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Brooklyn Arena Sales Center, located on the 38th floor of the Renzo Piano designed New York Times Building in Midtown, Manhattan, is an 8,000 square foot showroom and marketing center for the Frank Gehry designed Barclays Center Arena in Brooklyn, NY. In addition to being a context for events for the clients, Nets Basketball, Barclays Bank and Forest City Ratner Companies, the showroom features a full scale mock-up of a sky-box suite complete with interactive multi-media displays in order to market the new arena. A 50 foot long entry gallery lined with LED scrolling text directs visitors to the entry lobby and the adjacent main gallery. In the main gallery, twenty retractable LCD monitors form a random horizontal plane when retracted and an electronic chandelier reminiscent of an arena score board when lowered. The monitors each accept multiple inputs and function as a flexible information display. A titanium clad sky-box suite mock-up is suspended from the slab above and presents itself as a floating jewel in the space. A ramp leads into this object's interior where an immersive panoramic projection screen simulates the experience of the eventual arena. A douglas-fir clad volume hosts a conference room while dividing the main gallery from offices and workstations.

