

STOREROOM

a pop-up department store for the holidays
curated by CITIZEN:Citizen

FOR IMMEDIATE RELEASE

Pop-up Department Store from CITIZEN:Citizen

28th November 2008
San Francisco

This holiday season, San Francisco will be home to the world's first pop-up department store. **STOREROOM** is the brainchild of CITIZEN:Citizen's founder Philip Wood. **STOREROOM** is a temporary retail space offering the best in contemporary and luxury goods at storeroom prices. The two thousand sq.ft space has been converted into a department store with a storeroom aesthetic. The walls are adorned with industrial cardboard, and each brand is tagged with its name on the wall, creating a store in a store for each participating brand. Along with local bay are favorites Jimmyjane and Chronicle Books, **STOREROOM** will also be peddling unique and interesting items from Esque in Portland, STAACH in NY, and Walteria Living in LA. Other brands participating include Harveys, Areaware, Hulger, and ten others whose work will be arriving over the next few weeks.

"We wanted to do something for our home town of San Francisco during these credit crunched times. With our creative skills and our contacts with the leading design brands we got to work and built **STOREROOM**. We've taken over a retail space in the Upper Fillmore district and curated a rarely seen selection of products, like mercury glass skulls and beautiful gold vibrators, also coffee table books on Cartier and Blahnik. Can you imagine a cardboard department store with exquisite and really affordable design products? It's a wonderful treat for the holidays, some products are sixty percent less than standard retail."

CITIZEN:Citizen has gained a reputation in the past years for performing what it calls "rogue retail" to display and promote its own collection of work. Mixing the traditions and formalities of the department store with the energy of guerilla and pop-up stores, the **STOREROOM** is the world's first pop-up department store, a new type of retail.

For further information and daily updates on new stock and events, please visit
www.the-storeroom.com

2226 Bush Street (at Fillmore), San Francisco, CA 94115. Mon - Sat 11am to 7pm, Sun 12 to 6pm.
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