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2019 Year in Review: Michele Boddewyn, AIA, Boddewyn Gaynor Architects, d.p.c.

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What are your predictions for commercial real estate in 2020?

The impact that online shopping has had on the retail market is well-established, which is leading manufacturers, retailers and event planners to find creative ways to reach their clients/customers. Enter the use of “Pop-Up Space.” This clever approach enables manufacturers and retailers to

generate excitement and enthusiasm among their customers, as well as expand their base. “Pop-Ups” also presents an opportunity to test the market for a particular product or to promote a seasonal event, which is particularly useful at this time of year. As the retail market continues to shrink, the “Pop-Up” market waits in the wings to enter the stage.

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