

pop-up

Pop-Up design is the creation of temporary structures, such as mini shops, stalls and exhibitions, often using low cost materials. There has been a rise in Pop-Up design to facilitate the short term attention spans that have been accelerated due to various factors such as, the unstable economic climate, the fast moving world of technology and the temporary consumer culture developed through an obsession with social networking. {March 2012}

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pop-up {see also *adaptable, temporary*}