

# Marie Joja

## POP-UP - TREND OR A NEW DIRECTION?

Generation called “millenials” comes up with a new lifestyle the market needs to adapt to in order to keep up with the latest trends. The generation is provided with almost unlimited possibilities for their own realization in the field of interest. The passion for traveling and discovering new things is not endowed with long-term planning and the generation prefers temporary forms of functioning, identifying with emerging trend of pop-up. The success of pop-up builds also on unlimited opportunities of abandoned and neglected places directly in centres of cities following the economic recession of past decade. There exist providers that mediate information between landlords of abandoned spaces and initiators of temporary activities. Most of them offer complete packages of end-to-end service, starting from an initial concept to accomplishing the project. The trend is moving further across continents. What is the key to success of pop-ups abroad? What is the story of

individual projects in Brno (CZ)? Is a platform for communication the way to boost Czech pop-up scene? These are only some of issues that are being solved in this article.

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