

POP-UP SALON FOR COFFEE & CULTURE

 WORK & LIFESTYLE

A trend hybrid, [Starbucks Salon](#) is a crossing between pop-up retail, being spaces and brand spaces. Starbucks just announced that it will open a temporary arts and performance coffee house in New York City this fall. The Salon will be open September 8-17th, with tentative plans to pop up in San Francisco, London, Beijing, and Boston in the future. The concept builds on coffee houses' history of being informal venues for arts and entertainment, and the Salon will feature both up-and-coming and established artists, including Ursula Rucker, Jose Gonzalez and Jim Carroll. The coffee giant did a dry run in Utah earlier this year, at the Sundance Film Festival. A website and full program for the New York Salon will be online on August 25th, and the coffee house will be located at 76 Greene Street (in SoHo between Spring & Broome). For more examples of temporary retail outlets, check out [trendwatching.com](#)'s extensive coverage of [pop-up retail](#). And while you're at it, you might be interested in reading about the [brand spaces](#) trend, too.

16th August 2006

Website: <http://www.starbuckssalon.com>