Title: Pop-Up Park: Design of a park for temporary placement in public space (Pop-Up Park: Ontwerp van een park voor tijdelijke plaatsing in de openbare ruimte)

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100%FAT is a design studio in Enschede, Netherlands. Their expertise is design of interactive installations using light, video, animation and other spectacular elements in combination with sensors to create an interactive experience for the user. The company participated in a procedure to find a supplier for installations along the 'Innovatiepad', a pedestrian route from Enschede Kennispark train station to de 'O&O'-square on the campus of University of Twente. This resulted in a booklet of concepts that was contributed by 100%FAT. The assignment, however, was granted to other companies and so the concepts were stored. The company was curious to see if these concepts could still be put to good use and if it would be possible to do a redesign of one of them to create a whole new product that would be applicable outside the context of the 'Innovatiepad'.

The project starts with a brainstorm. The outcome of which is that the product that is going to be designed is based on the concept called the 'Loofgang' (green corridor): a tunnel of living plants and interactive LED lighting. The product that is to be designed will be called Pop-Up Park, a park that is not dependent on location and utilises living nature and LED lighting in order to enhance the experience for the user. The park will be designed to represent in particular the experience of a public park and will not per se be restricted by the typical physical form of existing parks. It should be more compact and the user should be able to experience full immersion in nature.

That is how the design process for the Pop-Up park started. The search for requirements was established after the first brainstorm through the use of literature-, stakeholder- and market research. Questions were answered during this phase: how do people experience parks? And how could this experience be replicated on a smaller scale using LED lighting and living nature? A list of requirements was derived from the conclusions of these analyses.

Concepts were formed through an ideation phase. A direction for the project was found by discussing these concepts with the company supervisor. A final concept is the result of this phase. The details of which are discussed in the detailing phase, which came next.

Several things were considered: construction, living nature and electrical components, as well as different components of the final product. The product uses Modulogreen, a system that allows vertical gardens to be established, to create walls of living plants.

The final concept is a combination of several different components. Modular walls of living green in combination with footpaths form so called green corridors. The walls are equipped with interactive LED lighting. The visitor walks through these corridors and temporarily experiences a different world. Separate seating space is also part of the final concept.

The result of the project is a final concept that has been partially worked out with feasibility in mind, as well as suggestions for further design steps, ready to be taken into the next phase of product development.