

# GUSTAF WESTMAN'S TINY AMSTERDAM POP-UP

PRESS RELEASE  
TINY POP-UP 2023

During four days in August, Gustaf Westman opened the doors to a pop-up shop and exhibition in Amsterdam that explored and experimented with size and color. The venue demonstrated how the smallest spaces can become a universe of art.

The idea with having a tiny pop up was to maximize a small space, which in this case was an anonymous and decayed Airbnb in central Amsterdam. On the first floor, Westman set up a shop. Here every inch of the room was painted red and cups and plates were stacked against the wall, from floor to ceiling. One purple-painted staircase up an exhibition was created. From the cobalt blue ceiling Westman hung metal boxes, individually furnished as separate rooms, displaying almost every object Gustaf ever designed. Albeit in tiny versions.

During four days, the line was constant and full of eager visitors, traveling from all over the Netherlands to visit the shop and exhibition. It was crowded, hot, personal and special.

"This was my first ever pop up and I'm super pleased with the result and so thankful for everyone who came by. I think I'm mostly pleased with the idea to showcase my objects as miniature, it turned out to be a good way for people to see a lot of my objects in real life even if the space was tiny! I feel super inspired after this and want to go to a lot of more places around the world!"

With thanks to Oatly for helping and hosting

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