

Fulcrum

Issue 55: Cowboy Territory



“What the pop-up offers is the consumption of the brand at any scale one could possibly desire. You can buy the object, you can buy the music, you can buy the food, you can buy the structure, and now, you can buy the total experience; so what can possibly come next?”

SOURCE: <http://fulcrum.aaschool.ac.uk/55/>
DATE: October 31, 2012