



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

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