

SoHo



iTunes Retail SoHo



STUDIO
440
architecture
acoustics

Studio 440 was tasked to renovate 4 theaters in Apple Retail environments: to update the interior design; re-design the acoustics; and to integrate all new technical systems and infrastructure for multipurpose presentations and performance.

This theater at the SOHO location, presented many challenges, as it is open to the store, and is intended for showcase musical events. All acoustic and theatrical systems are custom designed and concealed so the interior remains as pristine as the retail environment.

Size: 1,600 sq.ft.
Location: SoHo, New York, New York
Completion: NA
Contractor: NA
Owner: Apple
Cost: Withheld at Owner's request