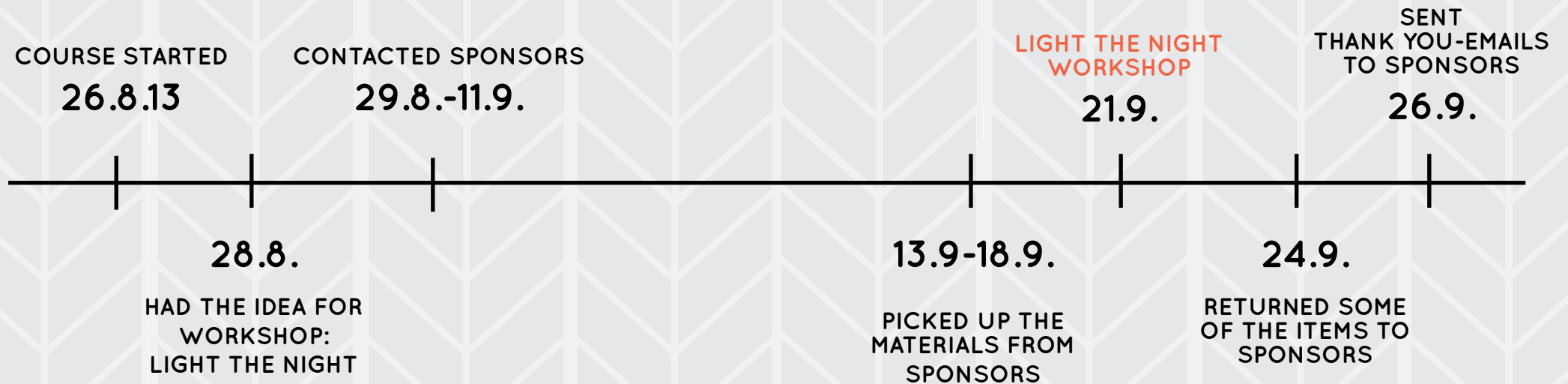
Video of the event





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



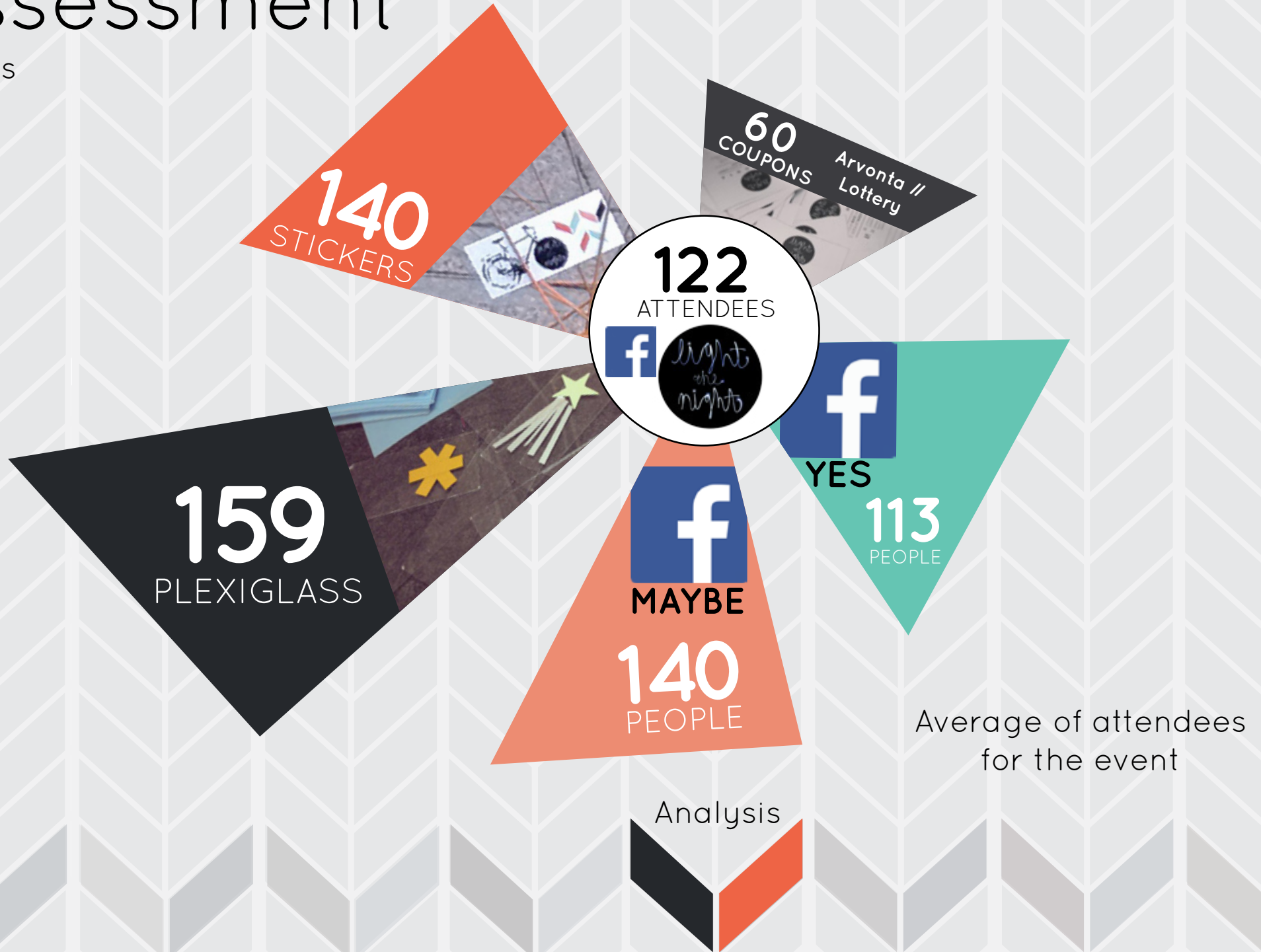
Facebook pages where our event have been advertised

Analysis



Assessment

Stats



Visibility



Location

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

Cosy area

Everyday furniture
Lights
Handmade decoration
Live lounge music

Busy day

Other events the same day
Bicycle center last day opening



Analysis

Information overload

Too many posters around
Nothing could catch
people's attention

Tables not well arranged

When crowded : not visible
In the shadow
People were working alone

Misunderstood instructions

Not big enough
Not well arranged
Not enough



Workshop



For all ages

Good for kids
Helping people
Easy

Appealing

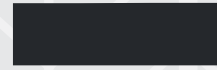
Colorful & cosy
Free
DIY workshop

Choice in materials

They could mix the colors and materials
Free



Analysis



Bad distributions

Some materials were not on each table
Arvonta not enough visible

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, get new ideas...

Workshop staff



Happy

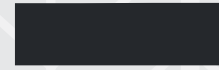
Yes, we were
Enthusiastic
Producing

Helping

Explaining the event
Explaining how to do
Giving ideas of production



Analysis



Not identifiable

No similar clothes
clothes too dark and common
Not enough fun ?

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

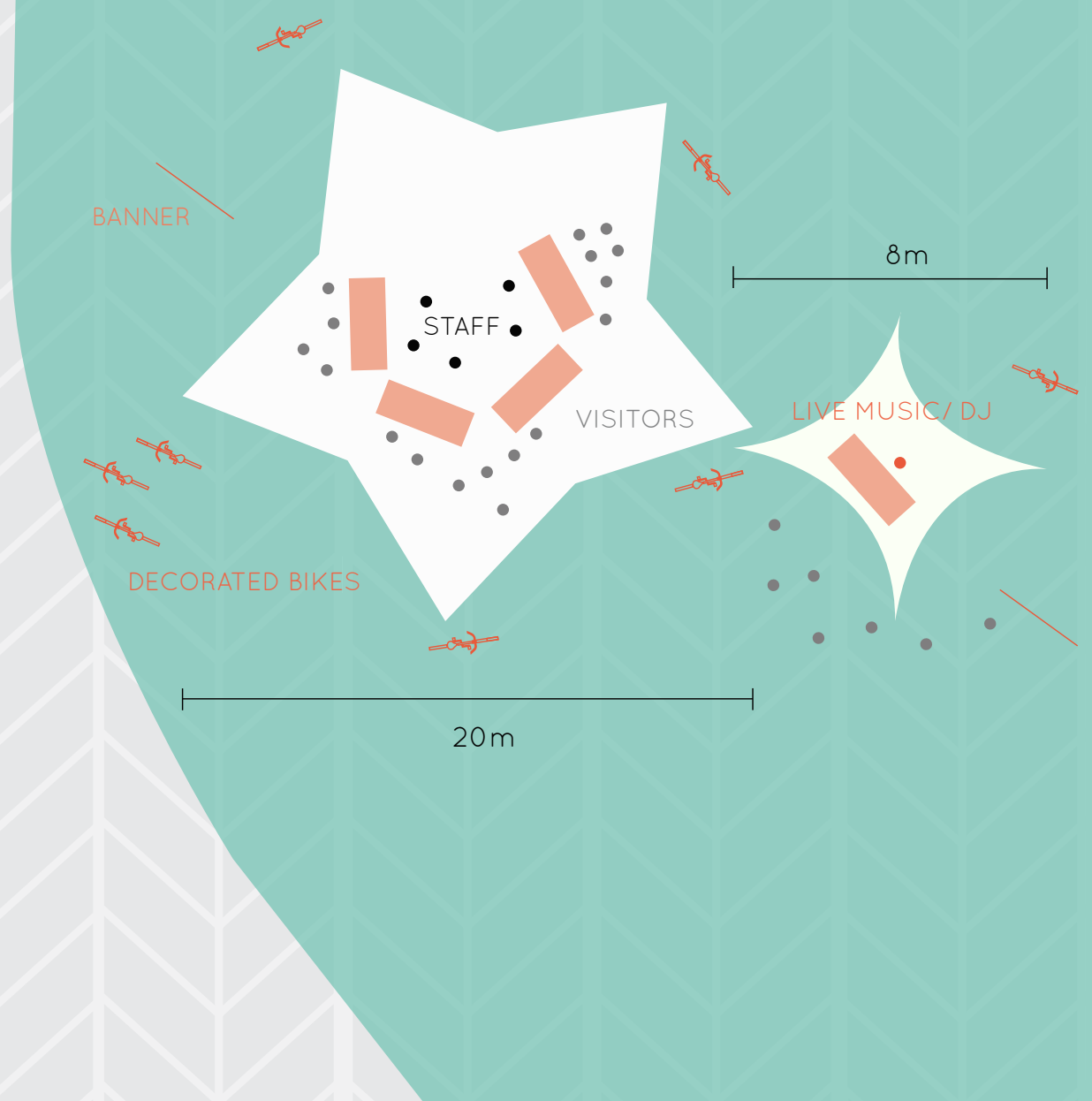


Future



Future plans

KANSALAISTORI



TOP VIEW

Future

ZOOM



Future design

Furnitures

Tents
Fairy lights
tables
carpets
boals and boxes



Future

Future instructions posters



More realistic

Step by step

REFLECTOR
WORKSHOP



More visible from far



Logo in contrast

More visible



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, that can be involved in the project.

Don't spend 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
merchandise 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 never 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 what 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 it is then easy to organise public events

We would like now to thanks all the sponsors that help us in this project ●



Metropolia



Liikkuvan Arjen Design



HSL
HRT

Eurokangas

Finlayson



Norteve & Vuorento
Dressmaker's and fabrics store

FISKARS



Euroopan unioni
Euroopan aluekehitysrahasto



Uudenmaan Liitto
Nylands förbund



KIERRÄTYSKESKUS



Väitö, muista - ennakoi
LIKENNETURVA



MAKEEdesign

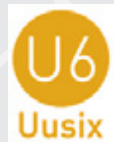
GRANIT



Askarelli
-EDA PÄÖNEN JA JUKKAINEN



VAN WÄX



U6
Uusix



26th HELSINKI INTERNATIONAL FILM FESTIVAL
Rakkautta & Anarkiaa
18-20.11.2015

clas ohlson



Manner's

Conclusion