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Pop Secrets

COAST TO COAST *Eschewing quickie, one-time events, many big brands courted consumers via longer-term pop-ups in 2010. Here's a look at six successful outings in recent months.*

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Tron: Legacy

A pop-up dedicated to merchandise and displays inspired by the movie *Tron: Legacy* popped up at the exhibition and retail space Royal/T. Disney Consumer Products executive vice president of fashion and home Pamela Lifford oversaw the shop, in collaboration with Larry Abel Designs for the production and design. It was the first concept pop-up ever for Disney Consumer Products, and it ran in November and December. Inspired by the safe house seen in the upcoming film, the shop's design consisted of clean lines and curves, and open spaces illuminated with natural and artificial light to give it a modern, digital look and feel.



MOCA's "Artist's Museum Happening" Benefit in L.A.

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