



# POP-UP URBAN SPACES

## E-NEWSLETTER

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As we dive into the third edition of our e-Newsletter, we're delighted to share yet another round of exciting updates from our project. The past few months have been bustling with activity, and we're thrilled to report on the latest developments.

In this edition, we have the privilege of featuring an exclusive interview with Ante Klečina, a renowned urban mobility specialist. Ante shares his invaluable insights on the project's theme. Additionally, Ante has generously shared some of his stunning photography with us, providing a visual feast for our readers.

Furthermore, we're excited to present a comprehensive visual report highlighting the key moments and discussions from the Varazdin meeting.

As we reflect on the progress made over the past year and a half, our partners have prepared a detailed overview of the project's achievements. From laying the groundwork for innovative urban spaces to fostering collaborations across borders, we've come a long way since the inception of PopUpUrbanSpaces.

We hope you enjoy this edition of our e-Newsletter, filled with insights, updates, and inspiring stories from the world of urban development. Thank you for your continued support and enthusiasm for our project!

POPUPURBANSACES  
E-NEWSLETTER

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# ANTE KLEČINA

*Many European countries have gone far in reaching sustainable mobility, the number of people using public transport, walking and cycling is gradually rising. But, we're still far away from our strategic goals regarding climate neutrality of transport sector. What could be the crucial measures in reaching this?*

Changing habits of many European citizens is not an easy task. The decades of car oriented planning of cities, transport systems and the marketing approach of freedom and independence once you buy and drive your own car have been deeply ingrained into our beings. An average European citizen might even think that there are no efficient alternatives to car travelling, but that is deeply wrong. We know today that well planned public transport networks and systems intercombined with spacey and neat pedestrian and cyclist infrastructure can fulfil the demand for majority of everyone's trips. In regions where pedestrian and cyclist friendly infrastructure dominates the streets, and where good public transport networks enables the people to reach almost any destination at any time of day, the car ownership is decreasing and car-owning families use their cars less and less. But, just with designing and implementing nice streets and just improving public transport will not do the trick. Getting a handful of information on benefits of sustainable mobility is crucial. Mobility campaigns, education in schools, and other public campaigns are needed. It is important not only to stress the importance of us changing our habits, but also to give us practical advice on how to actually change them. Inviting people to walk and cycle should be intercomined with the campaigns which will teach them how to do so in the right and the safe way too. Also, proper and frequent usage of public transport is highly dependable on the amount of needed information available for such travelling. The PT users need proper information on how to plan their trips, plus the useful information during their travelling. Information should be available on stations and stops, on websites, in mobile apps, via telephone calls, on leaflets and in the brochures. Different channels of information are needed in order to reach different segments of citizes, and all are invited to create the change towards sustainability.

**Ante Klečina, an engineer of logistics and sustainable mobility and a PhD student of Transport systems, is a full time lecturer at the University North, based in Koprivnica and Varaždin, Croatia. He teaches courses regarding Sustainable urban mobility plans, Transport logistics, Public transport and Traffic simulations. His main areas of research are public transport and non-motorised mobility improvements. He was also advocating for the improvements of the railway system in Croatia and in Europe as former coordinator and president of the Pro-rail Alliance Croatia. His enthusiasm for sustainable mobility can even be seen in his hobby. As a photo enthusiast, he mostly shoots trains, trams and other public transport systems.**



Also, campaigns are needed to teach the citizens how to properly plan the usage of PT and how to safely use it. In most cases, a satisfied user is a well informed one.

*Getting people involved into shaping their cities and communities might also help to attract them towards more sustainable transportation habits. Tactical urbanism is being used more and more in many European cities. Can you tell us more about it? What are your thoughts on using tactical urbanism? What is tactical transit?*

Tactical urbanism appeared not so many years ago, mostly in the US cities, but it had spread around the world quickly. It is a way of using low-cost interventions to our streets and squares to make them more appealing to walk or to spend time there. These interventions are changing parts of these streets and squares into places to sit down for a while, to have fun by walking through them and similar. Simple stuff can be used to make such changes, like paint, benches, chairs, tables, jars for plants and many more similar simple things as well.

Many European countries have gone far in reaching sustainable. Such actions must be monitored by the authorities, sometimes they can be done by authorities only, but when authorities call the citizens to get involved in such actions of transforming streets and squares into cozy places, then we get the full effect of such interventions. Suddenly, people are spending more time on the streets feeling safer and happier. It is interesting that such interventions are solely related to sustainability. Redesigning streets with tactical urbanism means less cars, less parking spaces, less or even no car traffic at all. Such spaces are calling people to walk and cycle, and of course, public transport is most welcome in such an environment too.

When we include public transport into the equation, we get tactical transit. Tactical transit is a part of tactical urbanism which is oriented towards low-cost actions which will help people to use public transport (the term "transit" is usually used in the US and Canada) with more joy. More joy could mean more frequent usage too. Tactical transit usually hits places where people wait for public transport vehicles. It is transforming bus, tram and even train stops and smaller stations into places where citizens like to sit and spend time. Getting more cozy benches, jars with plants, interesting paintings and drawings on the walls and on the asphalt, even some artists interventions, can make such places so much more interesting. They don't have to be just dull and grey shelters, they can be places where people like to spend their time.

Besides tactical transit, there are also similar actions where sustainable transportation is boosted with simple actions. Many cities allowed usage of cones to separate some car lanes into bike only lanes during Covid 19 pandemic. Such actions continued after the pandemic allowing more people to cycle more safely.

*And what about the PopUpUrbanSpaces? And what about the similar projects? Can they help make a change towards sustainable mobility?*

Every well designed and well executed effort to reduce car dependency and to motivate people to walk more, cycle more and use public transport more definitely helps. PopUpUrbanSpaces combines changes in urban spaces together with changes in urban mobility and that is its added value to the community. The pilot actions, the research, the campaigns and the knowledge gathered here can help many other European cities and regions to follow these examples and to try to make the change for themselves too. There are many encouraging examples of where similar actions transformed cities for the better, and the PopUpUrbanSpaces is a nice upgrade to it all.

*"PopUpUrbanSpaces combines changes in urban spaces together with changes in urban mobility and that is its added value to the community."*

# MEETING #3

Varaždin



## PopUpUrbanSpaces Meeting, Training, Workshop

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PopUpUrbanSpaces

From March 5th to 7th, a three-day meeting took place in Varaždin, Croatia. Delegates from various cities participated in three training sessions covering topics such as tactical urbanism, tactical transit, placemaking, and digital campaigning, culminating in an exam for those seeking certification as PopUp Ambassadors.

The project meeting took an adventurous turn as partners formed teams and ventured into selected locations in Varaždin. Guided by carefully curated sites, teams explored five key themes: child perspective, SWOT analysis, modal split, spatial split, and mapping/planning. It was a thrilling and enjoyable adventure for all involved!

Our meeting continued with action planning workshops, where cities hosting the pilot projects, guided by knowledge providers, meticulously designed their action plans. Group G1 brainstormed and crafted ideas on tactical urbanism, Group G2 delved into tactical transport, while Group G3 focused on digital campaigning. These workshops were instrumental in shaping the strategies and initiatives that will drive the implementation of innovative urban solutions in our partner cities.

Additionally, during the three-day meeting, planning workshops were held to prepare action plans for the pilot projects, based on which the test cities will install their popup solutions. So, we are facing a very important and exciting three days ahead!

## Certified Pop-Up Ambassadors



interreg CENTRAL EUROPE Co-funded by the European Union

PopUpUrbanSpaces

5-7 MARCH  
VARAZDIN

## WHAT WE ACHIEVED SO FAR

Partners of the PopUpUrbanSpaces projects successfully fulfilled the tasks included in Work Package 1 TRANSFORMATION. The aim of WP1 is to increase awareness and improve capacities of public sector actors to better respond to urban mobility challenges using innovative tactical urbanism and digital communication approaches.

The basic documents produced so far in the first period (Baseline Study, Urban Mobility and Travel Behaviour Audit, Good Practice Catalogue) provide a useful and usable foundation for gaining insights into the background and best practices of tactical urban development and digital urban campaigning. The next step was to prepare urban actors, local authority staff and other stakeholders: they have to be able to use tactical urbanism and placemaking methods, as well as digital campaigning tools to trigger a shift towards more sustainable forms of urban mobility and influence citizens' travel behaviour.

To this end, the PopUpUrbanSpaces partnership develop a Capacity Building Strategy that lays the foundations of know-how transfer both at transnational and local level. In addition to setting objectives, the Strategy outlines the necessary knowledge, skills, capacities and capabilities, then recommends the specific steps and interventions to develop the capacity of the target groups (including public, semi-public and private actors).

The Strategy directly serves to prepare the training course for the so-called "PopUp Mobility Ambassadors" from each partner and to make them ready to plan and implement the demonstration actions in the next phase. The training meets the knowledge needs of municipal officials and civil society alike, in addition, it illustrates and combines the potential of bottom-up as well as top-down approaches. Nevertheless, the Strategy also clearly goes beyond the scope of the project: it provides recommendations to help cities in general to become more capable of applying and integrating tactical urbanism methods.

From a methodological perspective, the development of the Capacity Building Strategy was based on two main activities:

- To establish a sound data base, a Training Needs Analysis was conducted in all territorial partner cities of the PopUpUrbanSpaces project.

- Based on the findings of the training needs analysis, a draft concept, structure and content of the Capacity Building Strategy was designed in the frame of Cocreation Sessions during the 2nd transnational meeting in Ferrara, Italy, using a participatory approach and involving all territorial partners and knowledge providers of the project.

The final step of this process was the delivery of the Interactive Capacity Building Sessions in Varaždin, Croatia in March of 2024, during the 3rd transnational meeting. Based on the outcomes of these previous steps, this activity focused on the capacity building of territorial partners in order to transfer knowledge and develop competencies in tactical urbanism, tactical transit, placemaking, and digital campaigning. The purpose was to prepare representatives of the partner cities to design and deliver demonstration actions. At the end of the training, the participants have an exam for receiving the title "PopUP Mobility Ambassadors".

Although WP1 is basically closed, the partners must perform one task until the end of the project: they must regularly organize the urban-rural partnership network workshops to engage and sensitize the stakeholders.

By all means, congratulations to all partners, the deliverables could not have been prepared without their efficient and effective cooperation. Now, it is the time to apply and share what partners have learned during this co-creative process.

A new phase of the PopUp project - Work Package 2 - has started on March 1st 2024. In the coming year, IRMiR will take a leading role in coordinating the work of the KPs and TPs.

In early March, the partners attended a workshop organised by the Municipality of Varazdin - one of the project partners. As part of this workshop, the IRMiR team had the opportunity to coordinate the creation of action plans. One of the deliverables during this period is to create 3 action plans for the 3 target groups working in the field: Tactical Urbanism, Tactical Transit and Digital Campaign.

IRMiR crew prepared detailed plan of transnational planning workshops for pilot cities to deliver action plans for demonstration actions. In addition, IRMiR crew presented the structure of a typical Action Plan, the most commonly used tools, techniques and drafting methods which was expected to significantly facilitate the work of both the Knowledge Providers and Territorial Partners.

Based on these three Action Plans, cities will be able to develop their own tailor-made Action Plans, taking into account the key needs, challenges and local characteristics. IRMiR, as host, will ensure that these documents provide roadmaps for the relevant cities to implement the territorial demonstrations

This is only the beginning of Work Package 2. The partners still have many challenges and tasks ahead of them during this period - including developing their own Action Plans for their chosen sites.

## WHAT WE ACHIEVED SO FAR



Photo by Ante Klečina

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## COFE (ITA)

Ingredients: a huge block from the Sixties hosting 500 families and designed by the architect brother of one of the most relevant documentarists in Italy; the major axis of via Bologna and via Foro Boario, and the new path of the railway going West and South and to the Cona hospital; the most used cycle lanes in the crowdest neighborhood of the first periphery of the city; an abandoned building in the heart of it all; the weekly farmers' market in the wider (formal) parking of the area and a Piedibus starting right there.

Recipe. mix all together, let it rest (for some decades) 15-minutes cycling from the city centre, add a pinch of very active (yet mostly elderly) inhabitants of the Condominio - the block, called "il Quartiere" - and allow them to organise themselves in a real Board. After that, sprinkle with PNRR/NextGenerationEU funding for the restoration of the former school right in the block's garden to transform the abandoned building into a Public Centre for families and children, and the project of the new Sports Hall a few meters away.



For the grand finale, top it all with trees and lawns, managed by the Municipality and the Condominio, surrounding and innervating all the area except from the 2500sq/m of parking, the streets and the residential buildings themselves, and heat these anthropic surfaces up to 53 °C in July.

It looks like Christmas for the placemaking and tactical urbanism approach, isn't it?

The Municipality of Ferrara has chosen this space, by virtue of its special intertwine of services and use and the outstanding cohesion and collective care that is expressed, in the context of a city - Ferrara, but it applies to many medium-sized cities in Italy and abroad - embroiled in major urbanistic, demographic and economic twistings. With the PopUp Demonstrator, we would offer the Condominio an occasion to reflect on the possibility of sustainable mobility from 0 to 99 y.o., allowing people living in the neighborhood to creatively engage with an utterly liveable space to further improve its resilience and attractiveness. Rethinking social spaces, enlarging pedestrians, and guiding people in the exploration of the occasions to free themselves from private cars are the forces that are moving our first steps in the design of the pilot action.

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## IPOP (SLO)

The second period brought in more substantial work in terms of content and concrete steps towards the implementation of the project. We got to know the partners, their cities and the contexts better. We got to know their local challenges and plans for pilots with which they will address the challenges with. Most of our work so far was focused on the deliverables that were part of the Work Package 1, however we have already tapped in in the Work Package 2.

In October 2023, we have participated in the partner meeting in Ferrara. As a knowledge provider our role at the meeting was execution of the co-creation sessions, we moderated one of the groups in the world-café session and helped them identify the topics that are relevant for the Capacity building strategy (CBS). Additionally, we have prepared the workshop report and the guidelines for the preparation of the strategy, which was then fully conducted by our fellow knowledge provider UWK.

Once the structure of the strategy was confirmed, we have reviewed literature, worked on and wrote various chapters of the strategy, collaborated in the preparation of other content-related chapters of the strategy, and did a final comprehensive review of the entire strategy. Together with UWK we have collaborated in the preparation of a questionnaire methodology for the Training Needs Analysis of pilot partners. Moreover, at the end of the period 2 we have started to work on the WP2 on the preparation for the Transnational planning workshop for the pilot cities, which was conducted in the SC meeting in Varaždin in the beginning of March 2024. We helped organise a fun interactive session, where we have collaboratively explored several public spaces close to the venue and measured different parameters through which we then assessed the quality of public space.

On a national level, we have collaborated and moderated two workshops with stakeholders in the Municipality of Kamnik. We supported them in location selection for the implementation of the pilot project. We prepared the criteria for the analysis and selection of potential locations for the pilot project and collection of methods for measuring the effectiveness of interventions. The various criteria were shared and presented in a Method kit that can be of help for the partnership.

World café sessions  
in Ferrara



Interactive session  
in Varaždin





# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## IRMIR (POL)

The first year of the PopUpUrbanSpaces project has passed. It has been a year of new challenges, interesting and inspiring tasks and new acquaintances. The IRMiR team's main task as a Knowledge Provider in the first year was to support the Territorial Partners in preparing input to the Baseline Study - the first major deliverable as part of Activity 1.1 ("Establishing State of the Art"). We were also responsible for presenting some good practices from Poland and identifying the main important types and functions of urban spaces.

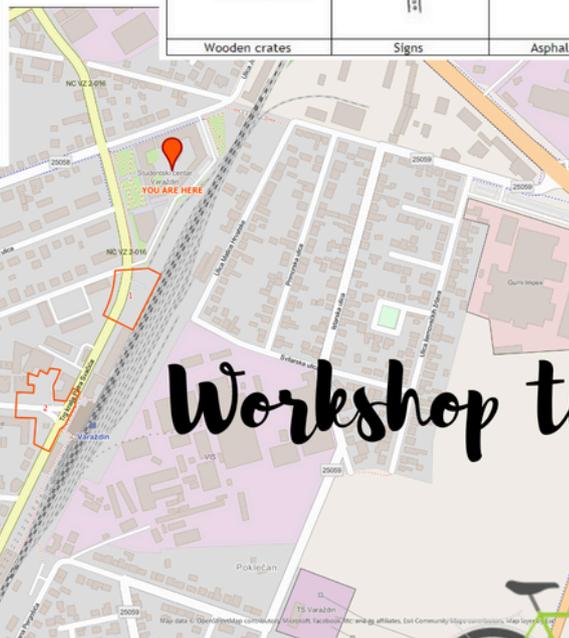
Another very important document for the project and its partners, to which IRMiR contributed significantly, was the Capacity Building Strategy. Our team took part in 1,5-day interactive co-creation sprint workshop for all partners to design the concept and main elements of the Capacity Building Strategy as moderator of one of the topics.

In addition, our substantive contribution to this document was to address the issue of Tactical Transit - concept and good practice, as well as to provide an EU-level context by introducing key elements of

documents such as: Urban Mobility Package or The European Green Deal. Over the past year we have met several times with project partners to share knowledge and experience of the project and activities in our cities. During the workshops, IRMiR team showed the partners what techniques, methods and tools can be used to create the ideal space in the spirit of Tactical Urbanism, Tactical Transit or Placemaking.



Tools/materials used in Tactical Urbanism and Tactical Transit activities		
		
Traffic cones	Concrete barriers	Plastic barriers
		
Wooden crates	Signs	Asphalt paint



*Workshop time!*



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## EMFIE (HUN)

EMFIE, as a knowledgeable partner within the PopUpUrbanSpaces project, assumes a dual role, contributing significantly to both project-wide communication and specialized technical tasks. At the forefront of project-wide communication efforts, EMFIE takes charge of formulating and executing the project's overarching communication strategy. This comprehensive strategy encompasses various facets, including the management of social media platforms like Facebook and LinkedIn, as well as the continuous upkeep of the project's official website. Overseeing these communication channels ensures that project updates, achievements, and relevant information are effectively disseminated to stakeholders and the general public.

Moreover, EMFIE spearheads the visual branding and design aspect of the project's communication materials, meticulously crafting the identity and graphic elements present in newsletters, leaflets, and other promotional materials. By maintaining a consistent and visually appealing brand image, EMFIE enhances the project's visibility and recognition within the target audience.

In tandem with its communication responsibilities, EMFIE actively engages in the project's technical endeavors, with a particular emphasis on digital campaigning. Within this realm, EMFIE formulates and implements digital campaign strategies tailored to the project's objectives and target audience. This involves crafting compelling messaging, selecting appropriate communication channels, and analyzing campaign performance to optimize impact and reach. Furthermore, EMFIE assumes an integral role in fulfilling tasks within Work Package 1 (WP1), contributing to the completion of various deliverables such as the baseline study and the development of the good practice catalogue. As part of this involvement, EMFIE organizes and facilitates training sessions and workshops during project meetings, providing partners with valuable insights and guidance to enhance their understanding and execution of project objectives.

Within Work Package 2 (WP2), EMFIE takes on the responsibility of supporting digital campaign tasks related to pilot activities. This entails collaborating closely with city partners to develop and implement tailored digital campaign strategies aimed at promoting and maximizing the impact of pilot initiatives within their respective communities.

In essence, EMFIE's multifaceted contributions span both communication and technical realms, playing a pivotal role in advancing the objectives and outcomes of the PopUpUrbanSpaces project.



# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## DAN (CRO)

PopUpUrbanSpaces activities in Varaždin started immediately with the projects approval and official start. In the last year DAN and City of Varaždin organized four workshops (of which one was a walkshop) that introduced the project to the wider audience and served as an idea gathering and problem solving events.

These activities crystalized what we should do and where. There is a highly neglected street in the heart of the city everyone uses to get to the main city market. The street is called August Šenoa street and PopUp will hopefully breathe new life into it.

Many stakeholders have been contacted in the process of getting our ideas right for the pilot implementation in given street. Mainly, Varaždin Tourist Board, Parkovi (public green places maintenance institution), local conservatory office all with help from University North professors who guided us all through this process.

All behind the scenes activities along with enthusiasm from mentioned stakeholders got us to the point where we can proudly say: August Šenoa street will get a new, green look this year and will be ready to host locals and tourists that will come this August to Varaždin biggest festival - ŠPANCIRFEST!



## NYHMJV (HUN)

We have a very exciting and busy month behind us in connection with the PopUpUrbanSpaces project, because the Municipality of Nyíregyháza City with County Rights was responsible for the first work package, so we had plenty of work to do.

In September of last year, we held the first urban/rural partnership network workshop, which to our great pleasure went much better than we expected. The professional preparation of the training needs assessment in Nyíregyháza was also carried out, and

we contributed to the development of the Capacity Development Strategy and the professional preparation and conduct of the related workshop. We prepared a detailed training scenario, as well as a slide deck and a description of the training's interactive exercises on the topic of tactical urban development and the application of digital campaign methods. In addition, we participated in the professional workshops organized in Ferrara and Varazdin together with great people and pleasant atmosphere.

Briefly about our pilot: our plan is that a camera with artificial intelligence will count the passengers on local buses, with which we will try to map the utilization of the buses on certain routes. We draw conclusions from the received numbers and, if necessary, intervene so that as many people as possible leave their cars at home and use public transport. This will be the real challenge!

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## RARR (POL)

The first year of project implementation is behind us. It was an intense time of preparing key documents in the project, meetings and workshops, gaining practical knowledge in the field of tactical urbanism, tactical placemaking and how they are used to create conditions for sustainable urban mobility not only for partners, but also urban development specialists, practitioners and other interested actors.

Over the past months, we have been implementing activities to create and run a network of urban-rural partnerships to engage and sensitise stakeholders. Based on a standard methodology, partnerships facilitate the development of closer links between major centres and their surrounding communities and jointly address mobility challenges.

The Rzeszow Regional Development Agency is one of the Territorial Partners that prepares an Action Plan in the field of tactical transit tailored to the needs city of Rzeszów.

We will soon provide detailed information on the location and course of our pilot project. Therefore, follow current information from the PopUpUrbanSpaces Project!



## ZWB (GER)

After one year in the PopUpUrbanSpaces project, the Bamberg World Heritage Office has taken the first major steps to raise awareness, collect data and contribute our part in drafting a solid strategy towards the implementation of the project. In our role as a city partner, we have identified learning needs and best practices in the field of tactical urbanism, collected impulses and successfully explored potential spaces for pilot interventions in the urban center of Bamberg in workshops with all stakeholders engaged in tactical urbanism. One of our findings was that tactical urbanism and placemaking interventions are not new in Bamberg.

However, while most measurements concentrate on the main square of the city, numerous places outside of touristic or commercial hotspots could still profit a lot especially from placemaking measures. Synergies between promoting our world heritage site and improving the livability of the city of Bamberg by fostering green mobility and the use of public space for everyone have become evident. Entering a new phase of the project - Work Package 2 - the World Heritage Office has participated in a workshop organized by the Municipality of Varazdin. Our PopUp Mobility Ambassador has successfully completed the Interactive Training session with the aim of further promoting the necessity of green urban mobility in the city administration. In addition to that, the transnational planning workshop for the pilot cities to deliver action plans for demonstration actions has provided us with the methodical tools to plan and implement the upcoming next step and core of the project, the demonstration action in the city.

# PARTNERS' NEWS

ACHIEVEMENTS IN THE PROJECT PARTNERSHIP

## PopUpUrbanSpaces intervention in Kamnik

In the next two years the municipality of Kamnik will carry out an interesting spatial intervention in the area below castle hill, as part of the European PopUpUrbanSpaces project. The PopUpUrbanSpaces project is basically aimed at improving traffic safety and promoting sustainable mobility, improving public pedestrian areas and the ambience of the selected area.

We chose the area in front the café because of the exceptional historical and ambient importance of this part of the city, both for residents and visitors. In the past, this area (almost the square) has been the venue for some events, such as the Kamfest and the Days of National Costumes. It is also a meeting place for people in the nearby café, where Kamnik residents usually meet for ice cream in the summer. This is also the coolest part of town during the summer heat. We always like to retreat to the foot of the castle hill, which surprises visitors with the silhouette of a unique Romanesque chapel and the northern walls.

As part of the project, the municipality of Kamnik decided to examine possible improvements to this part of the town centre, which is currently used for car parking. The safety of children, who often play in the car park while their parents are having a coffee, is also endangered by the parked vehicles.



The project will provide for the installation of temporary urban equipment, removing a rubbish dump, but mainly the development of the area into a temporary event space. An interesting light installation, which will be projected on the propylae under the town castle, will try to conjure up a piece of Kamnik's history for the viewers.

We hope that over the next two summers, the square behind the Veronika café will become an interesting testing ground for how small and simple measures could help Kamnik to acquire a new, safer and more interesting space in the city center.

Foto:

1: Foto Peter Podobnik | 2: Ana Pogačar | 3: Občina Kamnik



Photo by Ante Klečina

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