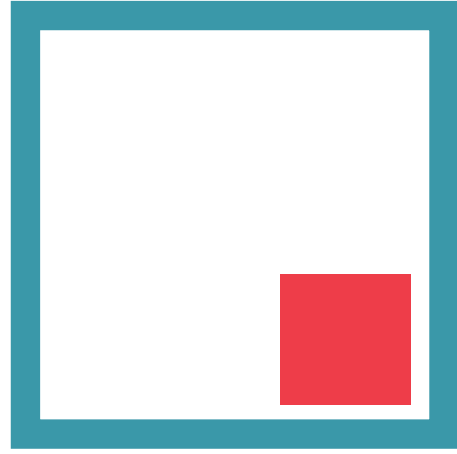




# Pop-up Stores Introduction





# PMQ is ...

- A non-profit platform to nurture creative entrepreneurs & connect them to market
- A revitalized historical landmark to let designers, artists & the community to embrace creativity & culture
- A stage for creative talents to present their ingenious product & service ideas to global visitors



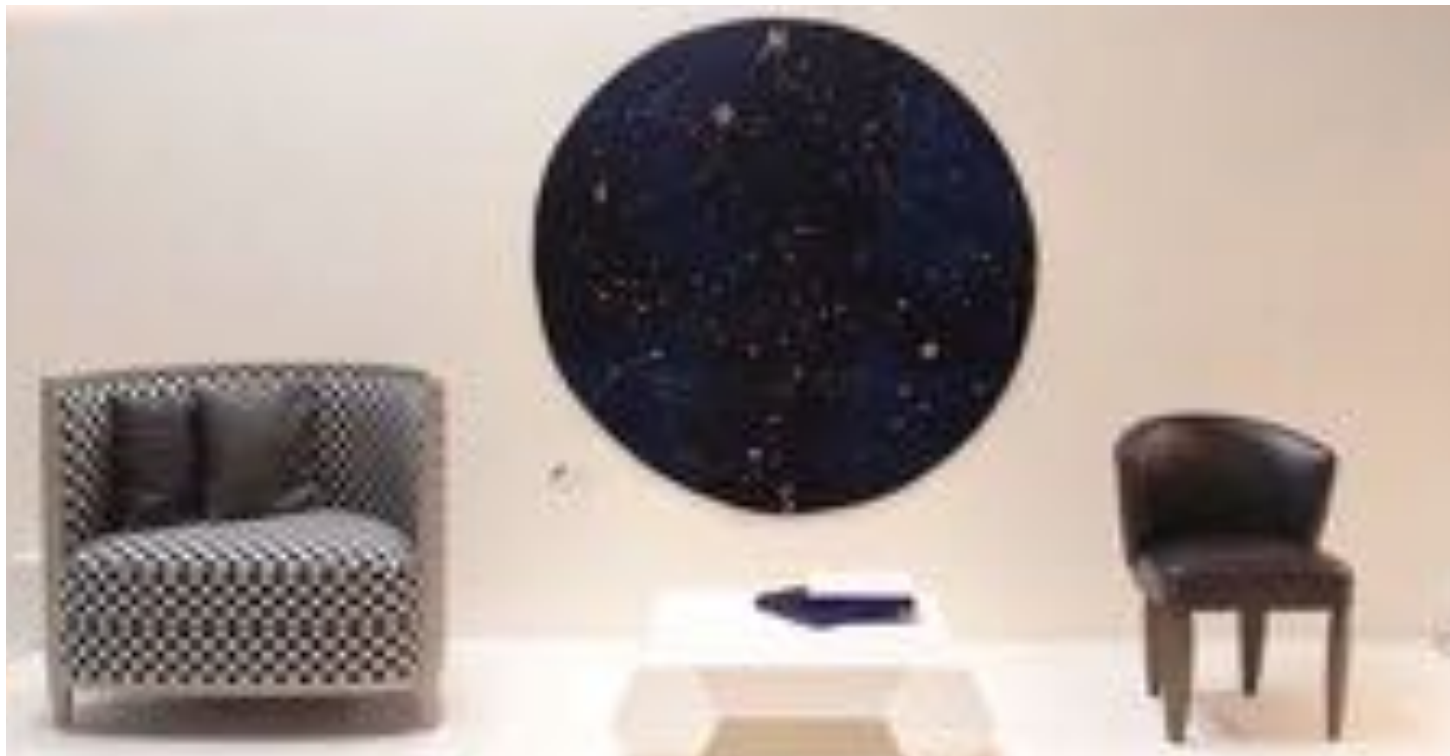
**PMQ**

**Since April 2014 Total number of visitors  
over 17 million**





# A Stage for World Class Events



**Andree Putman -  
Ambassador of Style**



**Digital Dreams of Russia**



**CHANEL - Mademoiselle Privé Exhibition**



**L'ÉCOLE Van Cleef & Arpels**

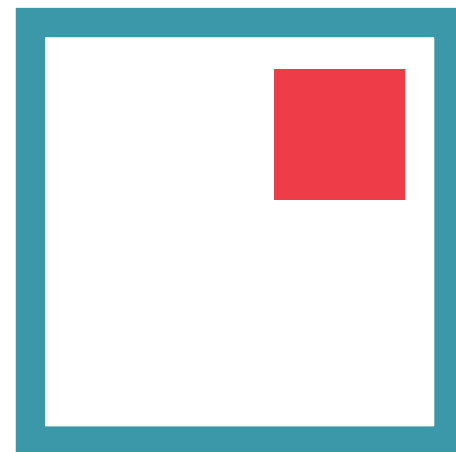


**WIPE OUT - Famous Street Artist Invader**



**Inside Heatherwick Studio**





# PMQ is built for designers & consumers



**Events & Programmes**

**Resource Centre & Designers-in-Residence**

**Heritage**

**Shopping**

**Landscaped open space**

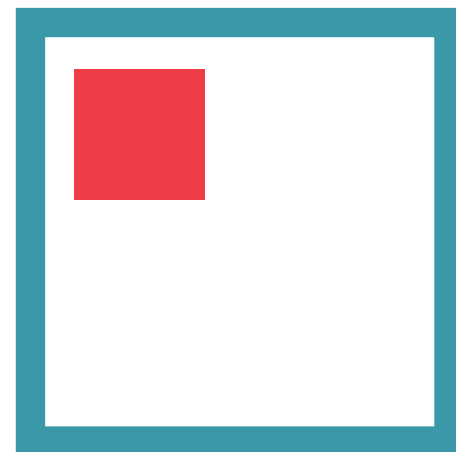
**Dining**

## Home to 100+ Create-preneurs

At our Design Studios & Pop-up Stores, designers can present their brand stories and offer their products and services to visitors.

Visitors can enjoy a unique shopping experience for products ranging from fashion, fashion accessories, jewelry, home furnishings, lifestyle to artefacts in designers' intimate studios.





# Our Pop-Up Studio Units

## An ideal venue for overseas brands to tap on Hong Kong market

Purpose: suitable for retail, showroom or exhibition.

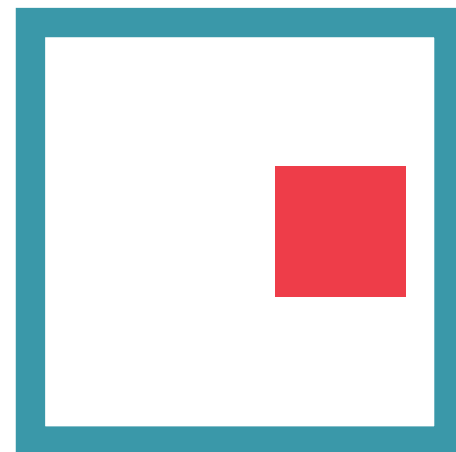
Duration: 1-6 months

Promotion: will be featured on PMQ's online platforms

Tenancy: we have featured designers from Belgium, Denmark, France, Germany, Israel, Italy, Japan, Netherlands, Scotland, South Korea, Sweden, Switzerland & Taiwan to let them realise their creative ideas.

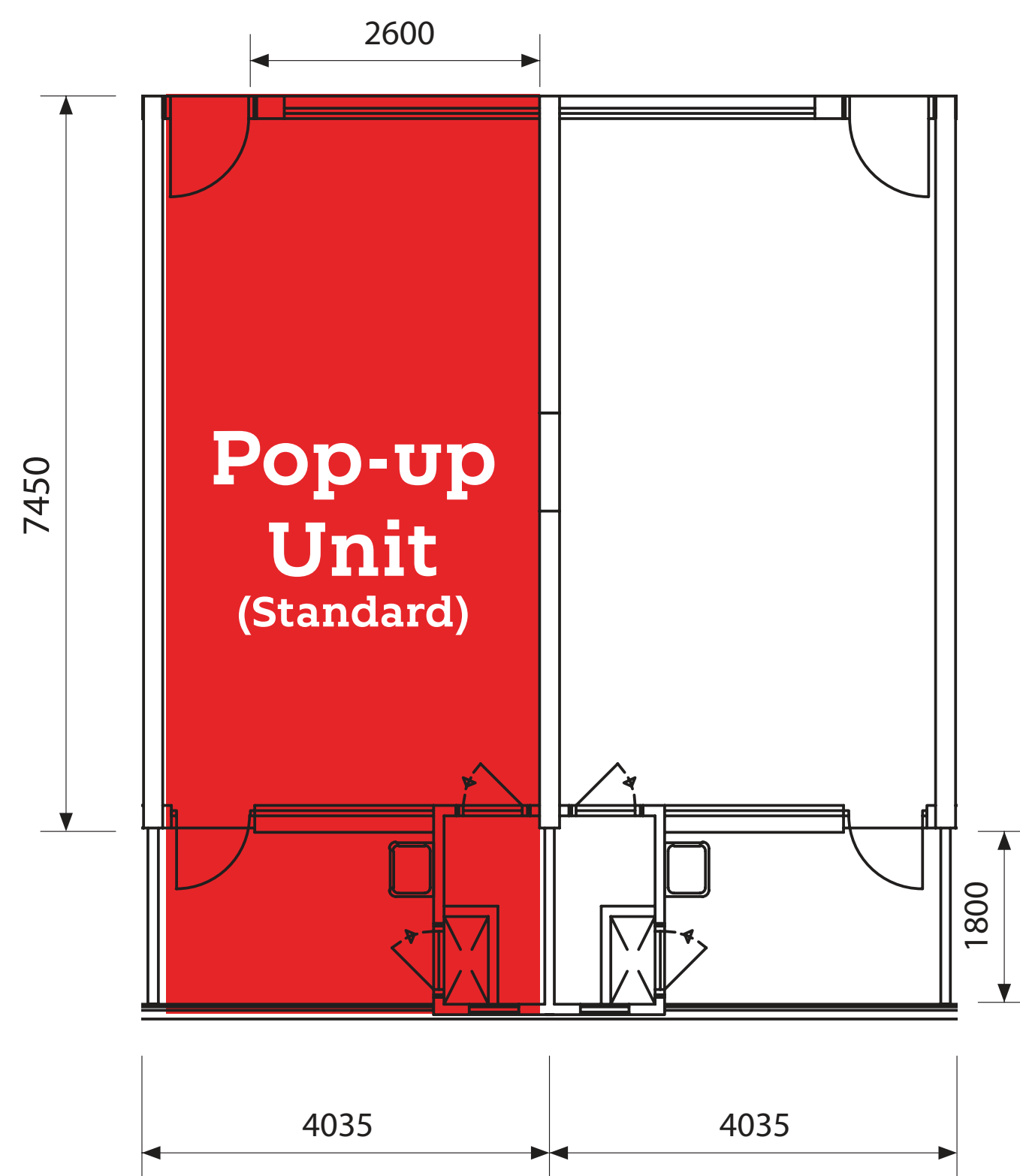






# Details of a Standard Pop-up Studio Unit

## Pop-up Unit (Standard)



## Pop-up Unit

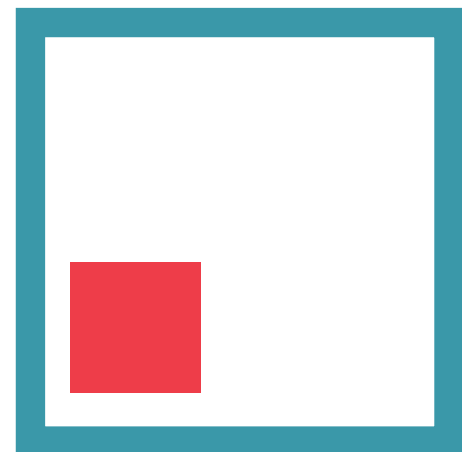
**Standard: Approx. Net Area Size: 40 sqm**

**Approx. Net Area Dimension**

Approx. Net Area 4m X 10m

Headroom: 3m

Floor loading = 3kPa (balcony = 0.5kPa)



# Enquiry

For any enquiries about PMQ's Pop-up Studio Units, please email to **tenants@pmq.org.hk**

For more information of PMQ, please visit **www.pmq.org.hk**

**Thank You!**



INTERNAL USE ONLY

File no.: 2019

Site visit:

Proposal:

## PERSONAL INFORMATION

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Phone No. \_\_\_\_\_ Mobile No. \_\_\_\_\_

Email: \_\_\_\_\_ Application Date: \_\_\_\_\_

## BUSINESS INFORMATION

Corporate Name: \_\_\_\_\_

Trade Name: \_\_\_\_\_ BR No. \_\_\_\_\_

Business Address \_\_\_\_\_

Business Phone No. \_\_\_\_\_

Nature of Business \_\_\_\_\_ Year of Business \_\_\_\_\_

## POP UP STUDIO DESCRIPTION

Applicant Type ☐ Sole Proprietorship ☐ Partnership ☐ Corporation

☐ Non-Profit

Space Request ☐ Studio Unit (Standard size: 430 Sq. Ft.) ☐ Studio Unit (Larger size: 667 Sq. Ft.)

Sales Activity ☐ Yes ☐ No

Target Market \_\_\_\_\_

Studio Profile \_\_\_\_\_

Design highlights \_\_\_\_\_

## NATURE OF STUDIO SPACE

☐ Exhibition ☐ Creative Showcase ☐ Retail If Yes, Price Range \_\_\_\_\_

☐ Others (Please Specify) \_\_\_\_\_

## REQUEST PERIOD

Move In / Set Up: \_\_\_\_\_

Open Date: \_\_\_\_\_