

# POKÉMON

New York, NY  
13,000 SQ FT

COMPLETION  
2001

Pokémon is a Japanese media franchise that has created a fictional world around its characters. The Pokémon flagship store in Rockefeller Center is more than just another retail shop — TPG was given the creative assignment to create an in-store experience that would equal the wonder and imagination of the Pokemon brand for their fans worldwide.

The initial challenge for the project was to build a modern playground within a historically relevant space. The project incorporates complex audio visual and lighting effects, video games, a ten-foot tall interactive digital kiosk, a “trainer” gym where children (and adults) can improve their gaming skills, and a ceiling installed conveyer belt carrying life-size Pokémon characters throughout the space.

