

Retail Store Design

COMMENDATION



Time Warner Cable Flagship Experience Store New York, New York

Type of Merchandise: Entertainment

Company: Time Warner Cable

Architects: Ware Malcomb

Interior Designer: Ware Malcomb

General Contractor: GCI Inc.

Step into the future of retail on 23rd Street in the historic Flatiron District of Manhattan by visiting the new Time Warner Cable (TWC) Flagship Experience store. The state-of-the-art retail location was designed to create a new type of customer service aimed at providing patrons with a fun, interactive experience. Upon entry, guests are welcomed by a TWC concierge to guide them through their visit. The modern, open floorplan creates stations to showcase different products throughout and invites customers to experience products and services as if they were in their own homes.
