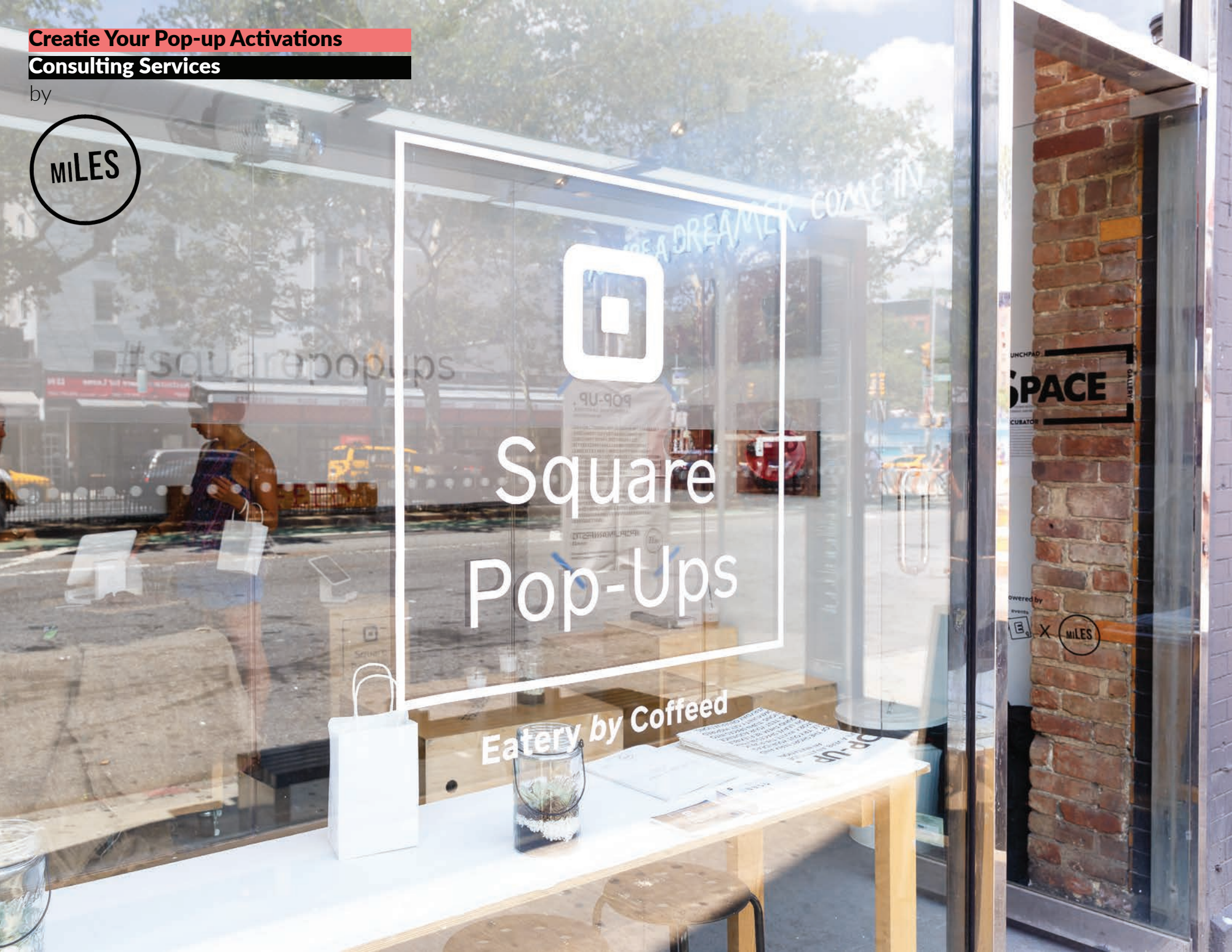


Create Your Pop-up Activations
Consulting Services

by

MILES



WE OPEN STOREFRONTS TO POSSIBILITIES

ABOUT >

We create opportunities for everyday residents, emerging entrepreneurs, creatives, and innovation-driven companies & institutions by connecting them to spaces, tools and resources they need to grow their dreams and projects.

www.miles.city

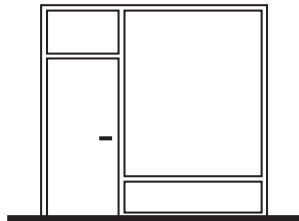


OPEN
COLLABORATIVE
AUTHENTIC
INNOVATIVE
CIVIC MINDED

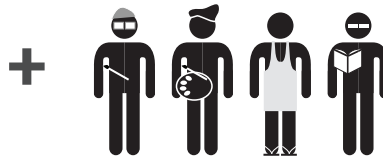


We strategize and realize pop-up visions from ideation to implementation.

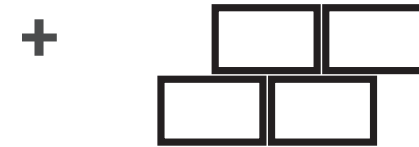
IDENTIFY: **SPACE**



CO-CREATE: **VISION**



SUPPORT: **TOOLS, TALENTS
COLLABORATORS**



=

CREATE: **EMERGING IDEAS!**



150+ POP-UPS | 1,000+ DAYS OF POP-UPS

as seen on:

The
New York
Times

FASTCOMPANY

HUFFPOST

theguardian

GOOD



POP-UP PRIMER

*download here:
miles.city/primer*

This introductory primer is for anyone that wants to create their own pop-up. Pop-ups are, by definition, exploratory and we encourage you to experiment with your own journey. This primer helps you spell out the steps that you will need to think through as you're doing your own pop-up; it is meant to be both high-level and practical. The language is geared towards emerging businesses but it is equally applicable to individuals, creatives, artists, community or brands wanting to pop-up.

FREE

ideal for starters

ONLINE WORKSHOPS

(coming soon in early 2017)

We are creating a set of online contents that you can follow through in your own pace at the comfort of your office or home, coupled with templates and resources that you can use immediately for your popup.

The course will cover the 9-step approach in the pop-up primer in a 4 weeks timeframe including exercises and feedback that would help motivate you make your first popup.

\$100+

ideal for doers

1-ON-1 CONSULTING

Every pop-up is unique, we understand that. Therefore, there could never be a one-strategy-fit-all scenario. With 1-on-1 consulting, you can schedule calls or in-person meeting with a MILES strategist to identify your vision, map your current resources, and create an actionable roadmap toward creating your first popup.

Our consulting rate for 2017 is \$250/hr for an online face-to-face interaction with a 2hr minimum within a 2 months timeframe.

\$500+

ideal for perfectionists

CUSTOM PACKAGES

Ideal for start-ups, corporations, property developers, we have different tracts for a customized package that ranges from 2 week to 6 months concept and execution customized to your needs.

We have the following packages available:

IDEATION
STRATEGY
DESIGN
OPERATIONS

\$3,000+

ideal for companies

IDEATION



STRATEGY



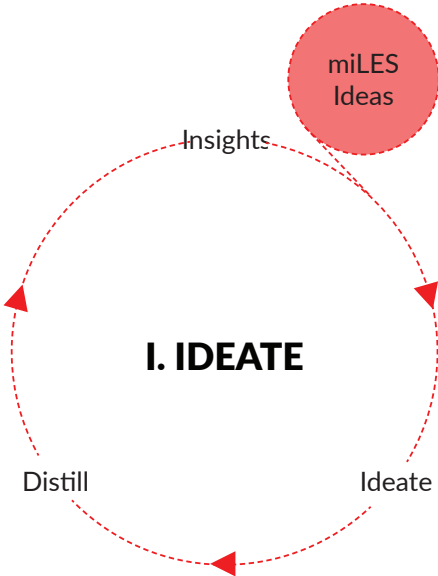
DESIGN



OPERATIONS



Services Packages



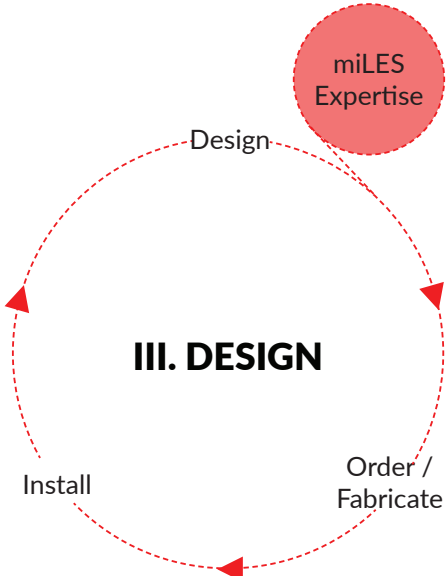
**3 hrs
to
1 week**

starts at \$3,000



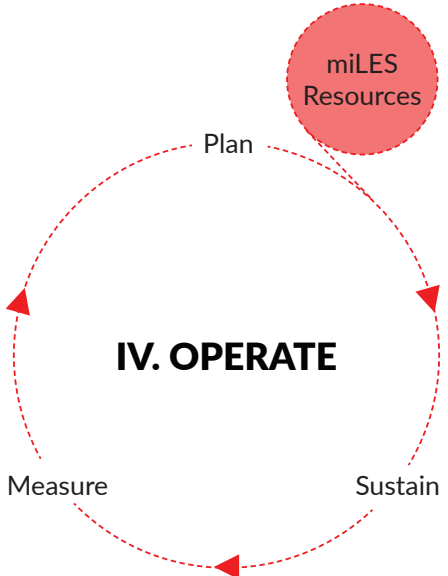
**2 weeks
to
8 weeks**

starts at \$5,000



**2 weeks
to
8 weeks**

starts at \$5,000



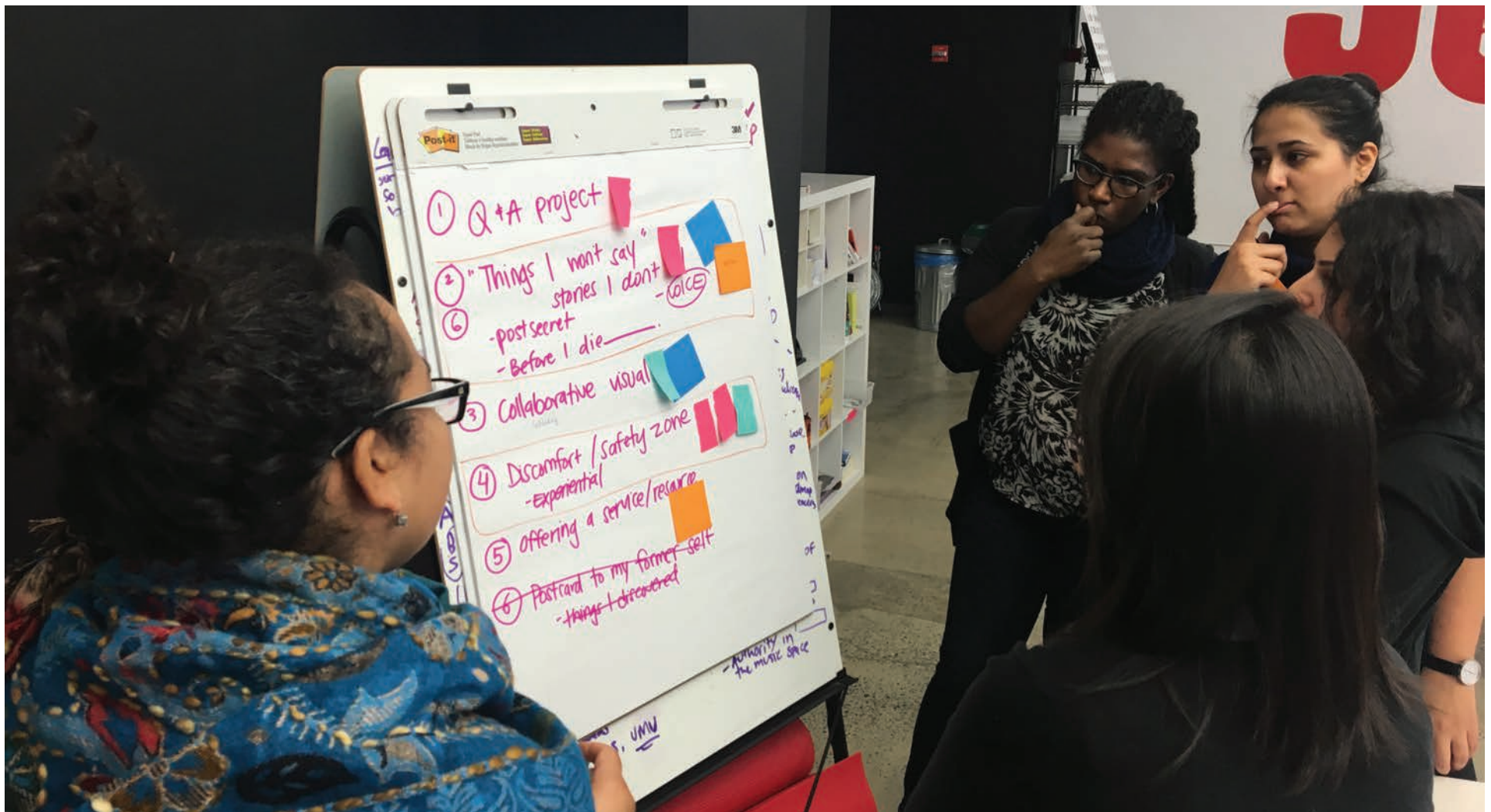
varies

starts at \$5,000

- Ideation Workshop
- Inspiration Bank
- Stakeholders Team-Building
- Prototype Ideas Generation
- Actions Roadmap

Past Client:

Grosvenor Group Limited (Property Developer)



II. Strategy Package

2 weeks to 8 weeks

- Neighborhood & Location Strategy
- Design Strategy
- Program & Events Strategy
- Liaison & Partnership Strategy
- Budget Estimates

Past Client:

- Square Inc (Retail Technology)



13/

SU

OTS Fall 2014 w
ary and curated
learnings, and w

Analytics

Partnering with
other aspects of
gaps within the
traffic is heading
borhood.

Alignmen

A clear long term
businesses that
presents a trem
sive, concise, and
to craft this visio

Collabor

OTS must contin
strength of the p
diverse group of

6/M

FESTIVAL LA
A/ INFORMATI
ARTISAN ALLE
WATER & FULT
B/ MAKERS GA
213 - 215 WATE
C/ CANNON'S
206 FRONT ST
D/ ART GALLER
JOHN & SOUTH
E/ ART GALLER
190 FRONT ST

5/SCHEDULE

WED OCT 29	SAT NOV 01	SUN NOV 02
5:30p Happy Hour with Makers Cowgirl Seahorse 259 Front St	11a - 5p Makers Gallery 213 Water St 11a - 5p Artisan Market Water & Fulton St	11a - 5p Makers Gallery 213 Water St 11a - 5p Artisan Market Water & Fulton St
	12p - 6p Art Gallery under FDR John & South St 12p - 6p Art Gallery Next to TKTS 190 Front St	12p - 6p Art Gallery under FDR John & South St 12p - 6p Art Gallery Next to TKTS 190 Front St
	2p - 6p King Collider Band Performance 206 Front St	2p - 5p Workshops 206 Front St
	4p - 6p Opening Reception Art Galleries 146 Beekman St	2p - 5p Linoleum Block Printing Class 211 Water St
	6p - 8p Happy Hour @ Fresh Salt Food Haul Fulton & South St	All Day Food Haul Fulton & South St

WK1

WED NOV 05	SAT NOV 08	SUN NOV 09
5:30p Happy Hour with Makers Nelson Blue 235 Front St	11a - 5p Makers Gallery 213 Water St 11a - 5p Artisan Market Water & Fulton St	11a - 5p Makers Gallery 213 Water St 11a - 5p Artisan Market Water & Fulton St
	12:30p Bikram Yoga Session Titanic Park at Water St	11a - 5p The Self Portrait Project 206 Front St
	2p - 6p Relations Band Band Performance 206 Front St	11a - 5p Printmaking Demo 206 Front St
	11a - 5p The Self Portrait Project 206 Front St	12p - 6p Art Gallery under FDR John & South St
	11a - 5p Printmaking Demo 206 Front St	12p - 6p Art Gallery Next to TKTS 190 Front St
	12p - 6p Art Gallery under FDR John & South St	All Day Food Haul Fulton & South St
	12p - 6p Art Gallery Next to TKTS 190 Front St	
	8p The Magic Jukebox Serious Theatre Collective 206 Front St	
	All Day Food Haul Fulton & South St	

WK2

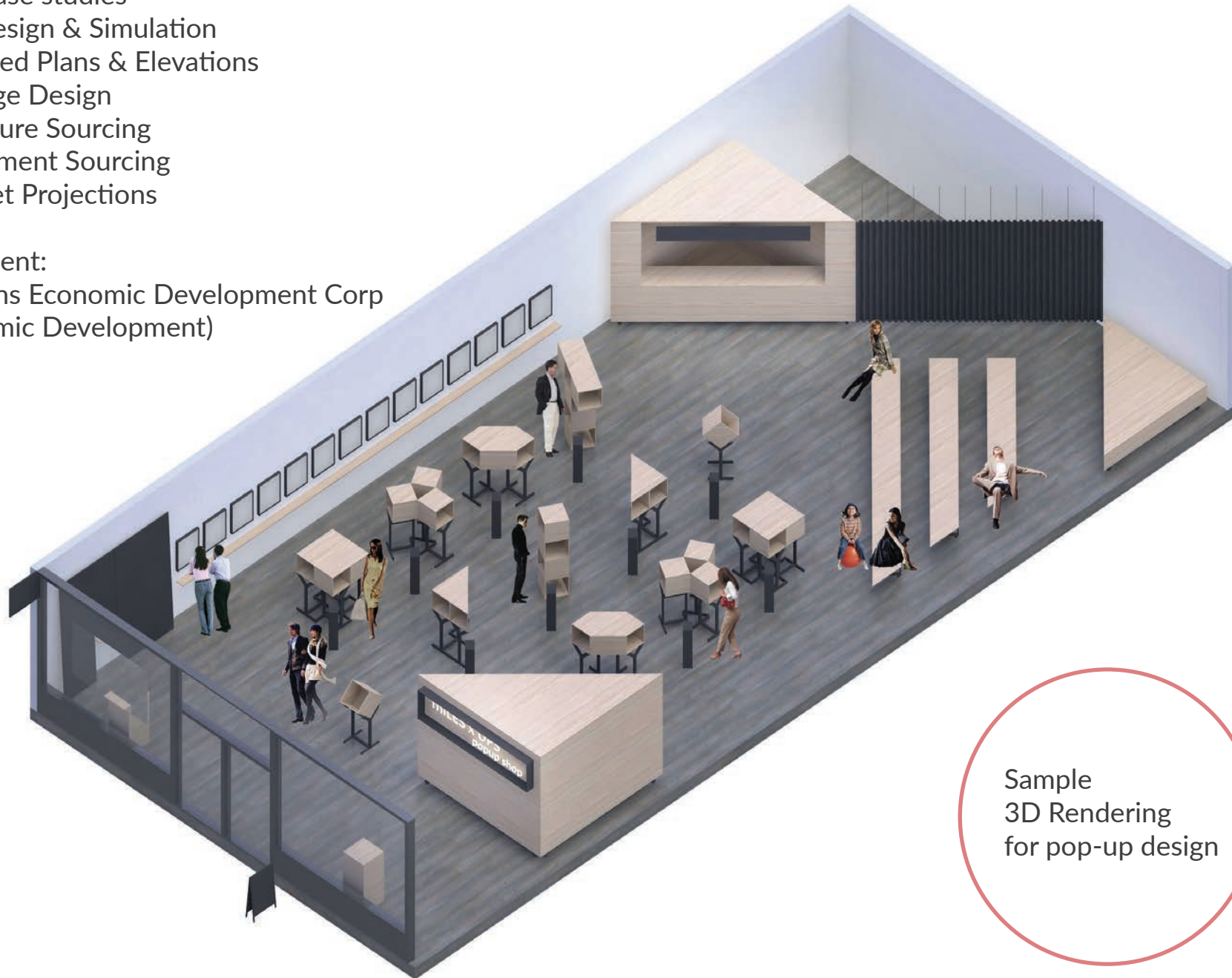
III. Design Package

2 weeks to 8 weeks

- Layout & User Flow
- Use case studies
- 3D Design & Simulation
- Detailed Plans & Elevations
- Signage Design
- Furniture Sourcing
- Equipment Sourcing
- Budget Projections

Past Client:

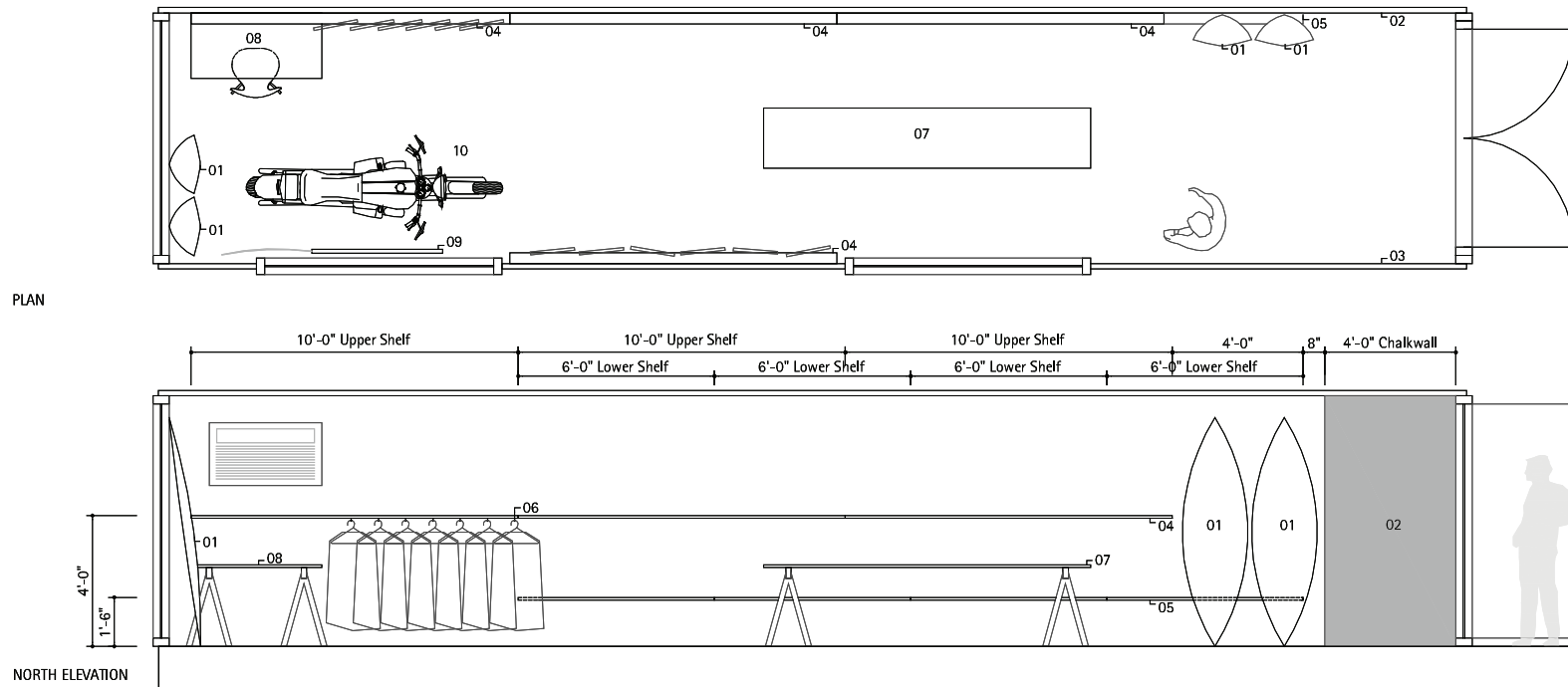
- Queens Economic Development Corp
(Economic Development)



Sample
3D Rendering
for pop-up design

III. Design Package

2 weeks to 8 weeks



Floorplan
+
Elevations



Signage & Installation



Furniture Sourcing



Equipment Sourcing

IV. Operations Package

varies

- Project Management
- Budget Monitoring & Control
- Staffing Support
- Point of Sales onboarding & integration
- Operations Guidelines
- Social Media & Marketing Strategies
- Impact Measure
- Reporting

Past Client:

Howard Hughes Corporation (Property Developer)

MAKERS +
DESIGNERS +
ARTISTS +
MUSICIANS +
LOCAL BUSINESS
@ SOUTH STREET SEAPORT | OUTTOSEE.O
NOV 1+2, NOV 8+9, NOV 15+16, NOV 22+
FINAL REPORT by miles



POS Integration



Staffing Support



Social Media Strategies

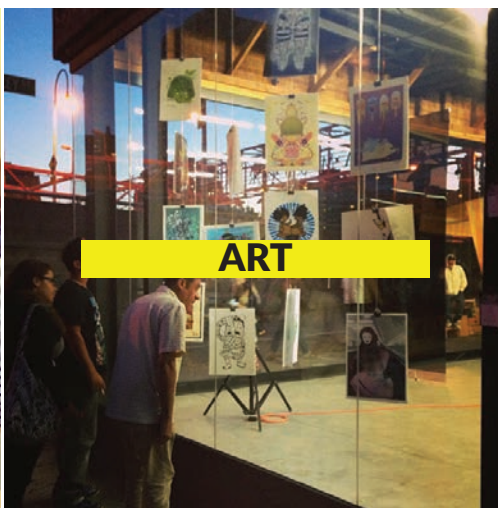
More about MILES.CITY



Diversity & Creativity



CLASSROOM



ART



COMIC



FILM SCREENING



SHOP



SHOWROOM



FARM



EATERY

A HUB FOR 150+ DIVERSE & AUTHENTIC EXPERIENCES

AVERAGE DURATION OF POPUP:

LONGEST POPUP:

SHORTEST POPUP:

MOST SALES:

MOST VISITORS:

MOST TALKED ABOUT:

9.19 DAYS

180 DAYS

1 DAY

\$30,000+ in 3 DAYS

4,000+ ppl in 1 DAY

2 million SOCIAL MEDIA IMPRESSIONS

Popup Sample : Square Pop-Ups

Square Pop-Ups

by Square Inc

miLES Services Provided:

- Space Matching
- License Agreement with Host
- Layout and Design Support
- Furnishing
- Merchant Sourcing
- Graphics Design
- Social Media Support
- Professional Photography & Video



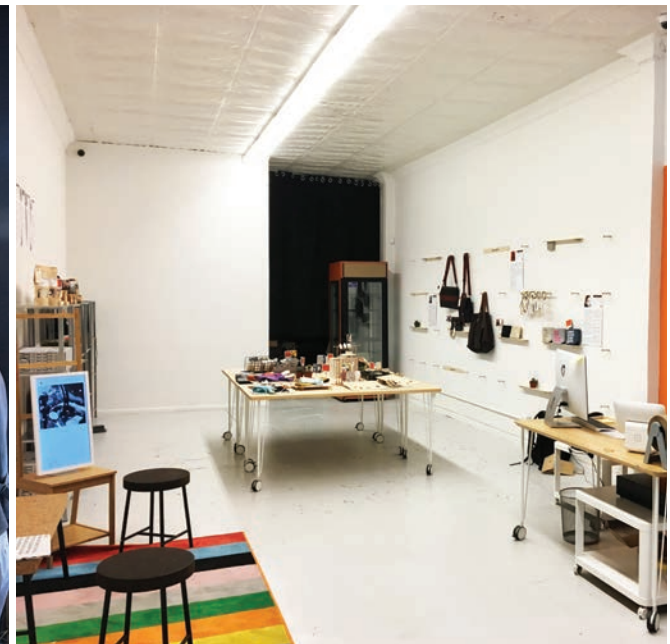
Popup Sample : Made in Queens

Made in Queens Pop-up Shop

by Queens Economic Development Corp

miLES Services Provided:

- Pop-up Strategy
- Layout and Design
- Furnishing & Equipment
- Graphics Design
- Content Generation (Merchant Stories)
- Social Media Support
- Operations Strategy



Queens Economic
Development Corporation

Popup Sample : Out To See Festival

Out To See Festival:

by Howard Hughes Corp +
Little Arts Group + Seaport Alliance +
South Street Seaport Museum

miLES Services Provided:

- Overall Project Management
- Space Matching
- License Agreement with Host
- Layout and Design Support
- Furnishing
- Merchant Sourcing
- Staffing
- Social Media Support



Popup Sample : Kiddie Riders

Kiddie Riders

by Alina Landry Rancier

miLES Services Provided:

- Space Matching
- License Agreement with Host
- Layout and Design Support
- Furnishing



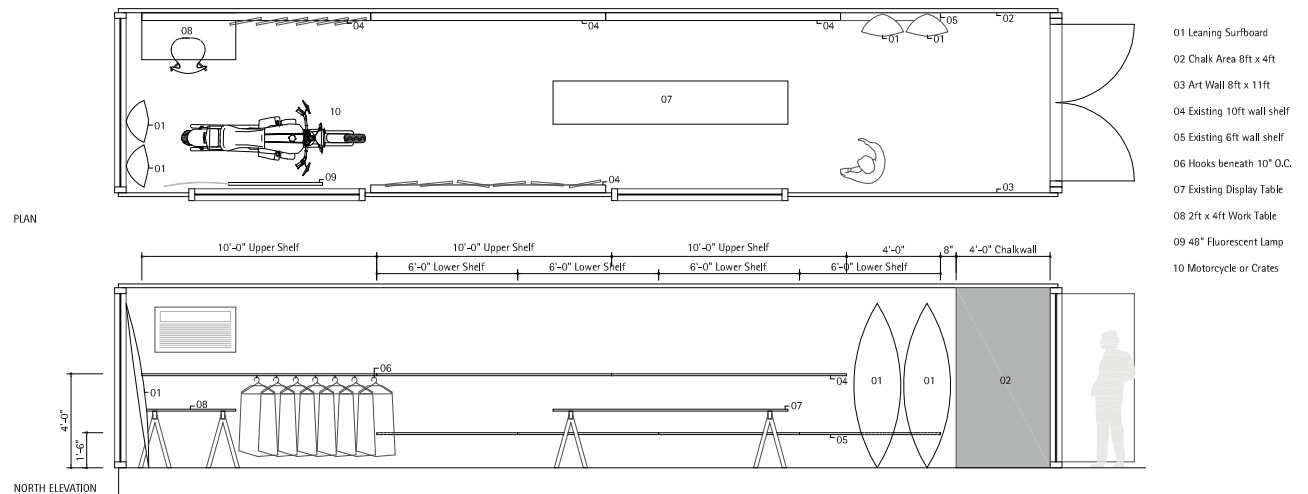
Popup Sample : Urban Surf Collective

Urban Surf Collective

by Smith + Holland

miLES Services Provided:

- Layout and Design Support
- Social Media Support



SMITH+HOLLAND

Selected Clients

Square Inc: Neighborhood Pop-up Activation

Queens Economic Development Corporation : Pop-up Strategy, Design & Operations

Grosvenor Property Development : Ideation Workshop

Howard Hughes Corporation: Pop-up Curation & Activation

New Museum: Ideas City Festival Featured Partner

Reebok International: Pop-up Showroom

Ogilvy and Mather : Pop-up Activation

ETH Zurich: Pop-up Exhibition & Programming

New York City Design Week: Pop-up Host

NOHO Design District: Pop-up Host

Jack Kirby Museum: Pop-up Comic Museum

Miista: Pop-up Shop

Smith & Holland: Pop-up Shop in a shipping container

Grand Street (Acquired by Etsy): Indies Electronics Popup Shop

and many more...

The New York Times

The Pop-Up Activist of the Lower East Side
-John Leland,
The New York Times

FAST COMPANY

This "Airbnb For Storefronts" Is Creating New Opportunities In A New York Neighborhood
-Zak Stone,
Fast Company

HUFFPOST

miLES seems much more like an incubator - for the community.
-Michael Seo,
Huffington Post

the guardian

Short-term leases in Manhattan's hip Lower East Side help entrepreneurs operate and innovate on the cheap
-Sarah Shearman
The Guardian

Open IDEO

An example of how a creative community can spark a new social venture and create real impact in the world.
-Nathan Waterhouse,
OpenIDEO

NEW 235 BOWERY NEW YORK NY 10002 USA MUSEUM

What I love about miLES is it's a group of concerned citizens brokering for social good — it's community activism 2.0.
-Karen Wong,
New Museum

FAB LAB FOURTH ARTS BLOCK

miLES is an innovative collaboration between designers, activists, artists, and entrepreneurs.
-Tamara Greenfield,
Fourth Arts Block

lowline

The miLES team is helping Lower East Siders drive value out of unused spaces, to make the neighborhood even more vibrant and accessible
-Dan Barash
The Lowline

ONE PRIZE

Winner of One Prize 2012
-Selected over 100+ International submissions, jury headed by New York Council Speaker Christine Quinn

ArchDaily INNOVATION CHALLENGE

Winner of ArchDaily HP Innovation Challenge
-Selected over 100+ designs

CROWDFUNDX

Finalist of CrowdfundX NYC Challenge
-Selected over 130+ New York City Businesses

TEDx Dumbo

TEDx DUMBO
-Selected Participant



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<http://instagram.com/MILESxCITY>