

Mon., Jan. 14, 2008

inside

- Home**
- About**
- Arrivology**
- Drinkology**
- Etceterology**
- Foodology**
- Hotelology**
- Shopology**
- Sightsology**
- Techology**
- Transportology**

more...

- Architecture**
- Basic NYC Guide**
- Broadway**
- Calendar**
- Cheap Stuff**
- Downtown**
- History**
- Kids**
- Links**
- Maps**
- Midtown**
- Museums**
- Out of Manhattan**
- Romance**
- Sports**
- Tours**
- Upper East Side**
- Upper West Side**

search

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**New pop-up stores: Wired, illy, Mishka, Toys 'R' Us**



[Wired will open its annual holiday pop-up store](#) this Friday at 60 Greene Street with more than 100 new techie toys to try out, including a gadget-charging solar briefcases and a \$4.2 million sustainable, hi-tech, pre-fab home.

Visitors will once again be able to try out all the new products and then order them at the Wired website for later delivery. On weekends, customers can also get free rides in the Infiniti shuttles to any location below 34th Street.

And there will be the events, including a SoHo scavenger hunt on Sundays using the Palm Centro for a chance to win a Wii Console (which [debuted at Wired's pop-up store last year.](#)) On Wednesdays, Wired will host over-21 parties with DJs and live performances, and on three Fridays from 5 to 7 p.m. there will be free tea and scones along with British Airways' posh new flatbed.

Wired will be open Wednesdays through Fridays from noon to 8 p.m and from 11 a.m. to 7 p.m. on weekends. The final day for the Wired Store will be December 30.

Wired isn't alone in the pop-up store this holiday as a number of other shops are in the game this year.

[BofA](#), which is busy building one of the [city's newest skyscrapers](#), will open a pop-up gift box for 10 days only (from November 23rd,) at the corner of 36th Street and Fifth Avenue, [map](#). BofA will offer free gift wrapping, free hot chocolate and coffee, public restrooms, ATMs, entertainment and a children's play area, according to [Racked](#).

[Charmin](#) will once again open its free public restrooms on Times Square starting November 19.

On December 1, seven pop-up shops will open for the day at the

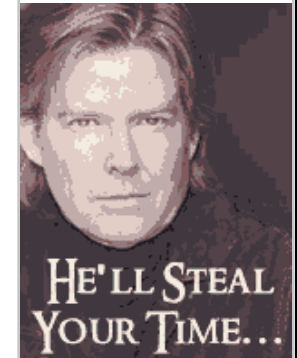
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