

FROM THE EDITOR'S DESK

Everyone enjoys a pleasant surprise – all the better if it includes something fresh and exciting. The relatively new phenomenon of pop-up retailing provides just that.

One of the most high-profile examples was Target's floating retail outlet, situated on a vessel docked in Manhattan for just over two weeks during the 2002 prime holiday shopping season. Since then, other companies have launched their own versions of temporary stores, from Song Airlines to J.C. Penney.

In the case of Song Airlines, the concept store was dubbed "Song in the City" and created to change people's expectations of high-quality, low-fare air travel. The 2,700-sq.-ft. structure was located in New York City's SoHo district for six weeks in 2003. Inside, visitors were immersed in the Song experience as they passed through six distinct areas highlighting the airline's brands of entertainment, style, and health/wellness. At its center were two rows of leather seats, where guests could enjoy complimentary beverages, watch movies, plus browse and purchase Kate Spade travel accessories. There was even airline cuisine for sale! Later, the Song pop-up appeared in Boston.

One of the most exclusive and intriguing pop-up ventures is called "Vacant," which has appeared for month-long engagements in London, New York, Paris, Berlin, Stockholm, Los Angeles, and Shanghai. Vacant temporarily occupies empty storefronts in these cosmopolitan cities and narrows its merchandise to small quantities of limited-edition products from established as well as up-and-coming designers. Potential customers sign up via email to receive an announcement regarding its next debut.

The growing popularity of pop-up retail demonstrates that the method is effective at generating buzz about a new service, brand, or product line. The challenge for lighting specifiers and architectural designers lies in recreating the sophisticated aesthetic of a permanent retail space within the confines of temporary electrical connections and transitory walls and ceilings. Their designs must be able to be installed quickly and shipped easily since many of the pop-up pods are sent to additional locations all over the world.

Pop-up retail can also be a fun way to express creativity through lighting effects without the restraint lighting designers typically employ when planning a permanent installation. If you have worked on a pop-up store that you would like to see featured in our magazine, please send high-resolution photography of your project to our offices (or by emailing linda@contractlighting.net).

LINDA LONGO
EDITORIAL DIRECTOR

ON THE COVER

Our cover story takes you behind the scenes at the recent LookFab Moments boutique in Toronto, sponsored by Proctor & Gamble to highlight its assortment of brands (including Olay, Pantene, Cover Girl®, and Clairol®). It is the brainchild of Upshot, a Chicago-area marketing and promotional consulting agency. Stacie Thompson, Upshot's senior art director/retail & environmental design, created the LookFab Moments layout. Kevin Nunney of The Taylor Group in Toronto assisted her with the lighting plan. The pop-up store was later shipped to Calgary for a similar stint at Market Mall.

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