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Nintendo Playroom is an immersive environment for kids and parents to inhabit the world of Nintendo. Located in Rockefeller Center in New York, this in-store experience offers kids a chance to be a part of a video game. Entering the Nintendo Playroom, kids are drawn to a photo booth which enables them to capture a picture of their face. With the capture of a portrait, the animated game character Mario appears on a screen and invites kids into the play environment. On a huge video wall, a complex videogame is in progress. In this game, a score of small characters run around an environment, bumping into one another, climbing ladders and going in and out of tunnels. On closer inspection, kids notice that their own faces are attached to Nintendo character bodies. They are inhabiting the game. Nintendo Playroom is organized around a central field of gaming modules set in a digital blue rubber floor and ceiling from where one can survey product display areas boldly outlined in red rubber and the giant game playing out continuously on the huge video wall. The store can be rearranged and re-merchandised in minutes as the mobile gaming modules can be wheeled around and plugged into any of the grid-arranged yellow floor outlets. The merchandise carts on wheels allow product to overtake the entire floor or recede into their red zones. Nintendo Playroom has a strong exterior identity through the giant glazing of the shop façade. The digital blue ceilings, red product display zones and the huge video wall are visible from 48th Street and the Rockefeller Center pedestrian walkway in front of the shop. An extruded columnar rear projection screen extends up to the ceiling showing images of Nintendo characters merged with the portraits of kids. The dynamic imagery of this video column and the giant game on the video wall bracket the colourful field of the gaming modules and the product display zones in order to have a captivating effect on passers-by and draw them into the shop.

