



**Travel Portland  
London, U.K.  
Pop-Up Store**

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**Various  
Media  
Coverage**

London Activation  
July 2018

# London, meet Portland

The Pacific Northwest's creative capital has it all – and next month, you can get a taste of what it has to offer right here in the city as You Can, In Portland pops up.

**P**icture a city that's got it all. There's a thriving maker scene, a focus on sustainability and a community spirit that's second to none. It's got urban buzz, but it's totally walkable – and surrounded by spectacular natural beauty. And it's home to some of the best food, drink, live music and tax-free shopping around. That's Portland, Oregon. Over the past decade or so it's become a magnet for everyone from designers to chefs, microbrewers and musicians, making it the Pacific Northwest's creative capital.

Want to get a taste of everything it has to offer? Well, you can. This spring the city is popping over with **You Can, In Portland** and bringing some of its coolest products – and

real tattoos for FREE!), world-beating brews from Trailhead Coffee and tea-spirit from Townshend's Distillery sampling, there's a host of free events on offer, plus a creative lounge space for working and chilling out, Portland style.

Bikes are big in Portland – and believe it or not, they could get you all the way there. Hop on one of the static bikes at the You Can, In Portland pop-up over the opening weekend, April 19-22 and pedal part of the 4,910 mile distance from London to Portland, and you could be in with a chance of winning on-the-spot prizes, as well as being entered into a draw for one of five pairs of round-trip tickets.

Want to experience what Portland? It's closer than you think – next



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YOU CAN, IN PORTLAND



**When?**  
April 19 to May 7, from 11am to 7pm on weekdays and 11am to 9pm on weekends.

**Where?**  
Units 7 & 8 Dray Walk, The Old Truman Brewery, 91 Brick Lane, E1 6QR

YOU CAN IN PORTLAND

Come along for your free tattoo, coffee,



**FREE**

Talks, workshops and events (visit [timeout.com/youcaninportland](http://timeout.com/youcaninportland) for exact times and to register your attendance):

**Pedal to Portland and WIN!**  
Win flights to Portland courtesy of Delta, Travel Oregon and Travel Portland 19-22 April

**Kate Norris**  
Wine tasting and chocolate-pairing workshops: 19-20 April

**Charlie Wicker**  
Free Trailhead coffee from Portland, Oregon: 19-21 April

**Amv Rimmel**



## PRETEND YOU LIVE IN PORTLAND HERE: You Can, In Portland

Can't make it over to Portland, Oregon this year? Well, let it come to you instead. For three weeks, the US tourism board is taking over the Truman Brewery to offer Londoners an immersive experience of what the city has to offer. Expect free vegan tattoos, spoken word slams, spirit tea sampling, live mural making, a showcase of Portland produce and talks with leading designers and artists.

*91 Brick Ln, Spitalfields, E1 6QR; 19th April-7th May; FREE entry*



# S MAGAZINE

## GO TO

Visit America without leaving Blighty with The Portland Experience at London's Truman Brewery. The three-week pop-up begins on Thursday celebrating the best of Oregon's largest city with free vegan tattoos, live music, talks, activities and beer tasting. There's a chance to visit Oregon itself by winning a pair of round-trip tickets with Delta Air Lines. Designer of the moment Aaron Draplin (below) will also be giving talks and demos. Visit [timeout.com](http://timeout.com) or [travelportland.com](http://travelportland.com).



# Portland

The hipster capital of the USA will be firmly in the sights of travelling Brits this year, with Delta Air Lines reinstating seasonal flights between London and the Oregon city, says **Laura Gelder**

### Why will it sell?

Delta's new stop-flight between London Heathrow and Portland International Airport resumes in May, following four times a week until October 26 2014 - and the airline should expect a raft of enquiries on the back of some intense marketing around the new route. A three-week pop-up store, **New Castle Portland**, will take over London's Old Truman Brewery until 19th May, showcasing some of the city's highest products, and the people who create them, to potential customers.

### Who to sell to

This friendly and funky city, the gateway to the USA's Pacific Northwest region and the wild coast, lakes and mountains which characterise Oregon, has something for every client.

Portland is a city which takes its food and drink seriously. It is home to over 700 innovative craft breweries, as well as farm-to-table fine dining, mostly using ingredients from produce that is grown and sourced from the city's own soil.

There's a huge number of craft breweries, distilleries and wineries to satisfy even the most demanding epicureans and it's also one of the most vegan-friendly cities in the world with a host of clean eating options.

The creative capital of the region, Portland is proud of its open-minded and independent spirit and its city centre boutique shops, beachside boardwalk and hipster culture.



### What to sell

Portland is over an American's favourite capital - a 2010 dream home to over 130 miles of bike lanes. The Springwater Corridor is the southern extension of a 40-mile cycle route (currently unpaved) and offering a view of city right-of-way views and forest trails, with chances to see wildlife in the park's systems.

There are numerous green spaces throughout the city, including the 100-acre Japanese Garden, International Rose Test Garden and Portland Japanese Garden.

Culture lovers can visit museums such as the innovative Oregon Museum of Science and Industry or Portland Art Museum.

Portland's shopping options are eclectic and unique and include the well-known 5000 Books, the world's largest independent bookstore that comes an entire city block. Again very popular from March to December, Portland's Saturday Market is the largest one-day craft fair in the U.S. and the West's largest combined marketplace, food and outdoor, local boutique and international brands.

### What's new?

Opening this spring is a million-dollar collection addition, The Works, featuring a library, indoor pool, meditation spa and a 10-screen cinema with views.

Apple NE33 opens in the summer, an expansion for the original Apple Retail store with 17 screens, a restaurant, lounge-themed outdoor bar and a focus on art and design with a Plus-Fi Centre next door.

We found The Hubster opens in October with 13 bars, a rooftop restaurant and basement bar, barbers and more will be collaboratively designed with local talent.

The Flats Regency Portland at the Oregon Convention Center will open in 2015. **GETTING THERE**

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STMDigital is a digital marketing agency that provides a range of services to help businesses grow their online presence.



### This week's article

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Full article here



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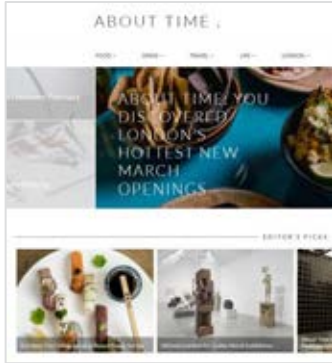
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Full article here

NEWS TO USE THE





About Time Magazine (online)  
Alicia Grimshaw  
Reach 70,000



NME (online)  
Leonie Cooper  
Reach 12 million



Hunger (print and online)  
Holly Fraser  
Reach 47,000



Time Out London (print)  
Emma Hughes  
circa 310,000



Pause (online)  
Joseph Furness  
Reach 500,000







London on the Inside

Metro.co.uk

Sheerluxe.com



### PRETEND YOU LIVE IN PORTLAND HERE: You Can, In Portland

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31 Brick Ln, Shoreditch, E1 6QR, 5th-Apr-17th-Maj: FREE entry

What: [PortlandInLondon.com](http://PortlandInLondon.com)

You can get a free vegan tattoo in London this weekend

by [Lisa Davidson](#)  
Published 22 Apr 2016 4:30pm



You have to choose from one of 10 designs - but they're great (Photo: [CityOfSheerluxe](#), [Afterthoughts](#))

If you really want a new tattoo but can't afford it, then you might be in luck.

A pop-up tattoo parlour is coming to Shoreditch in east London for one weekend only, and all the tattoos will be free.

[Lisa Rae England](#) is a tattoo artist from [Goatspat Tattoos](#) in Portland, USA. She's got 15 years experience in the game, and she'll be giving out free tattoos for one day only this Saturday 25 and Sunday 26 April.

The tattoos will be done with vegan, soy-based ink, so cruelty-free queens can get in on the action, too.

Naturally, you won't be able to go in with your own design and demand a sleeve - you'll have to choose from one of six designs, which have been inspired by the nature and landscapes of Portland.

Londonist.com



Discover the very best of the Pacific Northwest.

**MADE IN PORTLAND:** The creative capital of the Pacific Northwest and unrivalled **Hoppy mecca** is taking over The Old Truman Brewery. Discover Portland's most inspired experts, chat to local designers, watch live mural making, and get inked with a free vegan tattoo. The Old Truman Brewery (Brick Lane), free, just turn up, 11am-7pm, until 27 May

**BUSH HOUR CONCERT:** Throw out the chamber music rule book and step into Southbank Sinfonia's **experimental concert lab**. This time they're blending up your Thursday evening with a collision of industrial rhythms, 20th century Elizabethan variations, Baroque elegance and Mozart reimagined. St John's Waterloo, free, book ahead. Apr

**BANDS AND BEER:** Did someone say free beer? K West Hotel will sort you out, with 100 bottles of Portobello Brewing Company Beer to be handed to the first 100 people through the door at their **monthly live gig**. Hannah Jane Lewis, Montreal and Albert Gold make up tonight's line-up. K West Hotel & Spa (Shepherd's Bush), free, just turn up. 6pm-1am

Timeout.com



Abouttime.co.uk



**What:** Kick start the May Bank Holiday weekend with a host of free activities, as the You Can, In Portland pop-up in Shoreditch comes to a grand finale (closing Monday 7th May). With some of Portland's best bits still to come, this weekend will give everyone the chance to meet the some of the Pacific Northwest city's most inspirational creatives.

**The Lineup:** The Dandy Warhols' keyboardist, Zia McCabe - AKA DJ Rescue - will be playing a host of DJ sets over the Bank Holiday weekend at venues Aju's, Ninety One, Rough Trade and the Hoxton Shoreditch. Award-winning mixologist, Jeffrey Murgenthaler, will be mixing up exclusive Portland cocktails behind the bar at Aju's and Ninety One all weekend, and running private mixologist classes featuring Townsend's Distillery's line of tea spirits. If cocktails aren't your thing, craft beer specialist, Lucy Birmingham, will be offering free samples of Portland craft beer and taking part in several Q&A sessions. And there's plenty of merch and Portland t-shirts to buy too.

**Price:** Free entry

**Where:** Old Truman Brewery, 95 Brick Ln, London E1 6QL, UK