

Creative Pop-up Activations
Strategy & Operations Services

by



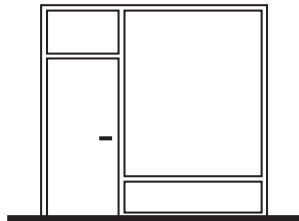
explore & play

QNS
NYC

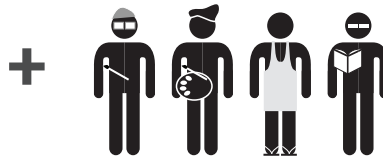


We strategize and realize pop-up visions from ideation to implementation.

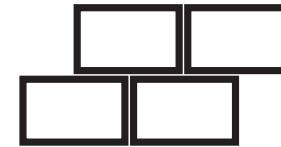
IDENTIFY: **SPACE**



CO-CREATE: **VISION**



SUPPORT: **TOOLS, TALENTS
COLLABORATORS**



=

CREATE: **EMERGING IDEAS!**



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

as seen on:

The
New York
Times

FASTCOMPANY

HUFFPOST

theguardian

GOOD





OPEN
COLLABORATIVE
AUTHENTIC
INNOVATIVE
CIVIC MINDED

IDEATION



STRATEGY



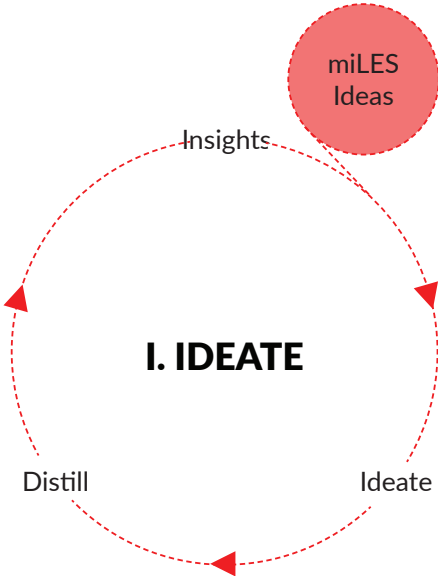
DESIGN



OPERATIONS



Services Packages



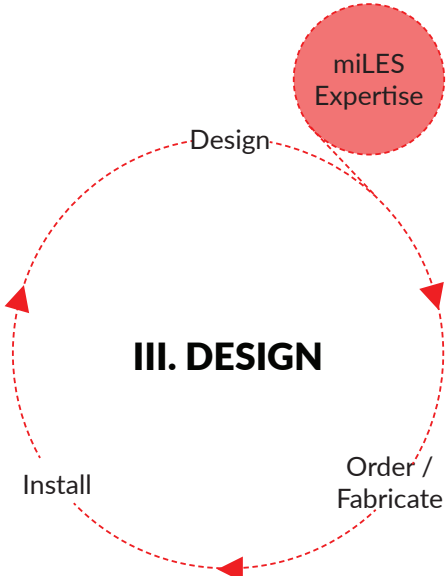
**3 hrs
to
1 week**

starts at \$3,000



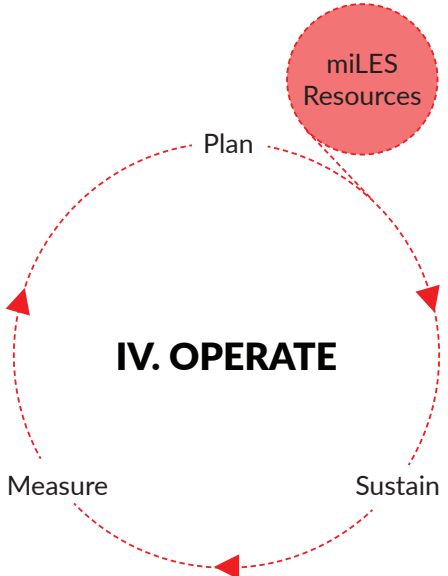
**2 weeks
to
8 weeks**

starts at \$5,000



**2 weeks
to
8 weeks**

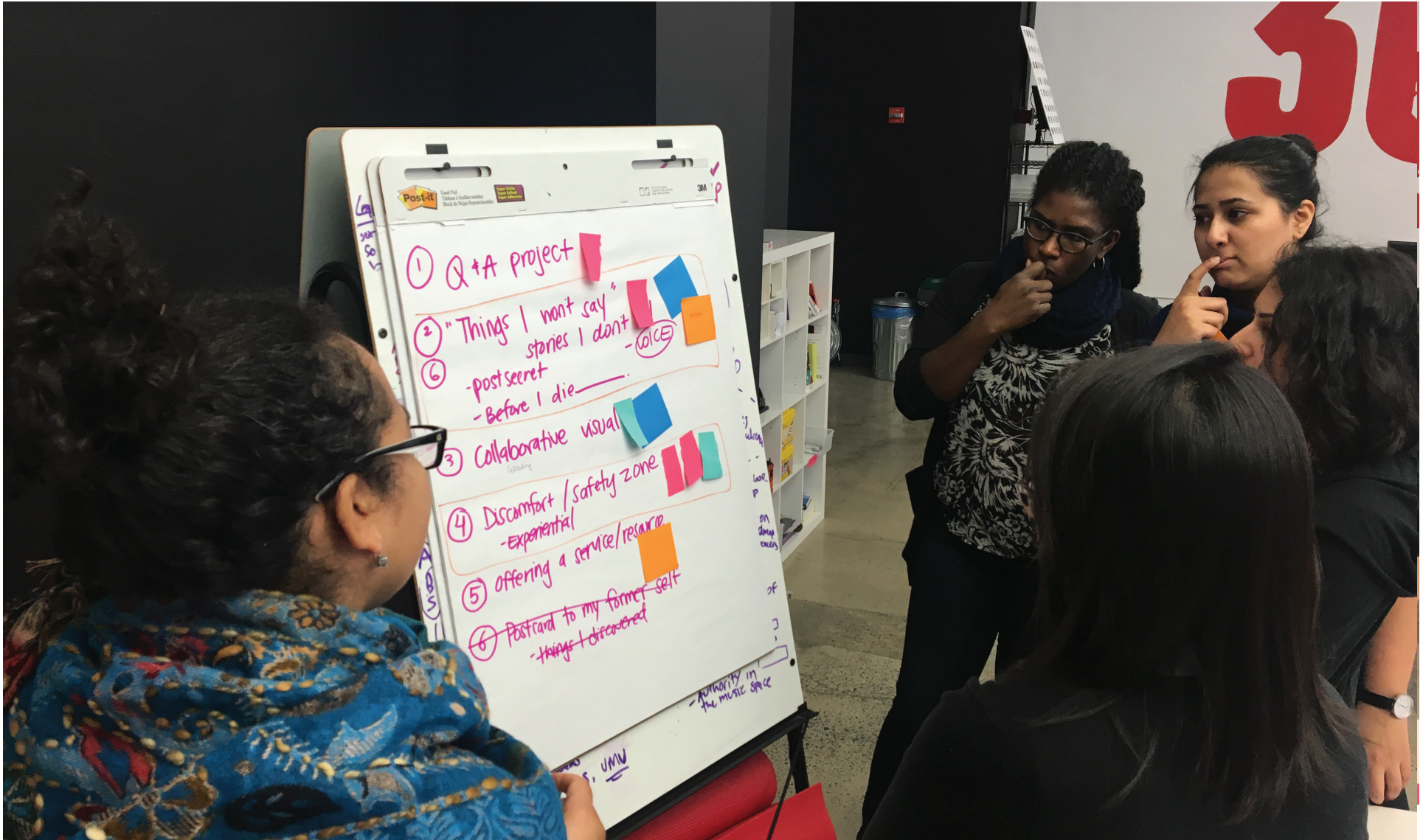
starts at \$5,000



varies

starts at \$5,000

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



II. Strategy Package

2 weeks to 8 weeks

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



13/ SUN 6/MAP

OTS Fall 2014 w
ary and curated
learnings, and w

Analytics

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

Alignment

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

Collaboration

OTS must continue
strength of the p
diverse group of

5/SCCHEDULE



WED | OCT 29

5:30p Happy Hour with Makers
Cowgirl Seahorse
259 Front St

SAT | NOV 01

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
2p - 6p King Collider
Band Performance
206 Front St
4p - 6p Opening Reception
Art Galleries
6p - 8p Happy Hour @ Fresh Salt
146 Beekman St
All Day Food Haul
Fulton & South St

SUN | NOV 02

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
2p - 5p Workshops
206 Front St
2p - 5p Linoleum Block
Printing Class
211 Water St
All Day Food Haul
Fulton & South St

WK1

WED | NOV 05

5:30p Happy Hour with Makers
Nelson Blue
235 Front St

SAT | NOV 08

11a - 5p Makers Gallery
213 Water St
11a - 5p Artisan Market
Water & Fulton St
12:30p Bikram Yoga Session
Titanic Park at Water St
2p - 6p Relations Band
Band Performance
206 Front St
11a - 5p The Self Portrait Project
206 Front St
11a - 5p Printmaking Demo
206 Front St
12p - 6p Art Gallery under FDR
John & 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

SUN | NOV 09

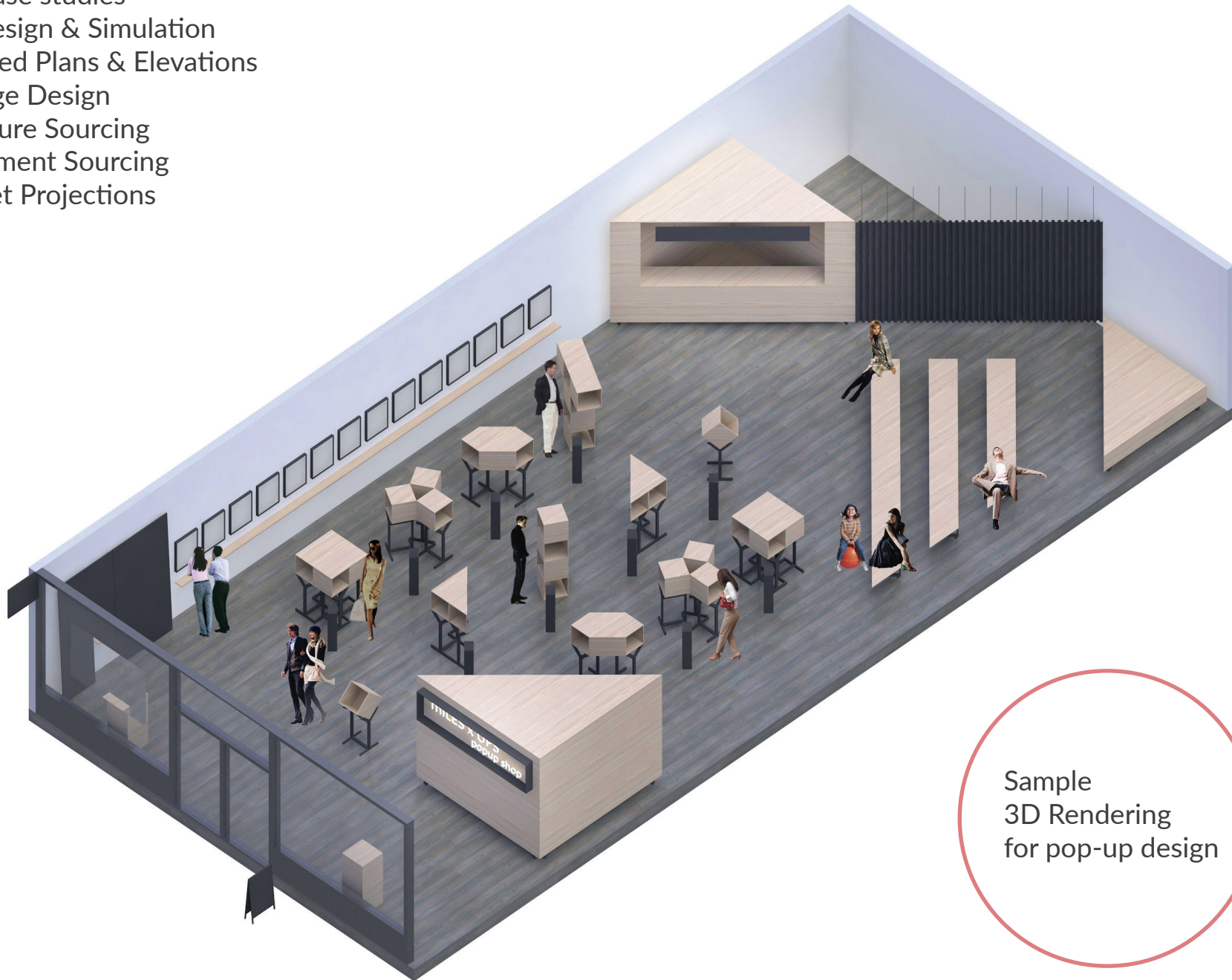
11a - 5p Makers Gallery
213 Water St
11a - 5p Artisan Market
Water & Fulton St
11a - 5p The Self Portrait Project
206 Front St
11a - 5p Printmaking Demo
206 Front St
12p - 6p Art Gallery under FDR
John & South St
12p - 6p Art Gallery Next to TKTS
190 Front St
All Day Food Haul
Fulton & South St

WK2

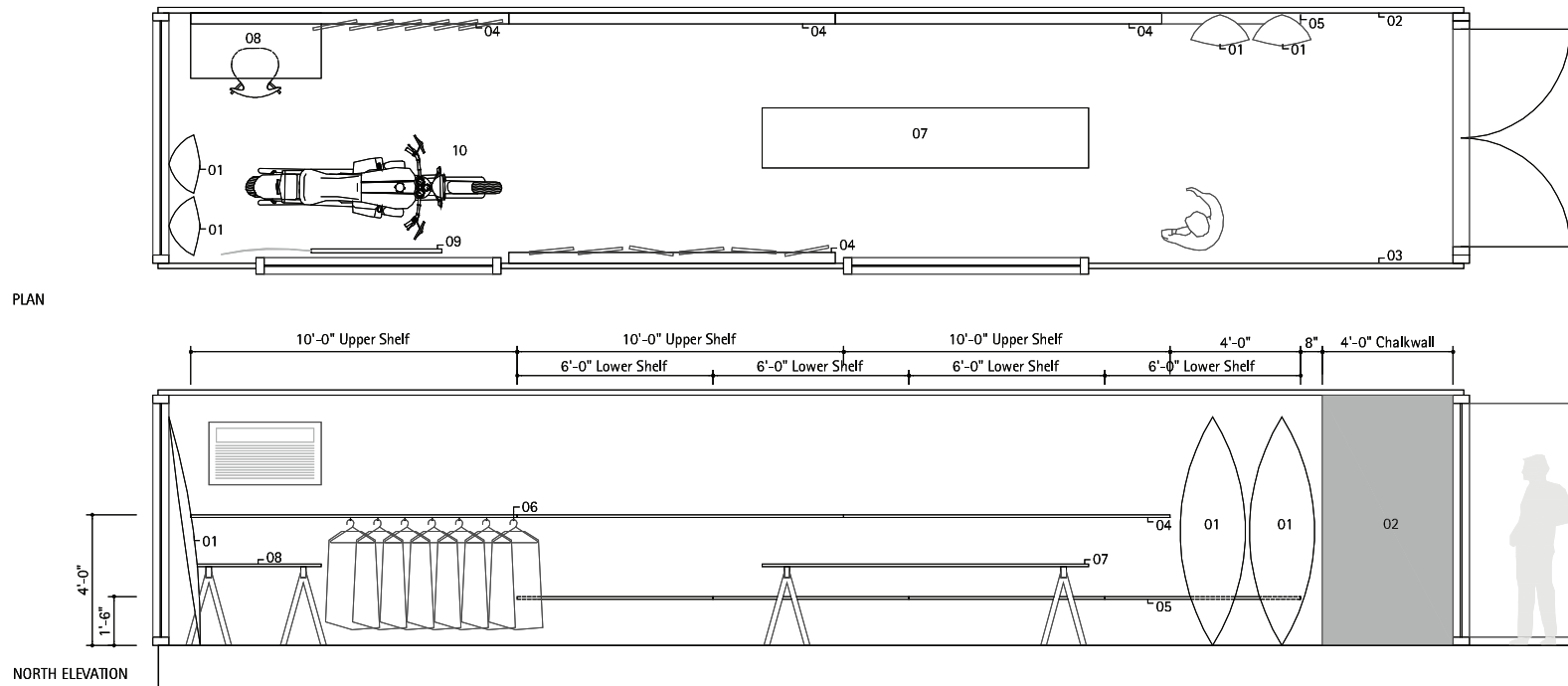
III. Design Package

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



Sample
3D Rendering
for pop-up design



Floorplan
+
Elevations



Signage & Installation



Furniture Sourcing

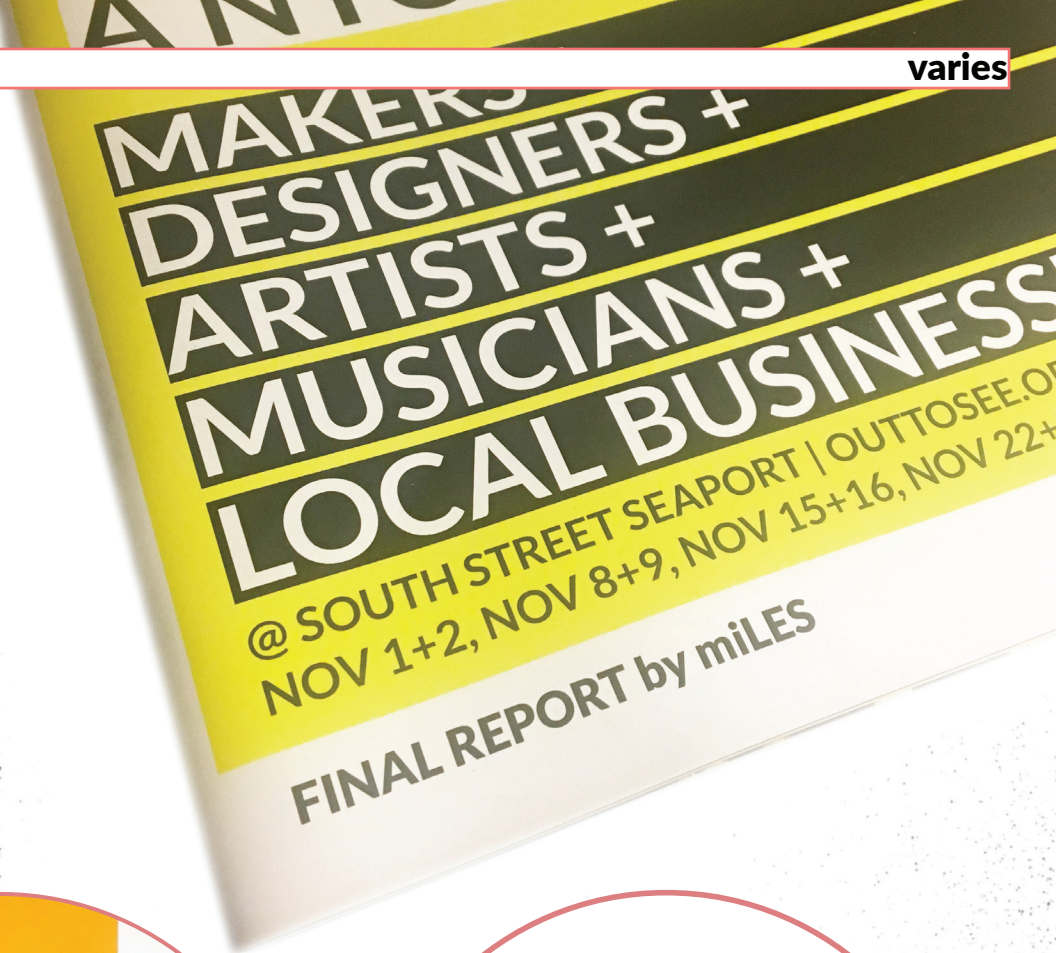


Equipment Sourcing

IV. Operations Package

varies

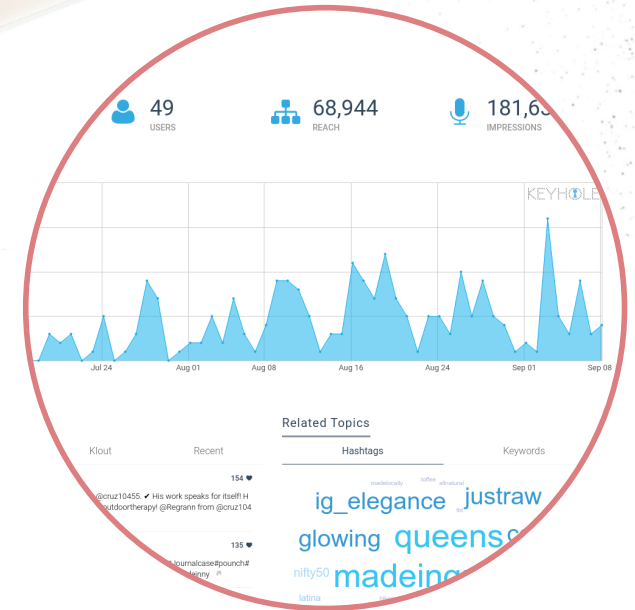
- Project Management
- Budget Monitoring & Control
- Staffing Support
- Point of Sales onboarding & integration
- Operations Guidelines
- Social Media & Marketing Strategies
- Impact Measure
- Reporting



POS Integration



Staffing Support



Social Media Strategies

More about MILES.CITY



WE OPEN STOREFRONTS TO POSSIBILITIES

[ABOUT >](#)

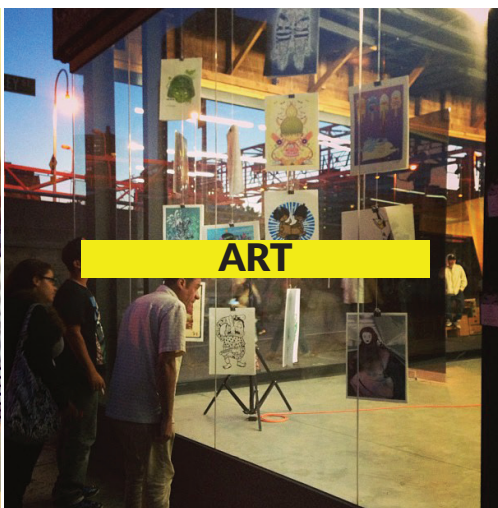
We create opportunities for everyday residents, emerging entrepreneurs, creatives, and innovation-driven companies & institutions by connecting them to spaces, tools and resources they need to grow their dreams and projects.

www.miles.city

Diversity & Creativity



CLASSROOM



ART



COMIC



FILM SCREENING



SHOP



SHOWROOM



FARM



EATERY

A HUB FOR 140+ DIVERSE & AUTHENTIC EXPERIENCES

AVERAGE DURATION OF POPUP:

9.19 DAYS

LONGEST POPUP:

180 DAYS

SHORTEST POPUP:

1 DAY

MOST SALES:

\$18,000+ in 3 DAYS

MOST VISITORS:

4,000+ ppl in 1 DAY

MOST TALKED ABOUT:

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

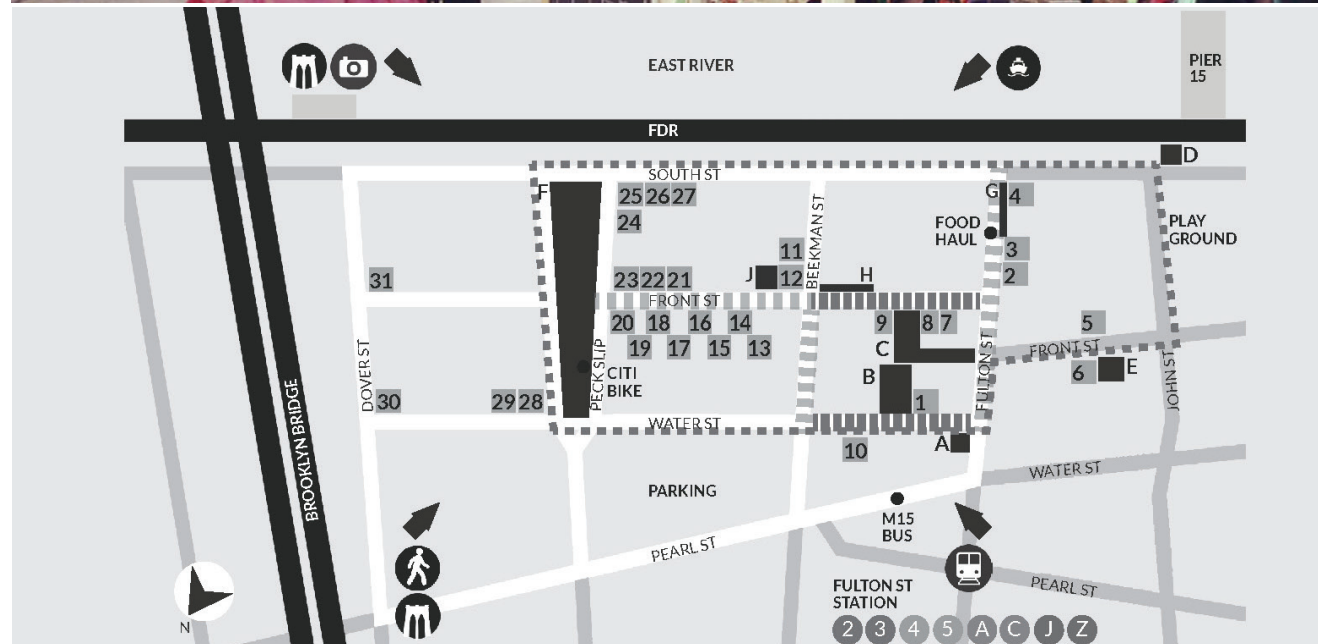
Popup Sample : Out To See Festival

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



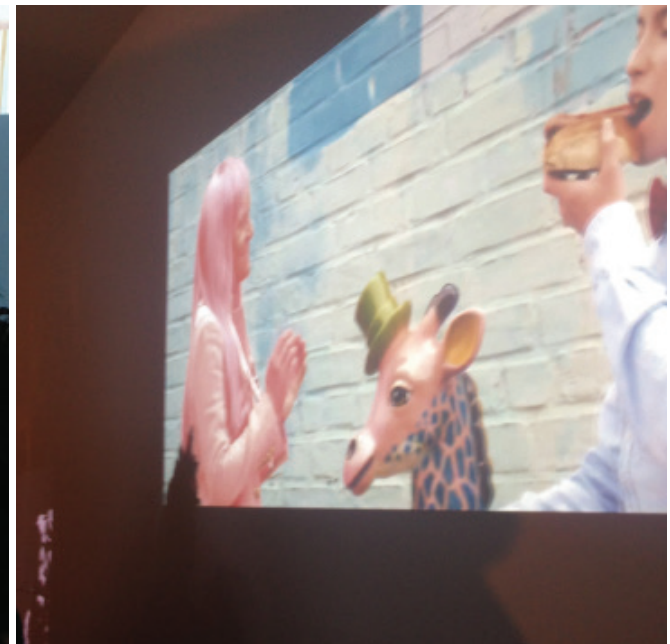
Popup Sample : Kiddie Riders

Kiddie Riders

by Alina Landry Rancier

miLES Services Provided:

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



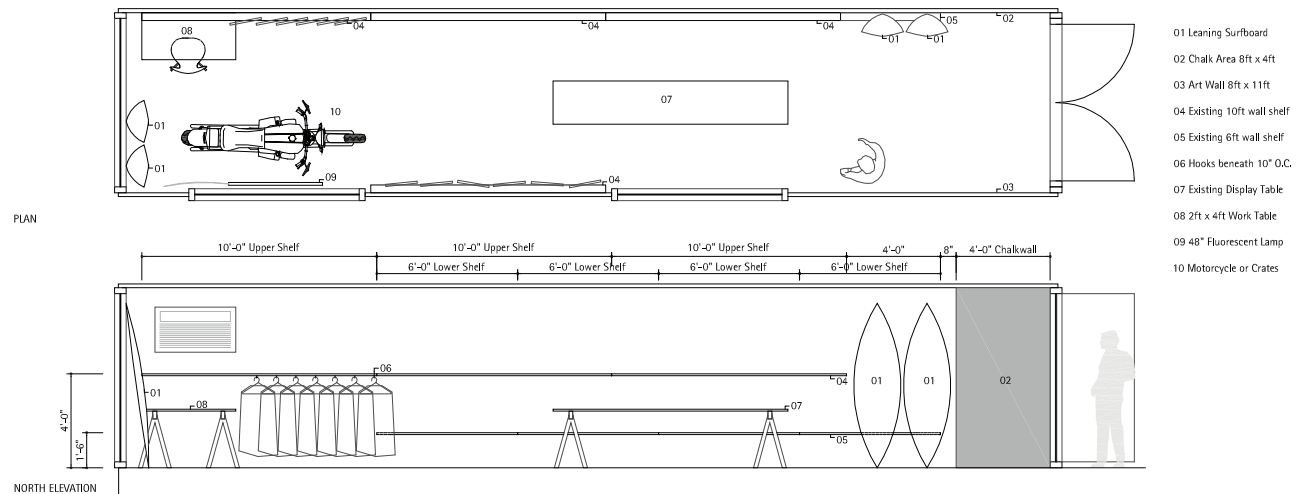
Popup Sample : Urban Surf Collective

Urban Surf Collective

by Smith + Holland

miLES Services Provided:

- Layout and Design Support
- Social Media Support



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 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



Mailing Address:

439 Hicks Street, #1B, Brooklyn, NY11201

Primary Contact:

Eric Ho

551-482-7795

eric@miles.city

Website:

<http://www.miles.city>

Twitter:

@MILESxCITY

Instagram:

<http://instagram.com/MILESxCITY>