



A GOSO PROJECTS CONCEPT PROPOSAL



One vacant storefront.
A limited window of time.

OBORISHTE | SOFIA | 2028

EXPLORATORY PITCH - NOT A CONFIRMED PRODUCTION



THE PREMISE

What happens when one empty shop comes alive again?

The Empty Shop Project is a small-scale urban concept created by GoSo Projects. It explores how temporarily unused commercial spaces can become short-lived places for culture, creativity, meetings and new ideas.

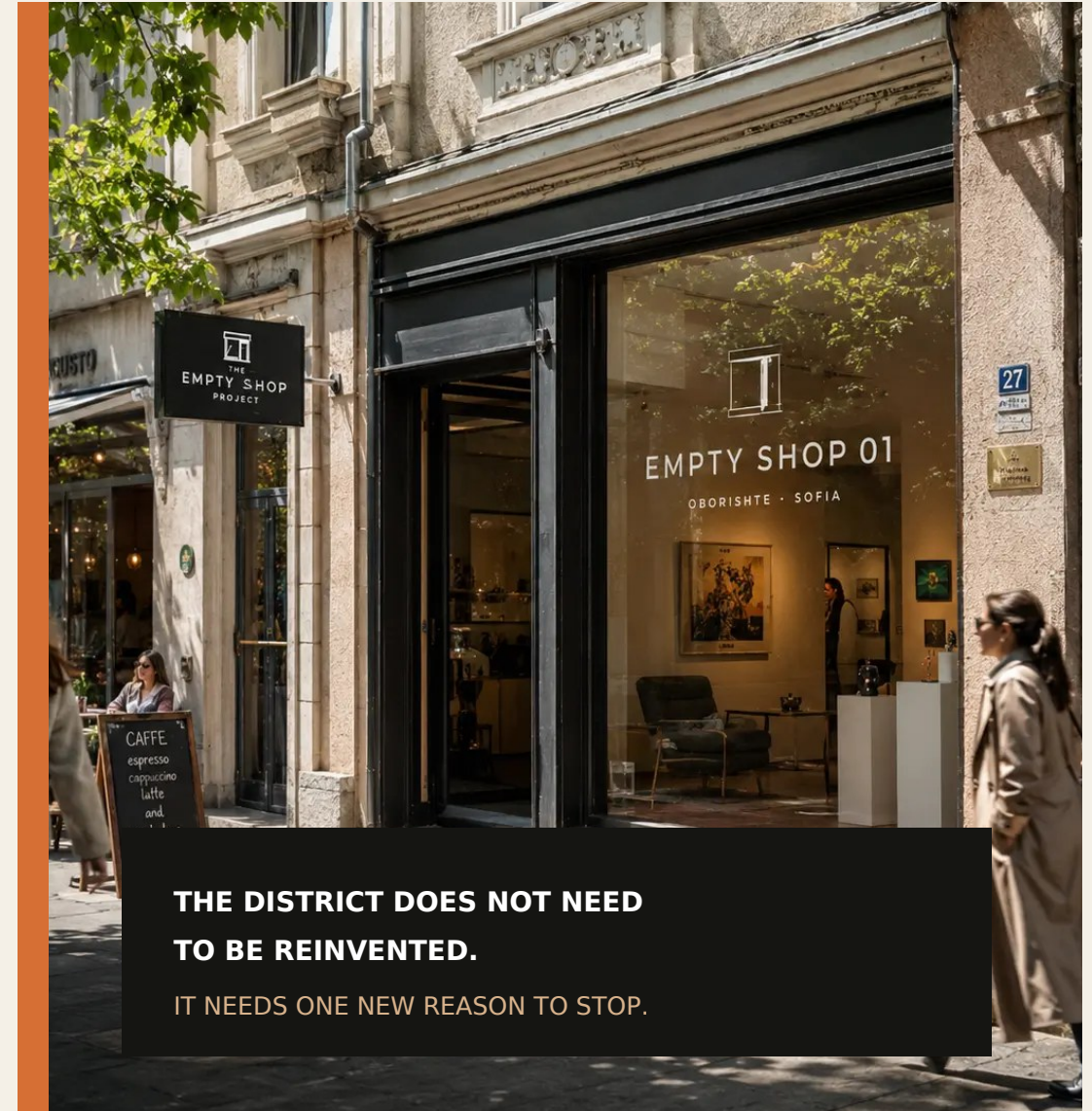
Take an empty commercial space.

Turn the lights back on.



The right ingredients already exist.

- 01 Residential streets
- 02 Cafes and restaurants
- 03 Galleries and culture
- 04 Independent businesses
- 05 People moving through every day



**THE DISTRICT DOES NOT NEED
TO BE REINVENTED.**

IT NEEDS ONE NEW REASON TO STOP.

EMPTY SHOP 01

Curiosity becomes the invitation.

A familiar dark window changes. Light, people, objects and movement appear behind the glass. The identity stays restrained. The street does the rest.

EMPTY SHOP 01

SOMETHING IS HAPPENING HERE.

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ONE SPACE - DIFFERENT POSSIBILITIES

The content can change.

The identity remains recognisable.



01

**ART, PHOTOGRAPHY
AND LOCAL DESIGN**



02

**ACOUSTIC PERFORMANCE
OR INTIMATE TASTING**



03

**CONVERSATIONS, IDEAS
AND SMALL LAUNCHES**

THE POINT IS TO CREATE SOMETHING WORTH DISCOVERING.

TEMPORARY IS PART OF THE IDEA

You cannot
always say,
"I will visit
sometime."

Visitors know from the beginning that the project will not remain. That creates curiosity, urgency and freedom to experiment.

PERHAPS

2 weeks

PERHAPS

1 month

WHEN ONE EDITION ENDS,
ANOTHER EMPTY SHOP COULD APPEAR.

Temporary urban activation.

A modest intervention can create value in several directions at once.

01

PROPERTY OWNER

An empty unit becomes visible, cared for and active again.

02

LOCAL CREATORS

An unusual platform appears for work, ideas and experiments.

03

NEIGHBOURS AND VISITORS

New movement, encounters and reasons to stop.

04

THE CITY

A visible example of inactive space contributing again.

Enough to open the door.

The strength of the first edition is the clarity of the format.

- | | | |
|----|--------------|---------------------------|
| 01 | ONE SUITABLE | EMPTY SHOP |
| 02 | ONE STRONG | IDENTITY |
| 03 | A LIMITED | PERIOD |
| 04 | A CAREFULLY | SELECTED PROGRAMME |
| 05 | A REASON TO | STEP INSIDE |

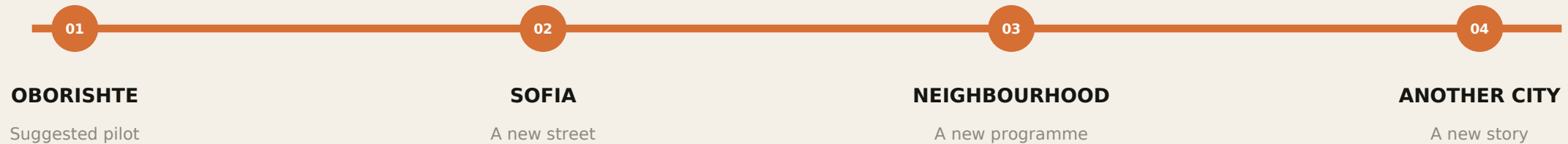
PILOT FRAMEWORK

- | | |
|-----------|---------------------------------------|
| LOCATION | A suitable street-level unit |
| DURATION | Two weeks or one month |
| PROGRAMME | Selected - not overcrowded |
| PARTNERS | Property owner and local stakeholders |
| STRUCTURE | Commercial and practical plan |

TO BE DEVELOPED TOGETHER - NOT PRE-DEFINED.

Every empty shop creates a new story.

If the pilot works, the concept can move. The visual identity remains recognisable while the location and content change.



ONE RECOGNISABLE IDENTITY. A NEW LOCATION. A NEW STORY.

THE IDEA IN ONE SENTENCE

Take a temporarily empty commercial space, turn the lights back on and give people a reason to enter.

A door. A room. A few weeks. And an idea.

GOSO PROJECTS

Ideas into places. Places into experiences.

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CONCEPT STATUS

A GOSO PROJECTS CONCEPT PROPOSAL

NOT A CONFIRMED PRODUCTION.

FINAL DETAILS REQUIRE LOCAL DEVELOPMENT.