



Cafecito Notes - Let's Talk about Pop-Ups

Sherryl's Notes

Virtual Cafecito | June 27, 2022

Topic: "Let's Talk About Pop-up"

<b>Ryan</b>	Cambodian parklet (pop-up) created a Marklet - will be doing a monthly street closure. Worried about the leniency during the pandemic is now gone.
<b>Evan Snow</b>	Sunday farmers market in the middle of downtown Fort Lauderdale on Las Olas Blvd where I used to take my dog every week where I initially nurtured my love for community/makers/vendors/farmers/etc
<b>Darrin</b>	2016-2017 parklets to traffic calm a road with local BID, merchants (created with makeshift items and old displays), even used hay bales (1-week pop-up). Also had a coffee shop. People adapted very quickly. Challenge not to be continued.
<b>Keisha Smith (Houston)</b>	Day and Night Festival, inside the Post Office - a music festival that included immersive art experiences. Without the festival, the building was sitting empty. It now has been purchased by a developer and includes rotating popup art and is free for people to experience. Small projects can collectively transform the place. <a href="http://www.posthtx.com">www.posthtx.com</a>
<b>Alpha Bruton (Bronzeville, Chicago)</b>	<a href="https://phantomgallery.blogspot.com/p/art-talks.html">https://phantomgallery.blogspot.com/p/art-talks.html</a> When pedestrians walk by, pop-up galleries create experiences by doing projections on buildings and also take concerts outside for people to enjoy. Trolleys will take people through different pop-ups. Experimental film is also

	shown. It does transform the community. Has many pop-up case studies. <a href="https://www.bronzevilleartdistrict.com/">https://www.bronzevilleartdistrict.com/</a>
<b>Sheryl Muriente</b>	“People and Purpose
<b>Evan Snow</b>	Overview of our Zero Empty Spaces initiative that activates vacant commercial real estate to create affordable working artist studios for artists to be able to create & collaborate outside of their homes. We are currently expanding throughout Florida & Massachusetts and are glad to support other states/areas! <a href="http://www.zeroemptyspaces.com">www.zeroemptyspaces.com</a> <a href="https://www.youtube.com/watch?v=Bj4aPsG_tMU&amp;t=48s">https://www.youtube.com/watch?v=Bj4aPsG_tMU&amp;t=48s</a>
<b>Ethan</b>	This “Lighter, Quicker, Cheaper” resource page links to some good pop-up case studies and resources: <a href="https://www.pps.org/article/lighter-quicker-cheaper">https://www.pps.org/article/lighter-quicker-cheaper</a>
<b>Kady</b>	157 Pop-up in Michigan for two years. Flint Underground emerged. Ensured that property owners had a one-year short-term lease with artists and then provide value to artists by giving them space. Celebrating “Sound and Vision” and are still celebrating today, in 2022. Responsibility to ensure and protect culture and ideas. Helping BIDs that public space is not a one-size-fits-all. I dig into the nuance of what the community wants to see the space as a sacred, judgment-free place, and a place to feel safe.
<b>Kady</b>	“Oversurveyed and underserved”
<b>Monica Williams</b>	Digitally capturing community ideas through the “Smart Bus” for two years. How do you capture the intelligence of a place? The popup is done strategically based on Kaboom! Partnership. The sheriff's department was involved and had a lot of drama. It is not an event, it is an open house. Saved the center. ARPA funding focused. The city put a tree in the fountain that they wanted to restore. To get the Kaboom grant they engaged the local kid's ideas and used that process to get the pocket park to make it better. When the grant came in then it got held up by the city.  Hidden River Park Digital/Analog Engagement (Complexity Over Time) <a href="https://app.mural.co/t/digitallearning3795/m/digitallearning3795/1522268539592/e9e73da04eb33ff1f8feb0e4fc40b39eee603a84?sender=holonomyincubator5359">https://app.mural.co/t/digitallearning3795/m/digitallearning3795/1522268539592/e9e73da04eb33ff1f8feb0e4fc40b39eee603a84?sender=holonomyincubator5359</a>
<b>Alpha</b>	<a href="https://www.phantomgalleriesla.com/popupresearchstation/">https://www.phantomgalleriesla.com/popupresearchstation/</a>
<b>Kady</b>	Ice cream cart and went into the neighborhood to interact with neighbors to engage with them. Network of public pools, observing and interacting.
<b>Ryan</b>	Boopsie would dress a group of people as local costumed groups to bring characters to life to engage others.

<b>Neal</b>	<p>Deep Ellum, Dallas - Design competition to make public space in a neighborhood that doesn't have one, and so the Community Foundation did an international competition - and then they solicited the City of Dallas for a 30-day pop-up to transform 3 blocks into a concert venue, painting the street. Dallas street park:  <a href="http://www.designfuturedallas.com/reimaginecrowdus">http://www.designfuturedallas.com/reimaginecrowdus</a>  <a href="https://vimeo.com/185668506">https://vimeo.com/185668506</a></p> <p>Safe outdoor spaces in Denver, ice fishing tents with a security guard to keep the homeless safe and warm. One location ended up going into a lawsuit against an HOA. Safe Outdoor Spaces (Denver):  <a href="https://www.coloradovillagecollaborative.org/safe-outdoor-space">https://www.coloradovillagecollaborative.org/safe-outdoor-space</a></p>
<b>Monica</b>	<p>If anyone is interested in a mini deep dive case study on the dance between "bottom-up" and "top-down" related to pocket parks etc. here is a little video on our Hidden River Place dynamics:  <a href="https://www.youtube.com/watch?v=eh_feINJY3I&amp;list=PLyuSxw3J7M4tpy83rJ-PpFPWcIVkue-9b&amp;index=63">https://www.youtube.com/watch?v=eh_feINJY3I&amp;list=PLyuSxw3J7M4tpy83rJ-PpFPWcIVkue-9b&amp;index=63</a></p>
<b>Sherryl</b>	<p>The Next Big Thing RFP opportunity  <a href="https://downtownwpb.submittable.com/submit/227370/the-next-big-thing-dda-rfp-no-2022-001">https://downtownwpb.submittable.com/submit/227370/the-next-big-thing-dda-rfp-no-2022-001</a> Placemaking call due July 15th at 3:00 p.m. EST.</p>

**Ryan's Notes**

Sherryl  
 Let's Define popups and share the most inspiring experiences we've had with pop-ups.

Ryan S  
 We worked on a parklet with a Cambodian refugee center. They actually opened a market on the parklet and called it "The Night Marklet." But now, the law that allowed them to experiment and try this from the pandemic has been repealed. Luckily for them, they incubated during this time and are now a permitted monthly street closure, but I worry that the regulations snapping back are preventing others from the type of low barrier experimentation to get to a more sustainable level.

Sherryl Muriente  
 In West Palm Beach, we've gotten in front of the regulations and are at the table helping write the post-pandemic

Evan Snow, Hollywood Florida  
 In Florida, The Farmers Market inspired me.

Darrin Wasniewski, Madison WI  
 We setup a real DIY parklet with a small community's downtown organization. They used hay bales, furniture borrowed from a store, and old banners. It proved to slow traffic and increase business but they

Keisha  
 In Houston a popular popup transformed an entire building's use (The Post) and activated a huge green space PostHX.com

Alpha Bruton, Chicago (Bronzeville Arts District)

Phantom Galleries, program for the horizontal landscape and pedestrians. We create experiences for the walker by. Now our concerts are outside, musicians on a traveling stage. Borrowing stage from Wisconsin. We have a Pop-up research cafe. We finally got funding in Sacramento for the work. We go long and don't just popup but get the community to help build things out so they can maintain and its theirs. Working to give students the abilities to popup and that it's done with the community and not just for them.

Sherryl

How do we transform the temporary to permanent?

Evan Snow

Zero Empty Spaces. We were throwing popups in wealthy homes for sale on the waterfront. We then got involved in commercial retail spaces. We came up with an initiative to solve the problems: artists asking where the studios are and commercial properties asking for arts in their spaces. We've had 200 artists come for this. We are a self-funded organization hoping to become a B corp. We have an agency that does our own branding and marketing and do the buildups ourselves. We host talks, meetups, tours, lots of different events. We recently had a success with the "Mayor of west Palm Beach" and we got him some press and the Norton Museum asked to go to the space for a studio tour and he had two of his works purchased for a substantial fee. Artists pay \$2/sq ft. Program is growing.

Kady Yellow, Michigan and Florida

I did 157 popups in Michigan over 2 years. One was an alley. Flint Underground came through the process — as we know creatives seek spaces —property owners signed 1 year short term leases. In Brush Alley, the artists celebrated with Sound and Vision — using mixed mediums like projection. There's a responsibility on the curator working with culture bearers and that's important. There is no one size fits also: different people use different spaces at different times in different ways. Creating judgement free zones is important. Riverfront Park was another situation where we redefined what "family friendly" meant by bringing out hip hop. I did one to proof of concept to bring young people out around the music they wanted to hold. People complained it wasn't family friendly even though kids were dancing on the stage and kid attended and it went very positive. I did 200 projects and you become responsible for protecting people and their ideas.

Sherryl

Protecting ideas is a big deal. I used to do some popups for 2 years in a very poor neighborhood that has been studied over and over again but nothing happens for them. The community ended up creating their own program — dancing and snacks and music after class. And then the elders came out and took care of them. It continues to this day after 6 months of incubating back in 2015. We captured a video of a black older man who is with teenagers and kids of different races BBQing and having a hula hoop contest.

Kady

I appreciate you bringing up "oversurveyed and underserved" as I was a homeless youth and feel that surveys are not the way and there's better more humane ways to engage.

Monica, Phoenix

We do popups around strategic initiatives around projects that have potential and are controversial. Our Phoenix center is a parking garage and there is a plaza on the roof. We thought about child-friendly cities and done work with Kaboom! And that center was going to be demolished to bring cars into the downtown. We did 2 powerful unsanctioned popups and the sheriff came by and we had to say "open house" because we would be trouble if we had an event. The center didn't get demolished and we're focused on ARPA funding and infrastructure funding and so we did a popup at a small park to get funds invested in the fountain but the city didn't see the opportunity and planted a tree on the fountain.

Kady

One project I heard about was a group who bought an ice cream truck and handed out free ice cream as a point of contact. Also invited dinners/like salons of people. In Florida, we have a network of pools and I'm gonna kick it there and observe and interact.

Ryan

Boopse in New Zealand uses costumes to engage people and break down the barriers and she says it's circular economy because they rent the costume and return it versus creating new material to engage.

Neal

One project I was involved in was in Dallas. The local foundation had a competition to create a public space because there was none in this neighborhood. It was very successful and then they solicited to build it for 30 days to transform 2-3 blocks! Someone mentioned homelessness and one project I'm familiar with is Safe Outdoor Spaces in Winter. During the winter, a group got a bunch of ice fishing tents and hired a security guard so homeless had a place to stay. One location ended up going to a lawsuit against a local HOA for devaluing the community and safe outdoor spaces won the lawsuit.

<https://www.coloradovillagecollaborative.org/safe-outdoor-space>

<http://www.designfuturedallas.com/reimaginecrowdus>

Sherryl

Doing without surveying. I used to teach placemaking and one of the first exercises I would give people is that during our class we would walk the city. And we'd find a place that impacted them and just did something or put out information.

Ryan

Great to hear about all these way popups are used. Especially interesting to hear how popups can serve communities, not just in a fun way, but as a part of an NGO service model. We're very passionate about teaching NGOs who service local communities how to use place in their delivery of service. So many different uses of topics were discussed here from whole business models to providing places for creatives that are accessible to them and also make their work accessible to community and I look forward to popping up with you all.