

TEMPORIUM

an H street design shop + wifi lounge



July 23 through August 15, 2010



*In the former R.L Christian Library
at 1300 H Street, NE*

Activating vacant spaces.
Promoting neighborhood corridors.
Supporting creative entrepreneurs.
Instilling temporary urbanism.
Encouraging creative vibrancy.

PRESENTED BY:



Government of the District of Columbia
Adrian M. Fenty, Mayor

OVERVIEW



The Temporium was a pop-up design shop supported by the DC Office of Planning's Temporary Urbanism initiative to activate vacant spaces and enliven neighborhood corridors. The Temporium was developed to help meet several objectives established by the District of Columbia through the Creative DC Action Agenda and the Retail Action Strategy including supporting creative entrepreneurs, highlighting the retail potential of emerging areas like H Street NE, activating vacant spaces and promoting neighborhood commercial corridors.



Over four weekends, the Temporium welcomed over 1,600 visitors. Opening and closing events featured local musicians, and H Street partners offered special promotions for Temporium customers. The Temporium was developed and managed by the Pink Line Project and Green Door Advisors.



THE SPACE



R.L. Christian Innovation Center

The Temporium was located in the R.L. Christian Innovation Center, the site of the former R.L. Christian Library. The library was named in honor of Robert Lee Christian, who was dedicated to education and community empowerment and cohesiveness. He was the founder and executive director of the Northeast Neighborhood House, he organized a Right-to-Read program, established an emergency food bank for families in the community, and implemented numerous programs for children.



We commissioned DC-based artists to transform the physical space into a fashion boutique. However, the spirit of Mr. Christian lived on!

THE SPACE

• TRANSFORMED

With the help of DC-based artists Billy Colbert, Albus Cavus and AM Radio, we transformed the kiosk into a cool design shop and event space using repurposed materials and lighting.



Billy Colbert was the lead designer in transforming the interior space.



AM Radio painted murals in both fitting rooms/ bathrooms.



Albus Cavus painted the exterior of the building.



THE DESIGNERS

Almost 20 DC-based fashion, art, home deco, and jewelry designers circulated through to showcase and sell their unique creations at the Temporium. Together, they reached over \$11,000 in sales over four weekends. Designs ranged from recycled vinyl record jewelry by Mishi, handmade graphic leather belts by Jon Wye, streetwear by Dopeville, dress shirts by Hugh & Crye, and much more including handmade knits, ties and pocket squares, handbags, skateboard decks, and custom painted sneakers.



Bill Johnson



Holland Cox



Jon Wye



Hugh & Crye



Dopeville



De*Nada



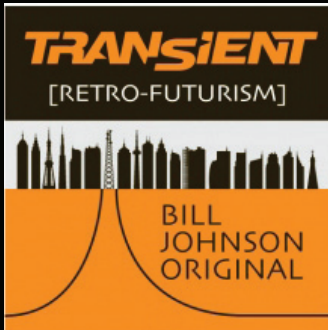
Derringer Friday



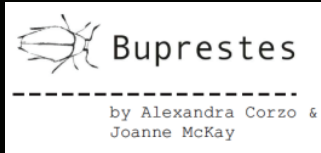
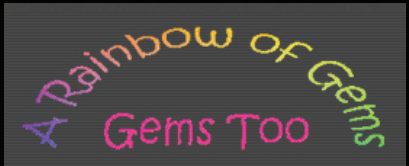
Dana Greaves

THE DESIGNERS

A Complete List of Designers



BILLY COLBERT



KRISTI LOVE



THEMBE FASHIONS

THE FESTIVITIES • MUSIC

We programmed DC-based musicians and performance artists to perform at the Temporium during hours of operation. The music helped draw and retain customers to the Temporium.

Featured Musicians

OPENING WEEKEND

July 23 - July 25

DJ Obeya
Will Rast
Alex Vans
DJ MikeBolo
Moonshine Society

SECOND WEEKEND

July 31 - August 1

DJ Anish
DJ Gold

THIRD WEEKEND

August 5 - August 8

U.S. Royalty
Music Selector Phoenix
DJ Jahsonic
Sally Shangming Tsou

CLOSING WEEKEND

August 12 - August 15

DJ Autorock
Alvin Risk
DJ Hays Holladay
Rifle Recoil
noon:30
Ryan Holladay



*Opening weekend music
curated by Monument
Music & Arts Festival.*

BLUEBRAIN



*Closing weekend music
curated by BLUEBRAIN.*



● NEIGHBORHOOD

THE FESTIVITIES

The Temporium coordinated activities with H Street businesses to help drive traffic around the neighborhood.

(e)merge discussion panel + party



Conner Contemporary Art hosted an event specifically for area emerging artists beginning with a discussion panel focusing on how emerging artists build communities. The after-after-party took place at The Temporium.

"Eat UR Heart Out"



A hunger awareness project by DECOY

DC-artist DECOY raised awareness about hunger in DC. On Sunday, August 8 from 1 to 3 pm, participants decorated lunch bags in the Temporium. These bags were then donated to area kitchens that provide meals to those in need.

"Cheesecake" at Gallery O/H



In celebration of the Temporium, H-Street neighbor Gallery O/H hosted an exhibit entitled "Cheesecake: It's all about the ladies," a tribute to the female form. The exhibit ran August 5 - August 14 and included various musical acts, including: The Galt Line, Maureen Andary, Organ Grinder Lola and Master Bob, and Arthur Loves Plastic. Gallery O/H also offered a 10% discount to area favorite, Dangerously Delicious Pies.

istrategylabs

iStrategy Labs sponsored the opening night festivities.

DEALS

The following H Street businesses offered Temporium customers great deals!



Temporium customers received two tickets for the price of one to any of the movies in the Atlas Summer Film Series!



Dangerously Delicious Pies offered a 10% discount to patrons of the Temporium and the Gallery O/H "Cheesecake" exhibit!



Sova offered 1/2 price specials on select wines and beers to Temporium customers!

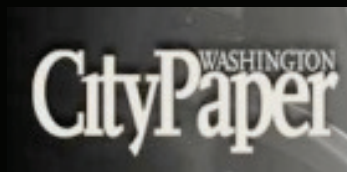
Biergarten Haus

Biergarten Haus offered 10% off Temporium customers' entire checks!

PRESS

The Temporium was featured in over a dozen major media or neighborhood news outlets and blogs.

The Washington Post



The Temporium engages with the H Street community in the creative and economic development of DC.

- Washington Life Magazine



SUCCESS

The Temporium attracted residents and visitors to H Street NE and grew the creative framework. The Temporium also helped meet several objectives established by the District of Columbia through the Creative DC Action Agenda and the Retail Action Strategy, including supporting creative entrepreneurs, highlighting the retail potential of emerging areas like H Street NE, activating vacant spaces and promoting neighborhood commercial corridors. District partners include the DC Office of Planning, the Office of the Deputy Mayor for Planning and Economic Development, and the DC Department of Real Estate Services.



Dana Greaves selling her wares on opening weekend



Patrons in front of Artistic Aya's display



Visitors sifting through Jon Wye's graphic designs



Customers visiting the Temporium

I wish the Temporium would 'pop-up' around the city about once a month, because DC has the talent to fill the space and many patrons that are hungry for the artistic product!

**- Anna Seburn,
Temporium customer**

SUCCESS • IN NUMBERS



TOTAL SALES

\$11,427.73
(\$12,060.42 with tax)

TOTAL VISITORS

1,616



TOTAL CUSTOMERS

198

BREAKDOWN BY WARD

WARD 1	20%	WARD 6	25%
WARD 2	12%	WARD 8	1%
WARD 3	6%	MD	14%
WARD 4	2%	VA	14%
WARD 5	2%	Other	4%



Dea

TESTIMONIES

Temporium offers kind of a pilot on how this can be replicated by others. We have a process that they can latch on to, promote their space and create longer-term tenants.

- Harriet Tregoning, director of the Office of Planning

The Atlas was pleased to join other local organizations in promoting Temporium. Its designers and musicians reinforced H Street as a growing creative community, but its retail model reminded us that we need to strengthen H Street and Near Northeast as an economic community as well.

- Sam Sweet, Executive Director of Atlas Performing Arts Center

Trunk shows only last for a few hours, and that doesn't always give customers enough time...So the store is great because people have more time to view the collection and decide to buy.

- Dana Ayanna Greaves, designer at the Temporium

It was a great experience getting to play around the artists and sort of feed off that collectively creative vibe.

- Jonny Grave, musician from the Temporium

iStrategyLabs was a proud sponsor of the Temporium because it is creative experiments like this that have the potential to catalyze economic development and innovation in DC unlike any other method. The more we can find lightweight, low risk ways to develop products, services and experiences in our city, they better off we'll be.

- Peter Corbet, CEO of iStrategyLabs

Many artists simply can't afford table fees at events, and most boutiques take 50% of the retail price. In these cases, artisans have to mark their work up significantly, perhaps even overprice it, to insure they do not sell themselves short. Therefore, the Temporium pop-up boutique offers a unique opportunity to present very talented artists to the public, making unique and affordable art, accessories, and clothing designs easily accessible.

- Deidree Bennett, designer at the Temporium

It was great to see so many different agencies and organizations working together to make something like this event happen. I hope to see this project grow into a regular event, and I plan on attending many more!

- Anna Sebourn, Temporium customer