

Wired Store 2006

Wired Magazine opened its second, seasonal retail store in New York City's SoHo district in November, 2006. Tracy Kessler with TK New York, producer of this year's Wired Magazine Store, worked directly with Wired Magazine and managed teams responsible for both pre-production advancement and execution of the store's daily operation. The Wired Store is a holiday interactive shopping destination for customers interested in interacting with and buying the latest gadgets, gear and gaming of the season. Over 45 advertisers and their products were integrated into the store and with TK New York's guidance, beginning at the store's inception and following through to the store's close in January, this year's Wired Magazine retail store experienced even greater success by seeing larger attendance numbers and significant press coverage increases. TK New York's contributions included showcasing Wired Magazine's advertisers by preparing weekly parties, events and interactives at the store. Some of this year's advertisers included Amex, Infiniti, Toshiba, Viewsonic, Nintendo, PS3, Xbox 360, Bud Select, Knob Creek, and Yellowtail.