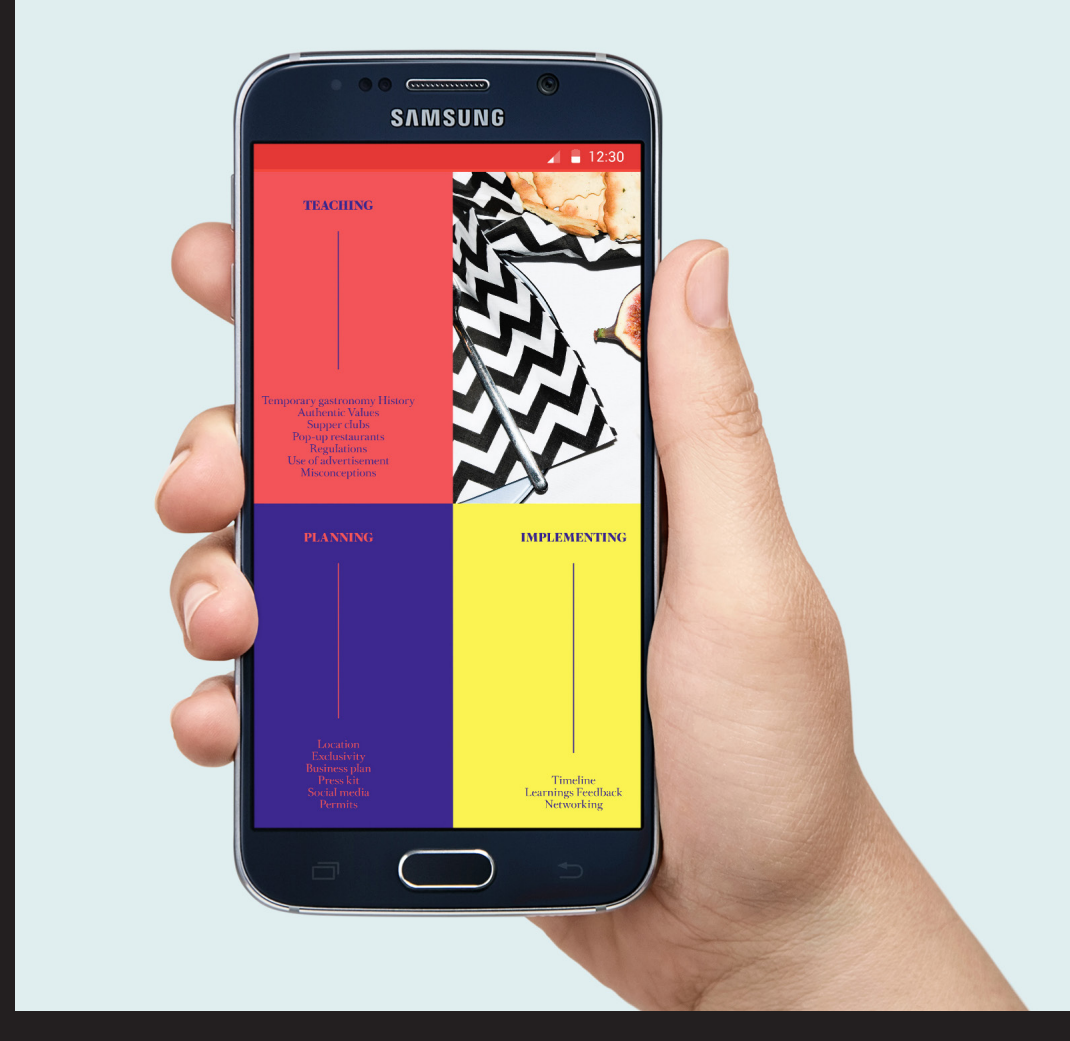


# Pop-up Ventures through Design Management, Thibault White

Bachelor Thesis, Design Management, international

## HOW TO POP-UP?

Today's pop-ups restaurants are diverse and range from experience-fueled ventures to temporary culinary happenings. Nevertheless, as with many interesting business ideas which emerge in small cities, such as Zürich, competition becomes inevitable. This thesis develops a concept and design management strategy that helps temporary restaurant owners and future facilitators become more successful with their business. The problem is researched and evaluated by using qualitative and quantitative methods such as interviews with experts from stationary and temporary gastronomy as well as professionals in the media sector. The literature comprised in the thesis allows a more in-depth understanding of the origins of temporary gastronomy and its critical factors that make them prosperous. A possible solution is developed called the "How to Pop-Up Guide", which is an explanatory guide into the world of temporary gastronomy. The guide teaches the reader about the essential values and misconceptions of pop-up restaurants in Zürich, by strategically adapting gained knowledge and best practices for successful



### What:

The How to Pop-up Guide is a step-by-step guide that follows the strategy of learning, education, and implementing. Part of the step-by-step guide, besides learning about pop-up restaurants, involves creating and planning. Therefore, the guide includes setting priorities for tasks, visualizing the progress of tasks as they pass through stages of completion, and compiling feedback and checklists. The guide's first page displays an overview of the categories of learning, planning for success, and implementing a plan as subcategories figured as icons. On the second page, the first step would be illustrated either by a map or an explanation of important values to consider before starting a temporary restaurant. Furthermore, the overview acts as a table of contents, facilitating quick access as the gastronomy environment can often be hectic and unpredictable. By making the user engage in a physical guidebook, the learning process is stimulated through touch and visualizations.

### Why:

As insights and research about pop-up restaurants have shown, there are misconceptions and false adaptations of the success factors and values that are important to creating a sustainable temporary restaurant. The guide would help compile a significant amount of knowledge that then could be executed in a step-by-step strategy to avoid apparent mistakes - teaching readers to properly plan a temporary restaurant from beginning to end and to use advertisement efficiently. In a city such as Zürich where the competition is continuously increasing and commercial pop-ups are creating conflicting ideals, the true values and perception of the temporary gastronomy phenomenon in the How to Pop-up Guide would be very beneficial.

### For Whom:

The primary target audience to whom the How to Pop-up Guide solution is directed are creative entrepreneurs, pop-owners, and managers. Nevertheless, the guide is made for any interested person or future temporary restaurant facilitators who wish to implement a guide, enhance productivity, and support existing knowledge in their professional field.

## GUIDE BOOK IDEA DEVELOPMENT

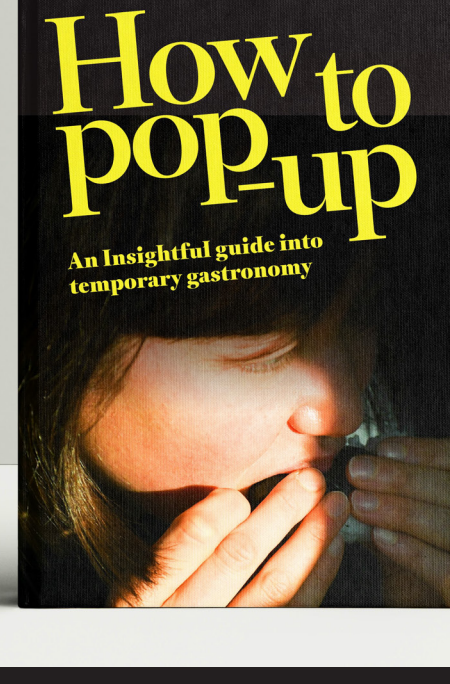
THE GUIDE — TO CREATING AN AUTHENTIC POP-UP RESTAURANT		
STEP 01		TEACHING
Temporary gastronomy History	Temporary gastronomy History	00
	Authentic Values	00
Pop-up culture	Super clubs	00
	Pop-up restaurants	00
Authentic Values	Food quality	00
	Experience	00
	Use of advertisement	00
	Misconceptions	00
STEP 02		LEARNING
Location	Temporary gastronomy History	00
	Authentic Values	00
Food	Food quality	00
	Experience	00
Planning	Use of advertisement	00
	Misconceptions	00
STEP 03		IMPLEMENTING
Location	Temporary gastronomy History	00
	Authentic Values	00
Food	Food quality	00
	Experience	00
	Use of advertisement	00

## SOLUTION LAYOUT

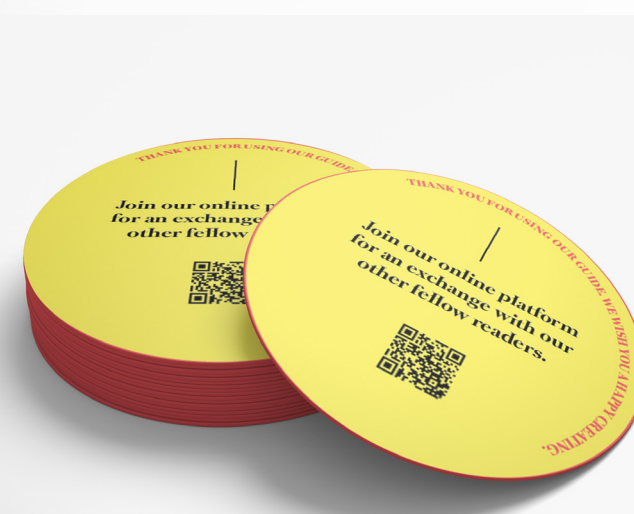
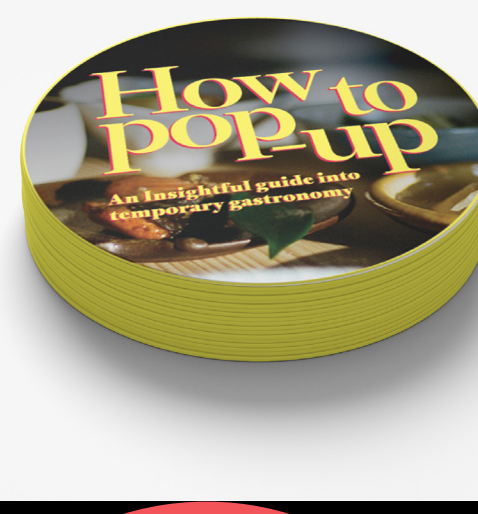


## SOLUTION:

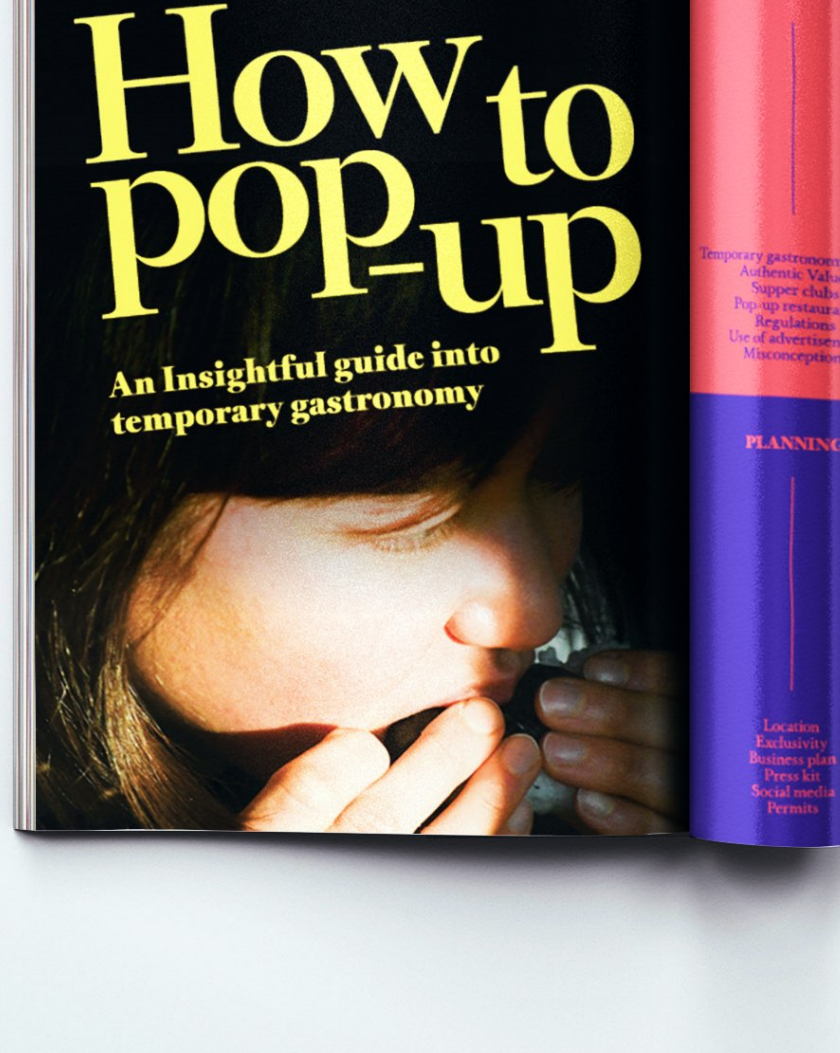
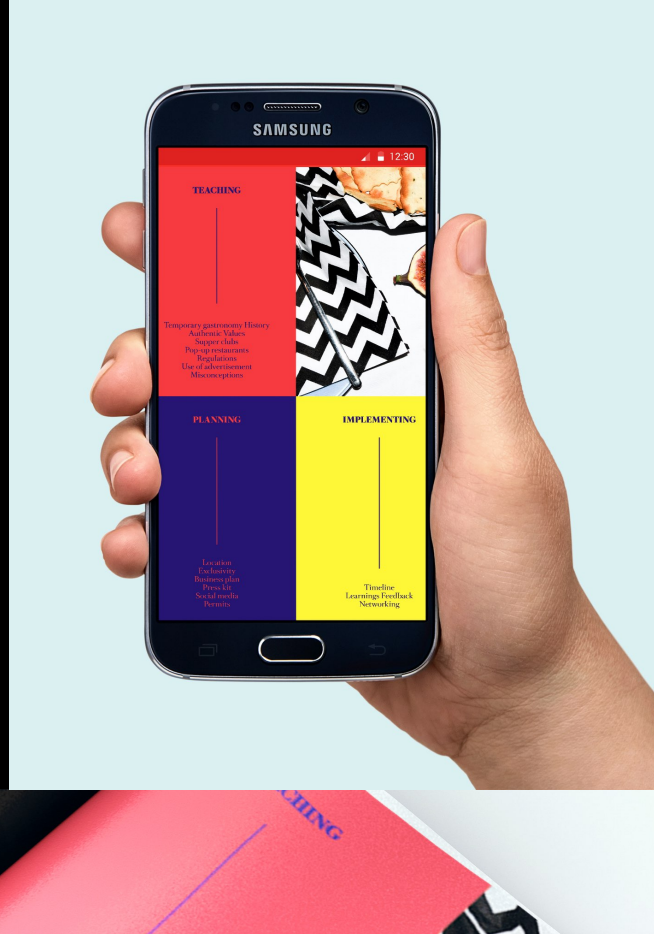
### GUIDEBOOK & POSSIBLE ADAPTATIONS



### GUIDE AS A DRINK COASTER



## MAGAZINE & DIGITAL GUIDES



Lucerne University of Applied Sciences and Arts  
Bachelor of Arts in Product and Industrial Design with  
Specialization in Design Management, International

Author: Thibault White

Thesis Tutor: Dr Guillermina Noël

### Further enquiries



Thank you for your keen interest in my  
How to pop-up guide thesis solution.

For further collaborations do not  
hesitate to contact me:

Thibault White

Mail: t.germes@hotmail.com

Website: thibaultwhite.com

Tel: 0041792563646