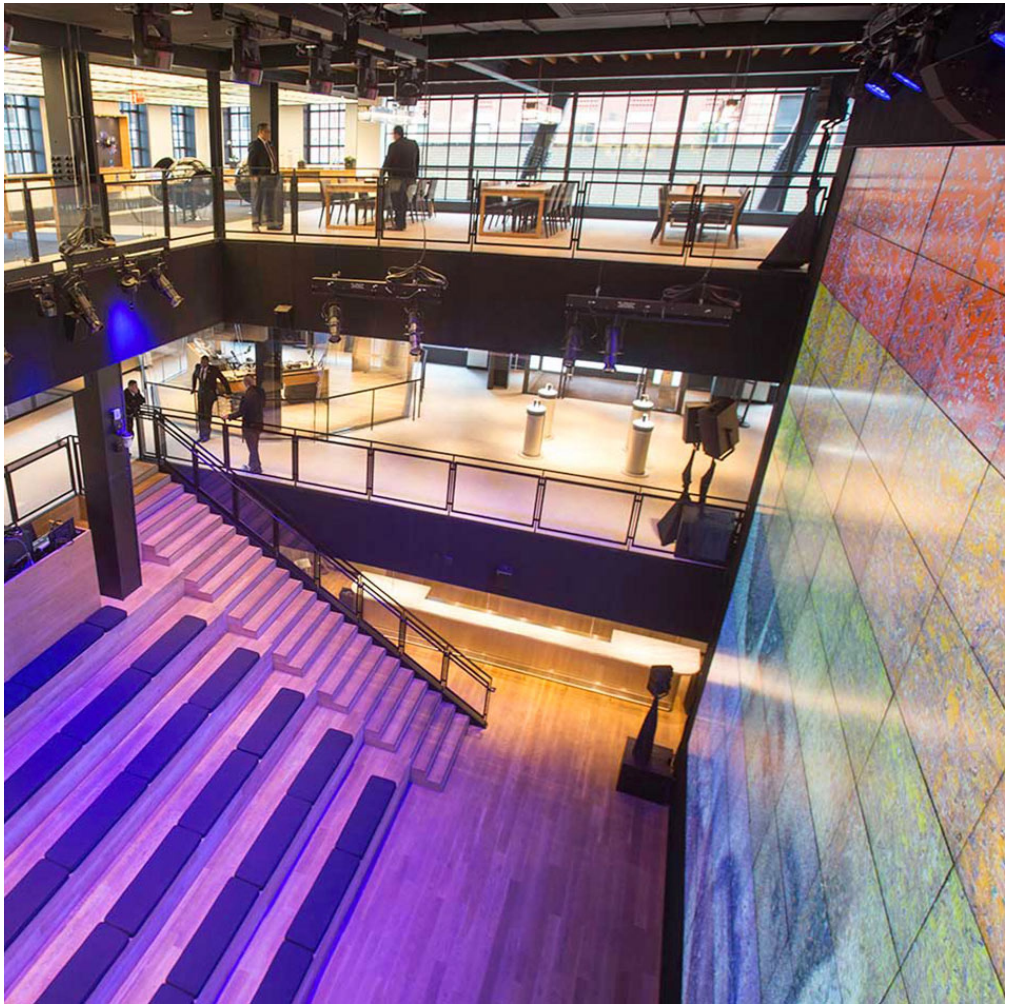


SCHIMENTI

SAMSUNG

837 Washington Street, New York, NY
Not quite a store—the only thing sold is food from its café—Samsung 837 has been described as a “digital playground.” Samsung created the facility to function as a cultural destination in which the public can experience and explore its technology. While the technological details on display—such as a virtual reality tunnel and the world’s largest multimedia display—are stunning, the creation of this dynamic space was an impressive feat, as well. The three?story, 55,000?square?foot space at 837 Washington Street in the Meatpacking district has numerous eye?catching highlights: a gallery for technology?based art installations; an open broadcast studio; kitchen and living room areas showcasing the latest in smart?home technology; a playroom for family?friendly activities. There’s even a selfie station that projects images over three stories of screens.
See more information at www.schimenti.com

ADDRESS:575 LEXINGTON AVENUE18TH FLOORNEW YORKNEW YORK 10022
CALL:212 246 9100
WEBSITE:WWW.SCHIMENTI.COM

Visual Market Retail (VMR) is a division of wests Design Consultants Limited Copyright © 2025 Visual Market Retail

WWW.VISUALMARKETRETAIL.COM ACTION@VISUALMARKETRETAIL.COM TEL: 212 835 0625