1. From the application form

1.1. Your PDF objectives
This project will consolidate my PhD and subsequent research experience through the delivery of three key outputs: a monograph, a stakeholder workshop and a project website. The objectives are:

- To develop my strong publications record by producing a monograph.
- To extend my research expertise by developing two new case studies for inclusion in the monograph.
- To extend my work’s reach by pitching the monograph at academic and non-academic audiences and creating a project website.
- To increase impact, enhance existing stakeholder relations and widen my networks by holding a stakeholder workshop in collaboration with the marketing strategists Truth.
- To produce a multimedia, interactive project website that advances my pioneering methodological work with interactive documentary
Further detail on these objectives and how they will be met is given below, explained in relation to the outputs.

**Monograph**

The monograph will interrogate pop-up culture’s ways of imagining and producing the city, explore how they normalise precarity in contemporary London and question what is at stake as pop-up becomes increasingly influential in the city's (re)production. As well as an introduction and conclusion, it will have four substantive chapters.

Chapters 1, Precarious Labour, and 2, Precarious Places, will develop my doctoral research on supper clubs, creative micro-businesses, container architectures and immersive events to consider, respectively, how pop-up glamorises precarious labour and how it exacerbates gentrification.

Chapter 3, The Housing Crisis: Social Housing, will draw on my research into the acclaimed ‘pop-up’ social housing development PLACE/Ladywell (Lewisham, London), problematising the adoption of the pop-up format to reimagine temporary housing as a ‘solution’ (Boff, 2016) to the housing crisis.

Chapter 4, The Housing Crisis: Private Housing, will develop two new case studies of private developments (from the companies ‘Pocket Living’ and ‘Land Converter’) that mobilise pop-up’s discourses of ‘micro’ and ‘interstitial’, or in-between, spatiality to market their small scale developments in ‘unusual and awkward’ spaces. It will consider how these discourses glamorise diminished opportunities for private ownership.

**Stakeholder workshop**

The stakeholder workshop will develop new relationships, widen the Fellowship’s impact and enhance my professional skills in communicating with non-academic stakeholders and beneficiaries. It will also build on my existing contacts with ‘Truth’ and Lewisham Council.

During my PhD I developed connections with Truth, marketing strategists interested in pop-up as a branding tool, after being invited to present my research to their team. Truth are keen to collaborate in running the stakeholder workshop. The workshop, on ‘branding crisis’, will involve pop-up space management companies, housing developers, architects, members of the Greater London Authority and local councils. This will include Lewisham Council with whom I developed a relationship during my research into “PLACE/Ladywell”.

**The project website**

The project website will communicate my findings via multi-media posts and be promoted via dedicated social media accounts. I will invite external contributions to gather a community around the topic and publish a summary of the stakeholder workshop to increase the reach of this event.

The website will build on my pioneering work with interactive documentary. My PhD used i-Docs as a method to explore space and time in pop-up culture, while this project will develop my skills in using interactive, multi-media content to communicate
scholarship and foster impact. The website will exhibit video, visual and text content produced by myself, as well as contributed by others. This will include materials from my prior work as well as from the project’s new research, which will also use video and photo methods (as well as interviews). Participant consent permitting, the website will also host the i-Doc produced for my PhD.

Working within the Methods Lab at Goldsmiths and the research collective “SLOM:LAB”, both co-led by Rebecca Coleman, will further the methodological expertise and networks developed during my PhD work with i-Docs.

1.2. Proposed research project: summary

Londoners today inhabit a period of ‘crisis-ordinary’ (Berlant, 2011). Under on-going austerity measures, poverty and inequality are rising. The housing crisis is worsening and more people are being pushed into precarious labour. It has been argued that this state of crisis is being perpetuated because stakeholders refuse to entertain solutions that contest the neoliberal model (Elledge, 2017). With this in mind, this project examines efforts at re-imagining precarious conditions to present them as positive. Drawing on my existing research, as well as through the development of two new case studies, I will produce a monograph that examines how precarious ways of working and living in London are being branded positively. Specifically, I examine the importance of “pop-up” culture in normalising and glamorising precarity.

Pop-up started as a trend for temporary and mobile places of consumption and culture. However, over recent years, it has rapidly expanded to include phenomenon such as pop-up social housing, pop-up legal aid centres, pop-up universities and pop-up health care services. In my PhD I argued that what is important about pop-up is its particular imaginations of urban space and time. Pop-up culture embraces the idea of a city that is flexible and surprising, that contains secret and “interstitial” (in-between) sites, and that is populated by micro and mobile places. These ways of imagining the city clearly resonate with and appeal to a wide variety of stakeholders, as they are increasingly being adopted to promote diverse places, events and services. This project will interrogate this cross-sector celebration of discourses associated with unpredictability, ephemerality, miniaturisation and in-between-ness at a time of widespread precarity, arguing that they have emerged, in part, to rationalize and compensate for instability and insecurity in the city. The monograph will explore how pop-up’s discourses are being used to positively re-imagine conditions of precarity in contemporary London across four key areas, examined in the monograph’s four empirical chapters: precarious labour, gentrification, temporary accommodation in the social housing sector, and ‘solutions’ to the housing crisis in the private sector. The monograph will be written with a broad audience in mind, and targeted at publishers such as Verso, Penguin or Bloomsbury who can disseminate the book both within and beyond academia.

As well as the high impact value of the monograph itself, the Fellowship has two other impact orientated objectives. Firstly, the project will include the organization of a stakeholder workshop, run in collaboration with the marketing strategy company ‘Truth’, which will explore how pop-up’s discourses are being deployed in different sectors (housing, labour, place rebranding). Invited stakeholders will include developers, architects, members of the Greater London Assembly, local councils and
pop-up space management companies. The workshop will generate debate around the impacts pop-up’s discourses are having, and provide an opportunity for my work to influence stakeholders. Secondly, I will develop a multimedia project website via which to disseminate my findings and ideas throughout the project, as well as to host relevant work and responses from other scholars and interested parties. The website will be an accessible way for stakeholders and members of the public to engage with the project, as well as a means by which to foster and develop academic and non-academic networks. As well as creating project social media accounts through which to promote the website I will mobilise my existing networks of scholars within Cultural and Urban Geography, local councils, university and society research groups, scholars of i-Docs and contacts at Guardian Cities to share it via their media accounts. The Methods Lab at Goldsmiths and the SLOM:LAB (both of which Rebecca Coleman has leading roles in) will also be able to assist with publicizing and promoting the website as an innovative methodology and impact tool. As a form of in kind support, Truth will promote the website and feature information about it and my project on their own website.

1.3. Beneficiaries
The beneficiaries of this Fellowship include academic and non-academic audiences. The research will contribute to scholarship across disciplines including geography, sociology, politics, cultural studies, housing studies, design and the built environment. Opportunities to present at conferences across the UK and North America have been costed into the grant, allowing the research to benefit a wide academic community. The monograph produced during the grant will contribute a detailed and nuanced study of pop-up culture’s ongoing impact in cities. In connecting emerging theories of temporary urbanisms with a wider picture of urban precarity it will have relevance across multiple areas of academic study. Specifically, in demonstrating how discourses from pop-up are used to positively re-imagine aspects of the housing crisis, gentrification and labour precarity, it illuminates patterns of thinking about urban space and time that are operating, with important consequences, across multiple areas of contemporary life. Undertaking this research at Goldsmiths, University of London, with Rebecca Coleman as my mentor will allow students there to benefit from the project. I can prepare research-led lecture content to deliver as part of courses including the MA Brands, Communication, Culture and MA in Visual Sociology (an opportunity easily facilitated by Rebecca Coleman who teaches on both courses), as well as organize external guest panels around the branding of precarity, enabling both the students and myself to extend networks.

In addition, the interactive multimedia website produced as part of this project will benefit academic scholars interested in creative ways to disseminate research and generate impact. Building on my inventive doctoral work with interactive documentary, the website will contribute to and animate a field of scholarship on creative methods and public engagement. The website will also be an opportunity to highlight my existing publications on pop-up and precarity, thus furthering the beneficiaries of my research to date.

Non-academic beneficiaries of this project will include local governments and political parties, charities working on housing and labour, developers, activists and members of the public interested in or impacted by pop-up and its discourses. The project website is
a key method through which to engage these beneficiaries and will include contact options to allow them to connect with me and the project’s work. There will also be options for beneficiaries to contribute to the website, thereby enabling different beneficiaries to connect with one another. The stakeholder workshop, co-organised with the marketing strategy company ‘Truth’, is another key forum for disseminating the project’s work for non-academic beneficiaries. As well as providing a chance to communicate my research, the workshop will encourage stakeholders to consider questions and issues that the research raises for them and will lay the ground for potential follow up projects and outputs to be continued after the grant, including the potential to produce policy briefings, hold further events, and forge collaborations. The commitment of the Sociology Department at Goldsmiths to a ‘live sociology’, which engages with wide ranging audiences beyond academia, makes it a good setting in which to develop the non-academic impact of my research and advance my expertise in using interactive documentary as an impact and engagement tool.

1.4. Impact plan and user engagement
As explained in the objectives and summary sections, the Fellowship is designed to maximise impact and user engagement in the following ways:

- By preparing a monograph that is accessible to both academic and non-academic users.
- By developing a project website that can disseminate the project more widely, engage interest leading up to the book’s publication and provide a forum for debate and discussion. The project website will also be promoted on social media.
- By holding a stakeholder engagement day in partnership with the marketing strategists Truth. These strategies will ensure a high level of impact and user engagement, which is crucial given the pertinence of the topic at a time of ongoing crises in housing, labour and place making, into which I seek to intervene.

Through the stakeholder event and website, the project will engage with and aim to influence stakeholders designing and managing pop-up housing and work spaces. The website in particular will evidence to stakeholders from different sectors the similar logics and brandings being deployed in other areas and projects. The website will also demonstrate to councils and government the pervasive influence of pop-up across different sectors.

1.5. Ethical considerations
The new research required for this project will be cleared through the ethics review process at Goldsmiths. All new participants will be given an information sheet about the project’s aims and outputs. They will be asked to provide consent for data to be included in the monograph and will be given the opportunity to withdraw their consent, up until a specified time. Where possible, data will be anonymised.

Participants of my existing doctoral and postdoctoral research have already given consent for data to be included in academic publications and will be contacted again to secure permission for publication of the data on the website and in other public forums. In generating visual material for the website, I will follow the guidelines from the BSA
Visual Sociology Group and International Visual Sociology Association. All contributors to the website will retain ownership of their own materials.

2. From the case for support form

2.1. PhD abstract
This thesis explores “pop-up” culture in London, drawing on research conducted in 2014 and 2015. Pop-up refers to a trend for temporary, mobile and interstitial places. Since the 2008 recession, pop-up has become increasingly influential in London, and internationally, as a place-making strategy. It has been embraced by multiple stakeholders including creative practitioners, businesses, local governments, housing developers and charities. I argue that as pop-up becomes a routine and acclaimed way of producing cities, it is crucial to question the impacts of, and agendas behind, this celebration of the ephemeral, flexible and unpredictable.

Pop-up is, most centrally, a format for places of entertainment and consumption. Empirically, this thesis focuses on three prominent kinds of pop-up geography in London; pop-up cinemas, shipping container architectures and supper clubs. By examining a series of case studies within these three ‘types’, I offer central insights into how pop-up imagines and distributes urban space-time. I explore the spatiotemporal imaginaries developed and deployed in pop-up culture and question what those imaginaries enable, and for whom, in the climate of precarity it emerged from.

Conceptually, I investigate five ways that pop-up imagines space-time; as immersive, as flexible, as interstitial (in-between), as secret and as surprising. I also consider three dimensions of what these imaginaries do. I explore how pop-up’s imaginaries engage sensitivities to space-time as nonlinear, how they can alter precarity as a structure of feeling and how they function as compensatory narratives that make palatable, even desirable, diminished conditions of urban life in times of crisis.

Methodologically, the thesis experiments with interactive documentary, a web-based, nonlinear form of multi-media documentary, as a way to investigate imaginaries of space-time. The core argument of the thesis is that pop-up responds to turbulence in the city with nonlinear spatiotemporal imaginaries that normalise, and thereby stabilise without ‘fixing’, precarious urban conditions.

2.2. Impacts of research
I have a strong record of generating impact around both my doctoral work and my research for the collaborative project ‘Pop-up Housing’. This includes impact within and beyond academia. Within academia I have developed an exceptional publications record for my career stage, including five peer reviewed journal articles (three single author, two lead author, two invited contributions), two invited book chapters, three book reviews (two of which were invited), and editing and introducing a special issue of a peer reviewed international journal (with colleague Dr Mel Nowicki). I have also presented widely on my work, delivering 14 conference papers, and have organised two sets of conference sessions as well as a workshop day. Along with my team from the
Pop-up Housing project, I am also in the process of organising two sessions for the upcoming conference of Irish Geographers (2018). My doctoral work has developed my research field both substantively and methodologically. My work on pop-up and precarity has become a key point of reference in the field and, for example, was cited in the introduction to a forthcoming special issue “On edge?: Studies in Precarious Urbanisms”, edited by Hester Parr, Chris Philo and Ola Soderstrom. My work with interactive documentary (i-Docs) also has a high impact value within academia and has led me to be invited to take part in workshops on digital media (Stories of Change digital skills workshop, 2015, led by Dr. Joe Smith) as well as to write a blog article for the prominent website “i-docs.org”. In a paper for the journal Area (2016) I introduced and argued for the importance of i-Docs as a focus of study for Geographers, and my innovative methodological work using i-Docs to explore experiences of space and time has laid ground work for others to explore interactive digital medium as methods.

Outside of academia my doctoral work and research into pop-up social housing has also generated significant impact including opportunities to inform policy and influence stakeholders. The dissemination of my PhD research beyond academia has included presentations at the marketing strategy company ‘Truth’, on pop-up culture and interactive documentary, as well as at the Urban Cultural Policy and Creativity Exchange, a workshop designed to foster communication between researchers and policy makers. I have also produced a widely shared co-authored Guardian Article (“Cult of the Temporary: Is the pop-up phenomenon good for cities”, 803 shares), demonstrated my work with i-Docs at the annual i-Docs conference (which is in part an industry conference) and, as part of my co-led project on ‘Precarious Geographies’, organised a film screening of ‘Night Crawler’ in collaboration with Passenger Films to engage public audiences in discussions of precarity and precarious labour.

The dissemination of my work on pop-up housing has also generated significant impact. I am currently producing a stakeholder report on our findings from PLACE/Ladywell, which is primarily designed to feed back to Lewisham council on resident experiences of the housing and provide recommendations. Our project team were also commissioned by Dublin City Council (following their presence at a conference presentation we delivered) to research and report on resident experiences of their ‘rapid build’ housing programme, and we have produced a report that will inform the building of future housing and be used by the council to influence other stakeholders in pushing for the expansion of rapid build housing.

The training I have received to date has enabled me to develop skills that have significantly enhanced my career prospects. During my MA in Cultural Geography I received training in qualitative and quantitative methods, equipping me with the techniques needed for rigorous research, while my doctoral skills training included workshops on writing, paper presentation and publishing; invaluable skills for embarking on an academic career. In addition I have undertaken significant training in creative methods including attendance of the Stories of Change Digital Skills Workshop (detailed above) and completion of a one week video editing course and a three week video production course, funded by the AHRC and held at UCL. This training prepared me to experiment with interactive documentary as a research method, making a significant contribution to creative and experimental methods within Geography and
other social sciences. The sociology department at Goldsmiths, which is renowned for its innovative approaches, both theoretically and methodologically, will provide a supportive and inspiring context in which to advance my work with interactive documentary as an inventive method.

The project proposed for this grant will significantly enhance my prospects for an academic career by building on my strong publications record with the production of a monograph as well as by extending my network of relationships with stakeholders and therefore my capacity to influence policy. The limited new research planned as part of this fellowship, into the use of discourses from pop-up culture in marketing private housing, will also significantly increase the impact potential of my research. In bringing my expertise in pop-up culture to the study of pop-up social housing (during my research assistant position) I have been able to authoritatively contribute to pertinent debates around emergency housing provision. Expanding my work on pop-up and housing to encompass private housing too will enhance my capacity to engage in, and influence, pressing conversations and policy decisions around solutions to the UK’s housing crisis.

2.3. Research-related achievements

I am currently completing a part time, six month position as a research assistant on the project ‘Pop-up Housing’ (September 2017-March 2018). This project was collaboratively designed with colleagues from Royal Holloway University, and followed on from my doctoral work by interrogating the transposition of pop-up into the welfare sector, specifically in relation to the provision of temporary accommodation. Its outputs have involved two co-authored papers (and two further planned publications) as well as two stakeholder reports, one for Dublin City Council and one to, primarily, feedback to Lewisham council so that resident experiences of their initial and experimental pop-up housing development can inform their future projects. I began this project immediately after submitting my PhD thesis, which I successfully defended in December 2017, passing with no corrections. Alongside my PhD I also worked as a visiting lecturer, tutor, workshop leader and marker, developing significant teaching experience at both undergraduate and MA level, including experience of course design and research-led teaching. Prior to embarking on my PhD (begun in 2013) I undertook the MA in Cultural Geography at Royal Holloway (2011-2012), achieving a distinction, and a BA in English Language and Literature at Balliol College, Oxford University (2007-2010), achieving a 2:1.

At this stage in my training and personal development I have developed an excellent record of publications, presentations and impact related activities. In applying for this fellowship, I hope to consolidate this record and continue on the positive trajectory of my career to date. In particular the fellowship will have an important and lasting impact on my academic career by providing the invaluable opportunity to produce a monograph as well as by significantly extending my expertise in stakeholder engagement, both by developing existing contacts with Lewisham council and with the company Truth, and by extending my network of stakeholders through holding a stakeholder workshop. The fellowship will also allow me to consolidate my research by firmly establishing my field of expertise. In producing a monograph that brings together my doctoral work on pop-up as a cultural phenomenon with my recent and planned
work on pop-up housing, I will develop and demonstrate my standing as an expert on
the changing spatial and temporal logics of cities in the current climate of precarity.
Developing a project website will also further extend my methodological expertise.
Where my PhD research experimented with i-Docs as a means to investigate how space
and time are experienced in pop-up culture, this project will develop my use of
interactive multimedia websites as a means to foster impact and engage audiences with
academic topics.

The mentorship of Rebecca Coleman will greatly benefit the development of my
research expertise. Her own research specialisms in temporality, futures, austerity,
inventive methods and cultural theory mean she is well placed to give conceptual,
theoretical and methodological guidance. She will also be able to advise on emerging
opportunities for dissemination and networking given her experience of working with
an international research community around these themes. This includes her
experience of exploring the impacts of austerity on conceptions of the future (e.g. via the
“Austerity Futures” ESRC seminar series), developing creative methods for studying
social change and futures (e.g. in her forthcoming book Engaging Futures: Methods,
Materials, Media, co-edited special issue “Futures in Question”, for The Sociological
Review, 2016, and position as a co-director of both the Methods Lab at Goldsmiths and
SLOM:LAB research collective) and editing work on temporality, visuality and methods
(including a Special Section of Theory, Culture and Society on “Visualising Surfaces,

Equally, the fellowship provides an opportunity to enhance the interdisciplinary reach
of my work by moving to the Sociology department at Goldsmiths. The
interdisciplinarity of my scholarship is evidenced by my publications and presentations
to date, which include contributions to interdisciplinary edited collections and special
issues on cinema and craft economies, a review essay for the journal Science as Culture,
and an invited presentation at the Australian Sociology Association Conference. Being
part of the Sociology department at Goldsmiths will create further opportunities to
foster interdisciplinary connections and collaborations. Many scholars within the
department have research expertise intersecting with my own (including on
interdisciplinary methods, housing and homelessness and neoliberal cultures and
economies) and The Centre for Urban and Community research will also provide
valuable opportunities for development and collaborations.

2.4. Planned programme of activities

I have planned an ambitious but manageable programme of activities aimed at
maximising my career trajectory by consolidating and extending my existing research,
methodological skills and stakeholder networks.

Months 1-3:
• Secure access and conduct research to produce two new case studies for inclusion in
  monograph (2 weeks of fieldwork anticipated).
• Submit book proposal for monograph with a publisher such as Verso, Penguin or
  Bloomsbury.
• Read relevant, recently published literature to stay up to date with the field.
• Design and launch website and begin regular publication of multimedia content.
• Send out call for external contributions to the website and begin regular guest publications.

Months 4-6:
• Develop existing PhD material to produce chapters 1 and 2 of monograph.
• Begin to plan stakeholder event with Truth.
• Continue publishing and hosting content on website.

Months 7-9:
• Develop existing research on pop-up social housing to produce chapter 3 of monograph.
• Attend Annual Association of American Geographers Conference (Washington DC) and present on the new research material.
• Read relevant, recently published literature to stay up to date with the field.
• Continue publishing and hosting content on website.
• Finalise plans for stakeholder workshop and send out invitations.

Months 10-12:
• Develop new research material to produce chapter 4 of the monograph.
• Write monograph introduction and conclusion and finalise for publication.
• Hold stakeholder workshop and produce summary for website.
• Attend annual Royal Geographical Society Conference (London) and present on project research.

My track record of producing extensive numbers of high quality publications and presentations, designing an interactive documentary, and organising multiple dissemination events, while completing my PhD, evidences my ability to successfully deliver this programme. Equally, the mentorship provided by Rebecca Coleman will further ensure the programme’s high quality and timely delivery given her expertise in the subjects and methods at the core of the project.

3. From the justification of resources form

Staff
Fellow Salary Cost: Salary of £xxx (100%) at total cost of £xxx to the project. This salary is commensurate with the minimum salary for a researcher/lecturer who has obtained their PhD on the HERA nationally agreed pay structure for UK universities.

Travel and subsistence
N/A

Other costs

Conference attendance:
Two conference trips have been factored into the planned activities, these include attendance and presentation at the Annual Association of American Geographers
Conference (AAG) (Washington DC, 2019) and the Royal Geographical Society
Conference (RGS) (London, 2019). These trips are important for generating national
and international impact for the project within academia.

Costs include:
AAG: Return flight to Washington DC: £450
Four nights’ accommodation in Washington DC: £280
Conference Fee: £300 ($420)

RGS: Travel to conference from within London: £25
Conference Fee: £305

Fieldwork
The development of two new research case studies is an important part of the
fellowship as it provides the data for chapter four of the monograph and extends my
research expertise. It will require expenses for fieldwork travel and subsistence as well
as for the recording of interviews. Transcription will be undertaken by myself and the
video and photo materials created as part of the fieldwork will be produced
using equipment and software belonging to Goldsmiths University.

Travel during fieldwork: £80 (2 x one week travel cards for zones 1-3, to cover trips
during fieldwork period)
Fieldwork Subsistence: £100 (to allow for purchase of refreshments for myself and
interviewees)

Impact and networking related costs
The multimedia website is a key impact mechanism for the project and also forms an
important part of my skills development in terms of methodological, communication
and networking skills. There are costs associated with developing and hosting the
website.
Website Development: £3500
Website Hosting: £345
The stakeholder workshop is also a key means for generating stakeholder impact and
networking during the fellowship. It will require costs for space, travel for invited
guests and catering.

Space: In-kind contribution from Truth
Travel costs: Total budget of £500 to facilitate invitation of up to 5 guests from outside
London
Workshop Hospitality: £500 (£25 per person)

Mentoring
Mentoring has been costed at 1.5 hours per week (4% of full time), based on the
mentor’s current pay grade. This allocation of time will allow for the development of a
strong mentoring relationship with ongoing evaluation and guidance on the project and
its dissemination.
Mentoring: Salary £xxx (for 4%) at total cost of £xxx to the project.