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Collective Unlocking of Vacant Storefront: miLES Spring Pop-ups in NYC's LES by Creatives & Entrepreneurs

New York, NY (Mar, 27, 2014) - Made in the Lower East Side (miLES) is unlocking and activating the vacant storefront at **37 E 1ST Street** for 2 months of short-term uses shared by **10 entrepreneurs and creatives** on the rise. The pop-ups, put on by **artists, designers, hardware lovers, sewers, financial advisors, foodies, educators, and non-profits**, vary in length from just one day to just over a week.

WHAT: 2 months of short-term pop-up activations

WHERE: A (formerly vacant) storefront at 37 E 1 ST.

WHEN: April- May 2014

WHY: Collaborative consumption! Showing, prototyping, testing & sharing unique ideas and experiences! Bringing activity to a vacant storefront!

In the spirit of collaborative consumption, miLES is coordinating a **collective unlocking** of the storefront. While each individual pop-up wouldn't be viable or affordable on its own, the sharing of space, along with the activation of an otherwise vacant storefront, allows miLES to lower the entry barrier of access to space in one of the world's most expensive cities (NYC). Not only will pop-uppers be sharing the same space, but also they will be using the same set of modular furnishings. The Storefront Transformer-- a modular set of furnishings and amenities-- will be used to **transformed the space from an empty storefront into a variety of creative uses:** a design innovation lab masquerading as a taco shop, a gallery for international street art that hosts Jeffersonian dinners and morning yoga in the garden, a live gallery of beautiful people that invites you to people watch, a social workroom for sewers, a dairy-free ice cream shop, a philanthropic restaurant experience, a home to financial empowerment and education, and a smart-house inspired market for indie electronics.

miLES designed and prototyped the Storefront Transformer, which was manufactured by Machine Made. With the backing of 301 Kickstarter backers, miLES produced the Storefront Transformer and used it for a 7 week rotation of pop-ups in the Fall of 2013. The 2014 Spring pop-up series is comprised of a combination of kickstarter backers, winners of miLES Free Pop-up Contest, and new clients looking to showcase their projects and ideas. Piloting it's educational program, miLES offered 4 free classes in March to help its pop-up clients to prepare for, and optimize, the success of their pop-ups.

The confirmed schedule can be found below. In addition to the pop-ups listed, there are a couple



more on the horizon and miLES will open the doors for office hours on the in-between days. miLES invites community members to come share their ideas of what they'd like to see in the neighborhood, and / or to learn more about popping-up and how to create their own pop-up experience!

Beyond the April and May pop-ups, miLES will continue to unlock and activate spaces based on demand. The team is also working to innovate new, more scalable, ways to pop-up and is exploring how creative commerce can be used to drive community.

#1 THE CONSCIOUS SHOP
BY CONSCIOUS MAGAZINE

#2 INDIE ELECTRONICS POP-UP
BY GRAND ST

#3 THE MUSEUM OF BEAUTIFUL PEOPLE I
BY LILY & TANNER CUSICK

#4 SEWING WORKSHOP
BY WORKROOM SOCIAL

#5 DINE GENEROUSLY
BY GIVE HALF

#6 DAIRY FREE ICE CREAM
BY ALCHEMY CREAMERY

#7 DESIGN TACO
BY THE DESIGN GYM

#8 ALLIES INT'L STREET ART
BY IMAGINATION IN SPACE X WE ARE POP-UP

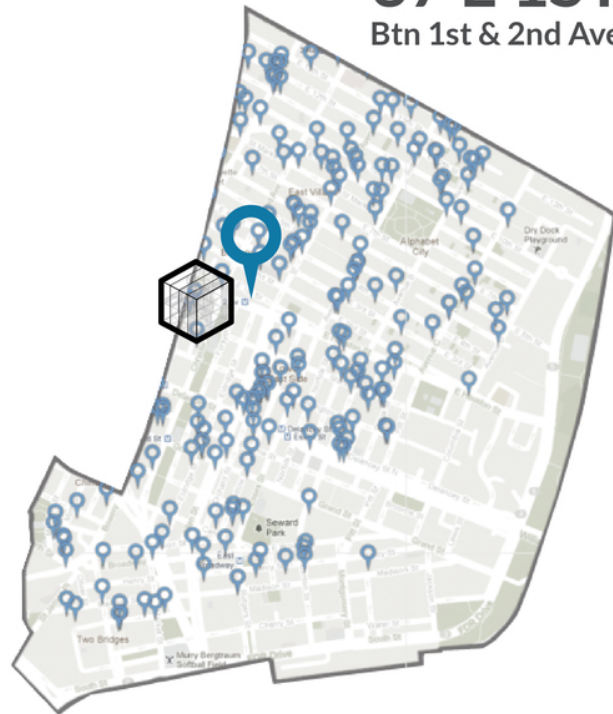
#9 FINANCIAL INDEPENDENCE
BY MIKE SANDER OF THE CREATIVE PLANNERS GROUP

#10 THE MUSEUM OF BEAUTIFUL PEOPLE II
BY LILY & TANNER CUSICK

STOREFRONT TRANSFORMER SPRING 2014

APRIL - MAY
LOWER EAST SIDE

37 E 1ST
Btn 1st & 2nd Ave



[1 VACANT SPACE, 10 NEW POSSIBILITIES]

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Pop-up Schedule

4/12-4/13	SAT-SUN	Conscious Magazine Pop-up <i>Featuring our favorite socially conscious brands located in the bustling neighborhood of the LES</i>
4/17- 4/20	SAT-SUN	Grand St. Pop-up <i>An Indie Electronics Pop-Up</i>
4/26- 4/27	SAT-SUN	The Museum of Beautiful People by Lily & Tanner Cusick <i>A live gallery of beautiful people, standing before you, ready for your gaze. Look as much as you like. Stay as long as you wish. #MoBP</i>
5/3- 5/4	SAT-SUN	Workroom Social Manhattan Pop-up <i>Sewing classes and workshops</i>
5/5- 5/11	MON-SUN	Dine Generously with Give Half & Alchemy Creamery <i>A restaurant experience that invites you to fight hunger with every meal & every scoop of dairy-free ice cream</i>
5/12- 5/18	MON-SUN	Design Taco <i>New York's most delicious place to hatch new ideas and collaborate in bold ways. A design innovation lab masquerading as a taco shop.</i>
5/19- 5/27	MON-TUES	The Allies Exhibition Imagination In Space x We Are Pop-Up <i>An international street art pop up</i>
5/28	WED	Financial Independence Day Pop-up by Mike Sander <i>An empowering financial planning educational event.</i>
5/29-5/30	THURS-FRI	The Museum of Beautiful People by Lily & Tanner Cusick <i>A live gallery of beautiful people, standing before you, ready for your gaze. Look as much as you like. Stay as long as you wish. #MoBP</i>

More information about each pop-up can be found at storefronttransformer.com/events and additional details are available upon request.

miLES: made in the Lower East Side

We open storefronts to possibilities by creating short-term, multi-use spaces as community hubs. Think of us as the airbnb for storefronts with a community incubator twist. We lower the entry barrier for entrepreneurs, and local communities to use storefront spaces, while providing an additional revenue stream for space hosts.

miLES latest initiative, "Storefront Transformer", is a set of pop-up toolkits designed to make the conversion of space as easy and seamless as possible.

<http://storefronttransformer.com/about-sftf/>
