

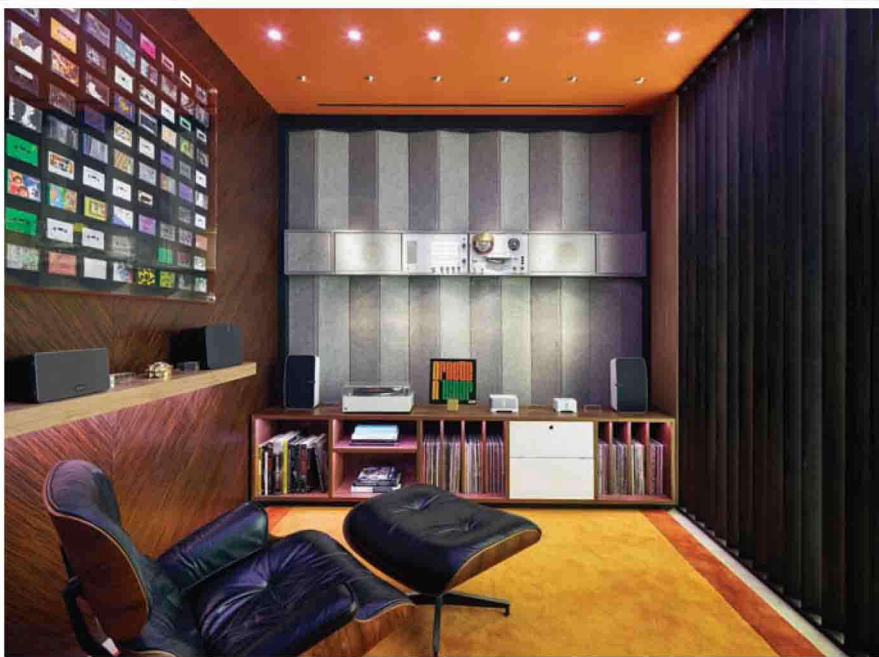
# sonos

## SoHo, New York City

Design: Partners & Spade  
Opening date: July 2016  
Store size: 390 sq m

After becoming a part of so many homes around the world, it's time we finally settled down in a place of our own, claims Sonos. The consumer electronics company, known for its wireless speaker systems, has opened its first retail store at 101 Greene Street in Manhattan's SoHo neighbourhood.

The store concept, developed in







collaboration with Partners & Spade, is designed to create an equally inspiring sound and visual experience. 'The whole store experience is based on the idea of being in a really comfortable and inspiring environment, listening to music you love, but hearing it in a way you never have before,' says Dmitri Siegel, Sonos VP, global brand.

The 390 sq m store is split across two levels and features seven state-of-the-art listening rooms, each acoustically designed to replicate a home listening environment, from a kitchen and study to living room. 'The intention is to allow the music to do the talking, making it easy for everyone to experience Sonos exactly as they would at home, even though they are in the retail environment,' says Giles Martin, Sonos sound experience leader.

Each of the listening rooms is custom-built with four layers of acoustic sheet rock and a 2,000lb, steel-framed glass door to ensure sounds are contained within each 4m x 3m space. They each feature a different aesthetic to showcase how the minimalist appearance of Sonos products blends seamlessly with the interior of any home.

Custom wallpaper designs adorn the interior walls of three of the Sonos listening rooms, including architectural renderings and sketches by London-based French

illustrator Thibaud Herem; hand-painted classic patterns by New York-based decorative painter Mark Chamberlain; and a custom illustration of the Sonos store's home in SoHo by New York cartoonist Mark Stamaty. Hand-woven rugs, bookshelves and custom furniture also contribute to the sound experience.

Six of the seven house-shaped listening rooms form a row on the ground floor, while the seventh listening room is located on the lower level of the store, offering a HiFi



haven complete with a vintage Herman Miller Eames lounge chair. The downstairs listening room also displays a collection of rare cassette tapes owned by famed musician Thurston Moore, who was involved in the SoHo music scene.

The store features original artwork and installations throughout the space that celebrate music culture and curation.

A large hand-painted portrait of famed record producer and long-time Sonos advisor Rick Rubin hangs near the entrance to the store, giving a nod to the company's connections to New York City music.

Meanwhile, an extensive collection of New York music zines, including out-of-print titles such as Arthur, New York Rocker and East Village Eye hang prominently within the main space.

At the back of the store, a 'wall of sound' comprising 297 Sonos speakers serves as an ode to speaker culture.

The store opened in July 2016. **RF**

