



The Concept Shed gives businesses a place to try new ideas. Photo courtesy Mike Juliano

The Concept Shed POPS UP opportunities

By JONATHAN PAPPALARDO
CLIPPER REPORTER

Duxbury’s Millbrook Station is home to one of the most innovative businesses to open in town this year.

The Concept Shed, which sits on the edge of the courtyard facing The Oysterman, is a 300-square-foot retail space where businesses can try out their retail concept on a pop-up basis, for a month but no more than two months at a time. Michael Juliano, of Juliano Enterprises, came up with the idea.

“The retail operations are online clothing companies that typically do house shows,” he said “They come in on what is usually a prime month for them and their business.”

The concept, Juliano

said, has been so successful he’s already starting to see repeat bookings. “To my surprise, it caught on quicker than I thought it would. We’re already booked out for the next three to six months.”

Juliano said he thought he was the first person to come up with the idea, but as the Concept Shed was coming to fruition, he started seeing pop-up spaces springing up everywhere, including at the Derby Street Shops in Hingham. He said it’s an ideal way for companies to test out a retail option for their company for a short time.

He also sees The Concept Shed as an opportunity to give back to the

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community. As part of his broader vision, he sees it as flex space for non-profit organizations and for high school students, who may need a space to occupy for a little as weekend to present a project. He's also seen the benefits of cross-pollination between the occupants and their neighbors. "The folks that come give business to other businesses," Juliano said. They'll usually check out three or more shops while they're here."

Promotion, Juliano said, has been mostly word of mouth, since he hasn't done any advertising. Usually, he said, companies will do big social media campaigns when



The Concept Shed at Millbrook Station offers temporary space for all kinds of businesses.

Photo courtesy Nancy Woods

they come in and other companies will hear about The Concept Shed through them.

Juliano has also been receiving assistance from Nancy Woods, who has helped manage the digital

marketing for The Shed Gallery, a series of artists who have been showcasing their work in The Concept Shed since January. Woods reached out to one of those artists, Wendy Callahan, who tested the concept before taking a leap of faith in her career.

"Being part of The Shed Gallery gave me the opportunity to test a gallery space as well as have a glimpse of the welcoming community in the new Duxbury development," Callahan told Woods. "Before my show, I was looking to relocate my office. The success of the Shed Gallery and the community at Millbrook Station made my decision easy."

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