

ABOUT

This, the first of our regional blogs, is authored by the technology and financial journalist Dominic Basulto. Dominic is a New York native, has been a senior editor at Corante since day one and has written for a number of online and offline media companies. Send tips or story ideas to: basulto@gmail.com.

ABOUT THIS WEBLOG

Here we'll report daily on the latest tech and business developments in New York City. Impossible we concede: comprehensive coverage of the city's every story. What we hope you'll find: tips, tidbits and perspectives you won't find elsewhere. As well as unique insights, original interviews and more that should be of interest to New York's vibrant community of technologists and those who track, invest in and report on them.

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November 07, 2005

The SoHo Wired Store: a popup retail store for the tech enthusiast

Posted by [Dominic Basulto](#)



The first-ever [Wired Store](#) is opening in SoHo ([160 Wooster](#)) for the holiday shopping season. It's a pop-up retail store that will only be open from November 18 - December 24. (plus, it looks like the store will not be open on Mondays or Tuesdays) Anyway, the site's tagline says it all: "Geek Out in Style." To lure in buyers of expensive tech gear, the store is hosting all kinds of promotions - DJ parties hosted by Flavorpill, Nokia

phone promotions and sponsorship tie-ins with VW and American Express.

[TechWeb](#) has more details on the opening:

"WIRED Magazine announced that it will open its first-ever, retail store in Manhattan and bring to life its unique brand of hip gadget advice just in time for the holiday season. With the feel of a gallery located at the corner of Wooster and Houston in Soho... the WIRED Store is designed as a destination that moves e-commerce into a brick and mortar space and allows shoppers to test drive the latest consumer gadgets and gear... The WIRED Store will allow customers to sample more than 65 products ranging from the hot new Motorola PEBL phone to the Ultimate Gaming chair to an once-in-a-lifetime suborbital space adventure."

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