

Ideas & inspiration

Welcome to Issue 20 featuring international ideas to inspire Queensland's tourism industry.

Urban revitalisation

No one needs reminding that the GFC hit just about every business across the globe hard, none more so than the small businesses on some of the most visible promenades and town centres. The resulting empty spaces and boarded up shop fronts have left a less than desirable image for some regions. This month's newsletter highlights some practical and futuristic ideas on how some organisations have addressed this issue.



Image: www.nolongerempty.org

Alternatively some landlords have used the space creatively and still created revenue.

As featured in the [springwise](#) trend spotting newsletter, the folks at Motomedia devised a way to help compensate for lost rent while brightening up neighbourhoods in the process. Multi-media billboards can be fitted into otherwise empty display windows.

There is nothing revolutionary with having ads in vacant store windows. But Motomedia products go a step further by incorporating interactive technological to brighten the space as well as promote brands.

No Longer Empty (NLE) is a new company that orchestrates public art exhibitions in vacated storefronts and properties in New York City. The non-profit organisation was conceived as an artistic response to the present economic condition and to revitalize empty spaces and areas by bringing thoughtful, high-calibre art installations with accompanying programs to the public.

Another idea is the recent trend of pop-up stores. These stores can be small niche stores that wish to promote their products and brands and don't have the capital to permanently rent or refit a store.

Or they can be concept stores where well known brands want to boost their brand image and sell products through the urgency instilled in knowing the stores will only be around for a short amount of time.



Image: www.motomedia-uk.com

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Past, present and future revitalisation



Image: [Laboratory for Visionary Architecture](#)

Where would we be without a concept from the not so distant future. The Laboratory for Visionary Architecture (LAVA) has gone one better than merely covering a store or shop front, they have covered the entire building. In essence a skin that promises to transform empty or dated structures into sustainable and stunning buildings. The "Tower Skin" concept is a transparent cocoon made of high performance composite mesh textile that is wrapped around an existing structure to act as a high-performance "micro climate".

With energy generating photovoltaic cells, rainwater collection, natural convection and a media surface the skin can do everything except make the tea and coffee. At least I don't think it can. Find out more about this new building skin at their website [here](#).

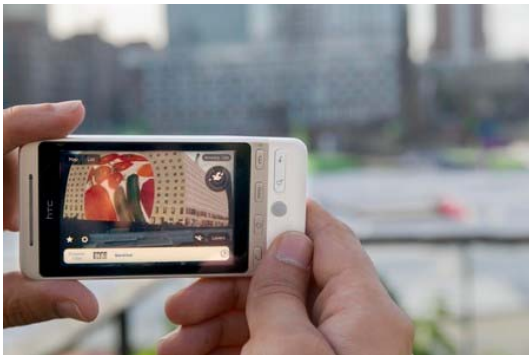


Image: [NAI](#)

And finally of course the obligatory iPhone app feature. Created by the Netherlands Architecture Institute (NAI) and named SARA, this app is the world's first mobile architecture application featuring augmented reality with 3D models. This urban augmented reality application allows you to see and experience the built environment of the past, present and future, via Layar Browser. The NAI has set itself an incredible challenge: to make the Netherlands the first country in the world to have its entire architecture viewable on smartphones thanks to augmented reality.

The potential impact it could have on tourism includes tours of historic areas that have been built upon, images of iconic buildings that have been changed over the years or having the ability to view finalised versions of hotels and other architectural interesting buildings not yet under construction. Check out a simulation of the app in use [here](#)

What trends, innovations and new ideas would you like to hear more about? Or is there a particular issue or area that you think we could focus on in an upcoming newsletter. If there is please contact [Tony Quarmby](#), Senior Consumer Analyst.

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