The concept is simple: Insert yourself into a temporary space that puts new eyes on your theme and new minds on your mission. That is exactly what the World Heritage team thought when they created a World Heritage-themed pop-up centre in Bamberg this spring. The goal was to promote Bamberg's new World Heritage visitor centre, which will open in 2018. The experience showed the value of having a physical presence around an issue - and also taught a few tips and techniques for making a pop-up work.

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