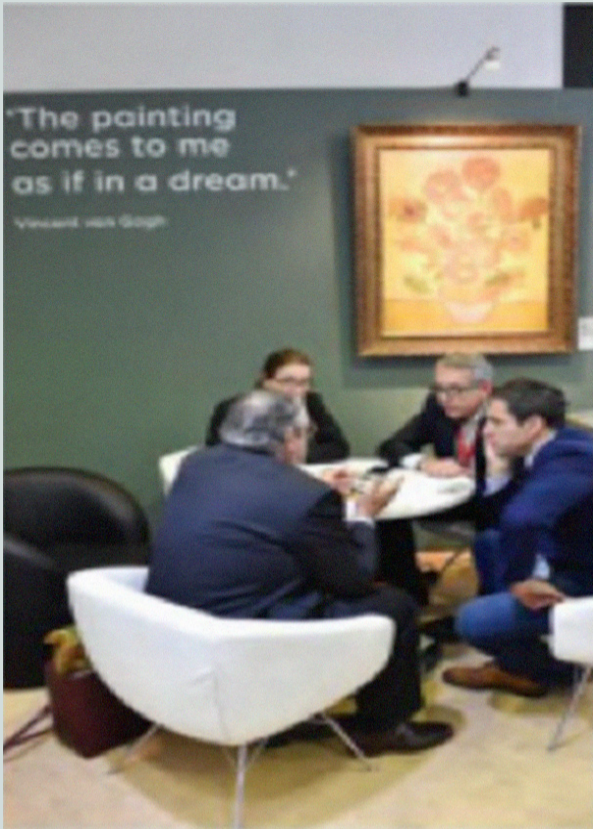


NEWS

POP-UP PSYCHOLOGY



Retail is Detail's museum pop-up for Canadian mall-owner Ivanhoe Cambridge.

THERE is more to putting pop-ups in shopping centres than filling space, according to John Blogg, managing Director of Dutch consultancy Retail Is Detail.

"There's no more convincing argument than figures," he said, referencing pre-planned pop-up Installations for Castello that appeared in London, Stockholm and New York in 2015 – and exceeded initial expectations. The general view among mall owners with regard to pop-ups is that they are there to fill empty units and therefore appear on an ad-hoc basis. But Blogg said that they should, in fact, be seen as marketing opportunities and be planned accordingly. He also contends that pop-ups, although temporary, should look permanent, which requires a modular fit-out that can be easily transported to locations as required.

Retail is Detail recently trialled a "Van Gogh story" pop-up in Canadian mall-owner Ivanhoe Cambridge's shopping centres in Vancouver and Edmonton. "We thought, let's do a museum pop-up, but no call it a museum," Blogg said. "You need a strategy for a pop-up programme. You plan Christmas one year ahead. Why don't you do the same for your pop-ups?"

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