

A promotional image for Studio 525. Two women in red dresses stand in a doorway. The left woman is looking at a tablet, and the right woman is looking at a smartphone. The doorway is flanked by green paneled walls. The background behind the women consists of three vertical panels: a landscape with mountains and water, a dark forest scene, and a fiery red and orange scene. The text 'Studio 525' is overlaid in large white font across the bottom of the image.

# Studio 525

EVENT DECK

525 W 24TH STREET

NEW YORK

STUDIO525NYC.COM



HUDSON  
YARDS

JAVITS  
CENTER

THE  
HIGHLINE

CHELSEA  
PIERS

CHELSEA  
MARKET

LITTLE  
ISLAND

MEATPACKING  
DISTRICT

HUDSON  
RIVER PARK  
& GREENWAY

PIER 45

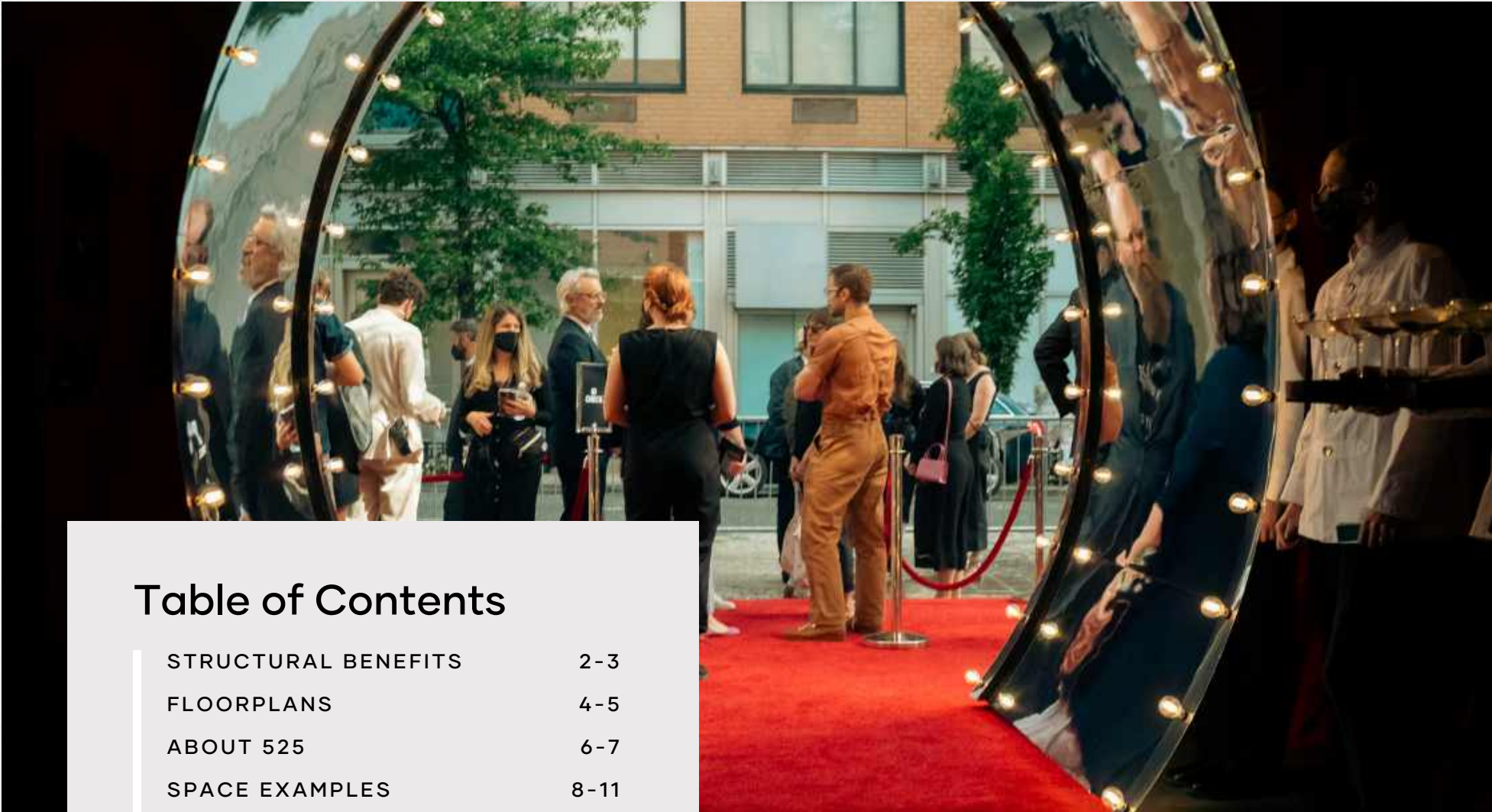
PIER 40

WEST VILLAGE

SOHO  
& TRIBECA

Studio525  
NEW YORK

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Access our Toolkit,  
Virtual Walkthrough and  
Production Links



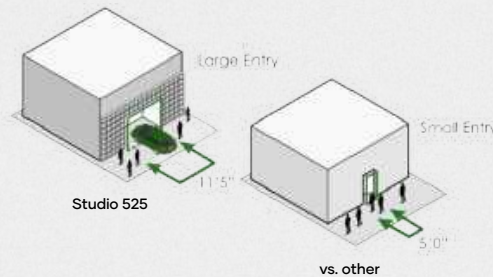
## High Ceilings

The soaring 30 ft ceiling heights offers a volumetric experience that inspires guests from the first glance.



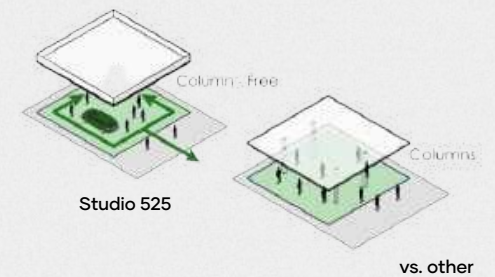
## Large Entry

Our 11.5 ft street-level entry simplifies load-ins for large items, saving time, labor and eliminates dock and elevator hassles.



## Column-free

Zero columns in the space optimizes clear sight lines and accommodates a large volume of fabrication components, vehicles, etc.





## Exclusive Access

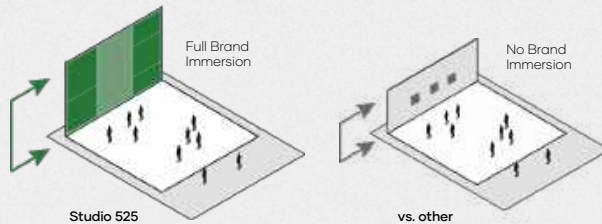
Activating the whole building empowers your brand to take center stage, without getting lost in a multi-purpose facility.

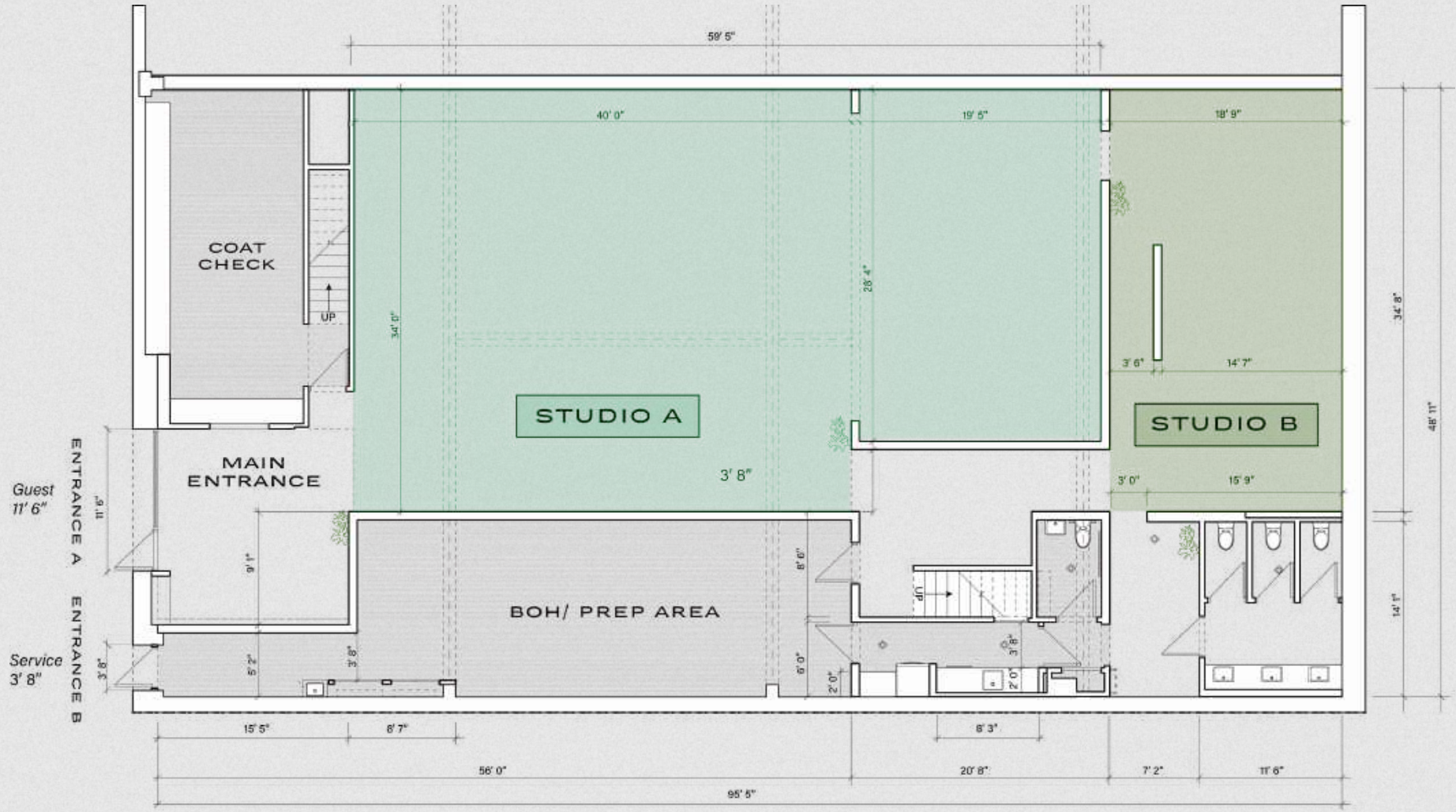
## Interior Branding

Transform the interior into an immersive brand experience, commanding attention and leaving a lasting impression on the guests.

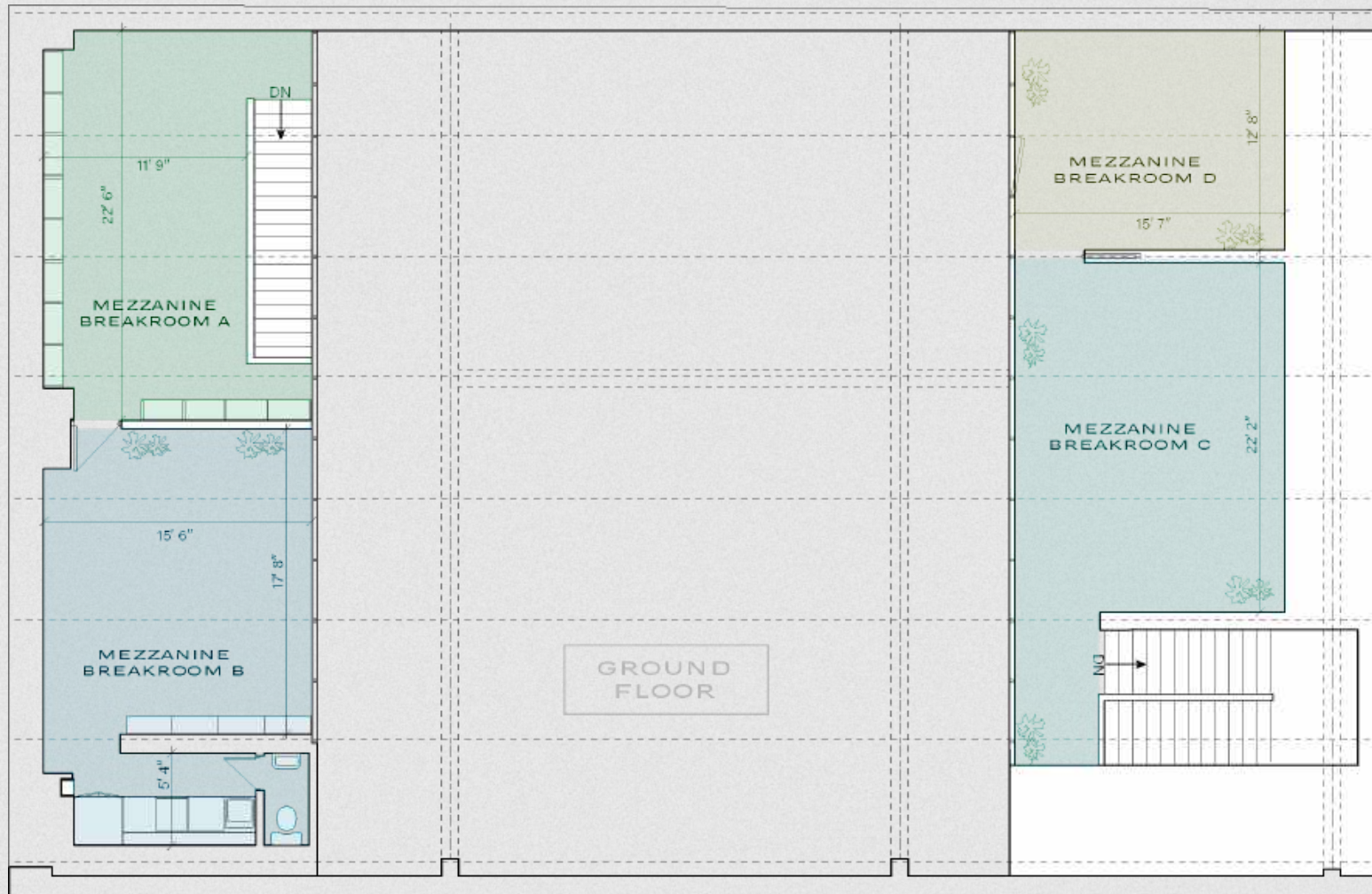
## Exterior Branding

Advertising on the facade unlocks the potential to customize the building & stand out on one of New York's prime blocks.





GROUND FLOOR



## UPPER MEZZANINE FLOORS

# Studio



**Iconic Location**

Studio 525 is located on 24th Street in the center of the West Chelsea Highline - the intersection of art, architecture, lifestyle and luxury. The space is flanked by world renowned galleries such as Gagosian and Pace.

**Historic Architecture**

The immense 30 ft ceilings are original to the 1930's and feature a breathtaking skylight that infuses warm architectural elements into a modern space, creating a truly distinctive ambiance.

# 525



### Endless Creativity

There are unlimited possibilities within the boundless canvas of the event space, where every corner becomes a stage for imagination.



### Curb Appeal

As a thoughtfully renovated Art Gallery, the space has an authentic and "on-brand" facade that can be customized to bring your story to the forefront of a beautifully manicured street.



**Customizable from  
The Inside Out**

The building is a versatile blank canvas ready to embody your brand and vision, inside and out. Studio 525 embraces and encourages creativity, and our team is excited to help turn your design concepts into reality.



**The Freedom to  
Build your Brand**

Full creative freedom within the space enables you to build truly memorable and immersive experiences. Through clever branding, innovative displays, and thoughtful design, your activation will resonate with attendees long after the event has concluded.



**The Walls are  
your Canvas**

Studio 525's blank canvas awaits your creative touch. From live murals to floor-to-ceiling vinyls, the transformation of the space is an inspirational way to engage your audience.



**Your Creativity  
is Limitless**

The creative potential in Studio 525 knows no bounds. The space has the sophistication and versatility to support any activation imaginable.



# Fashion Auto Brands Experiences Screening Receptions



VERTICALS

Studio525  
TOP VERTICALS



# Fashion



# BULLEIT

FRONTIER  
WHISKEY

THE BULLEIT 20 PRIMO  
OLD SCOTCH WHISKY

## Brand Activation

BULLEIT X TRIBECA FILM FESTIVAL



# Experience

RUINART



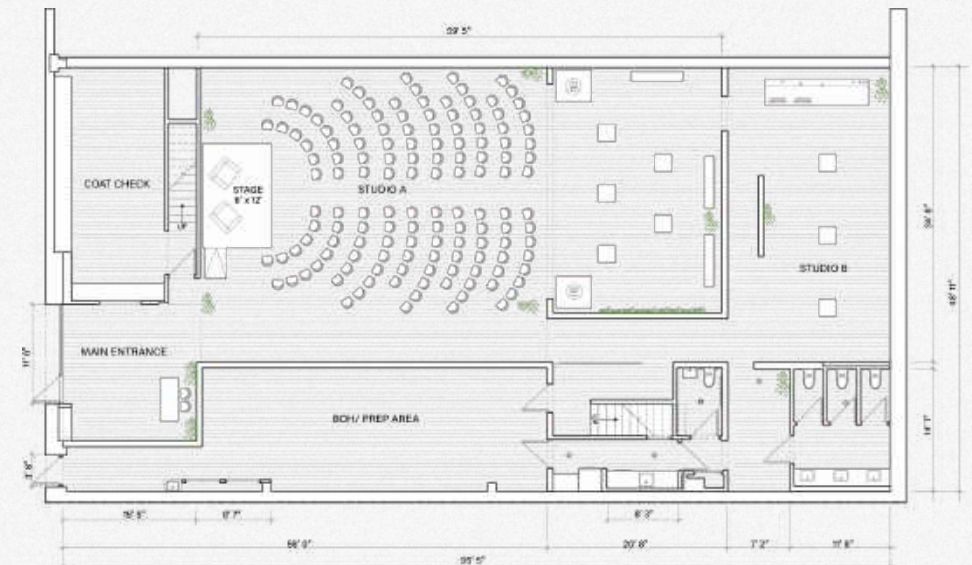
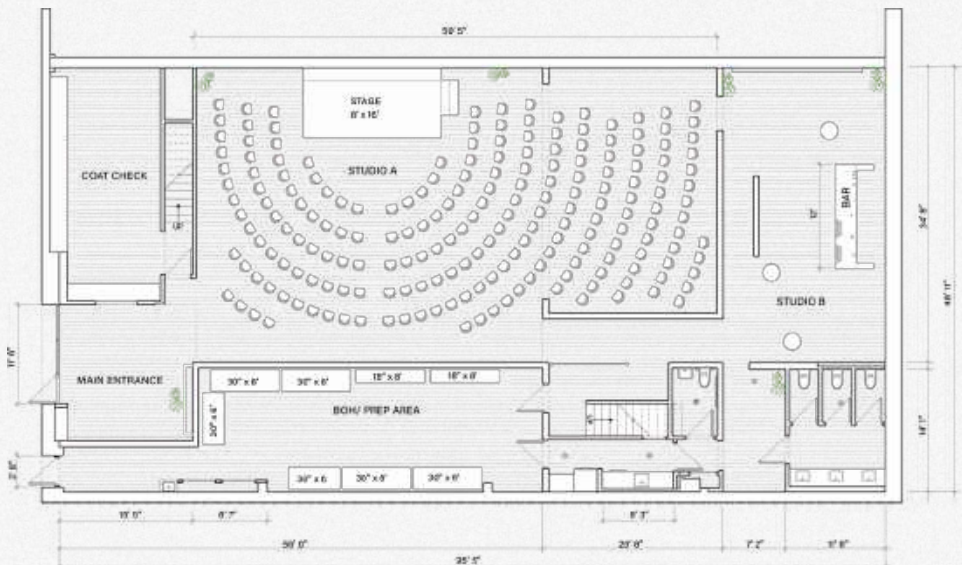
# Screening



VERTICALS

# Reception

GRAND MARNIER



**Conference w/ Stage**  
200 Seated

**Screening/Conference**  
150 Seated

**SAMPLE FLOORPLANS**

**Studio525**  
NEW YORK

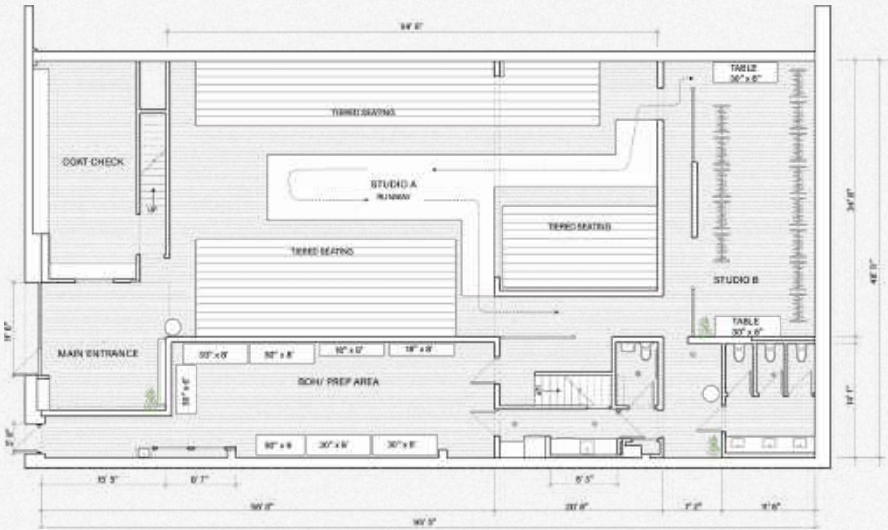




LELA ROSE

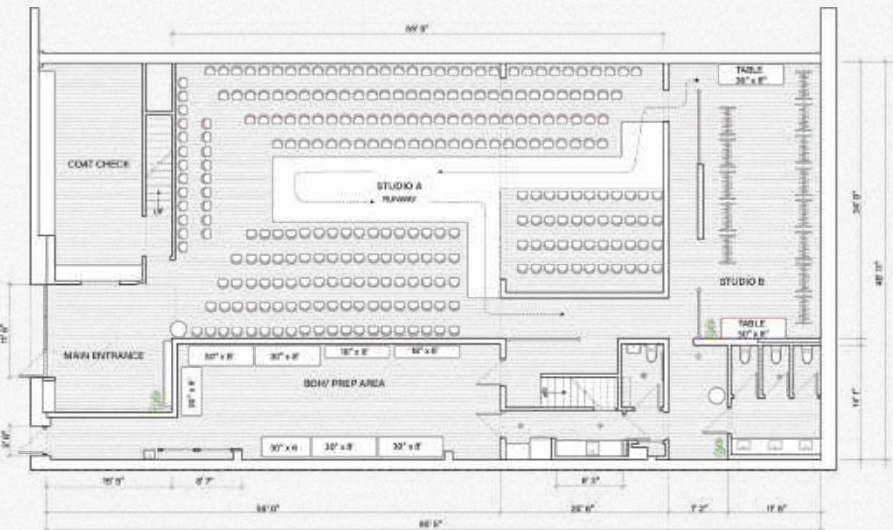


FDLA



Fashion Show, Tiered Seating

279 Seated



Fashion Show, Theater Seating

279 Seated

SAMPLE FLOORPLANS

Studio525  
NEW YORK



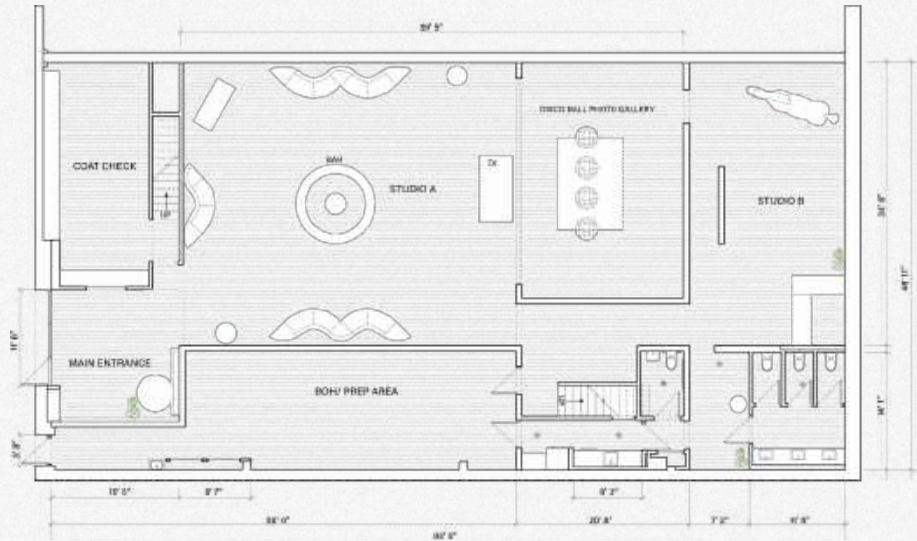
PININFARINA



CHARLOTTE TILBURY



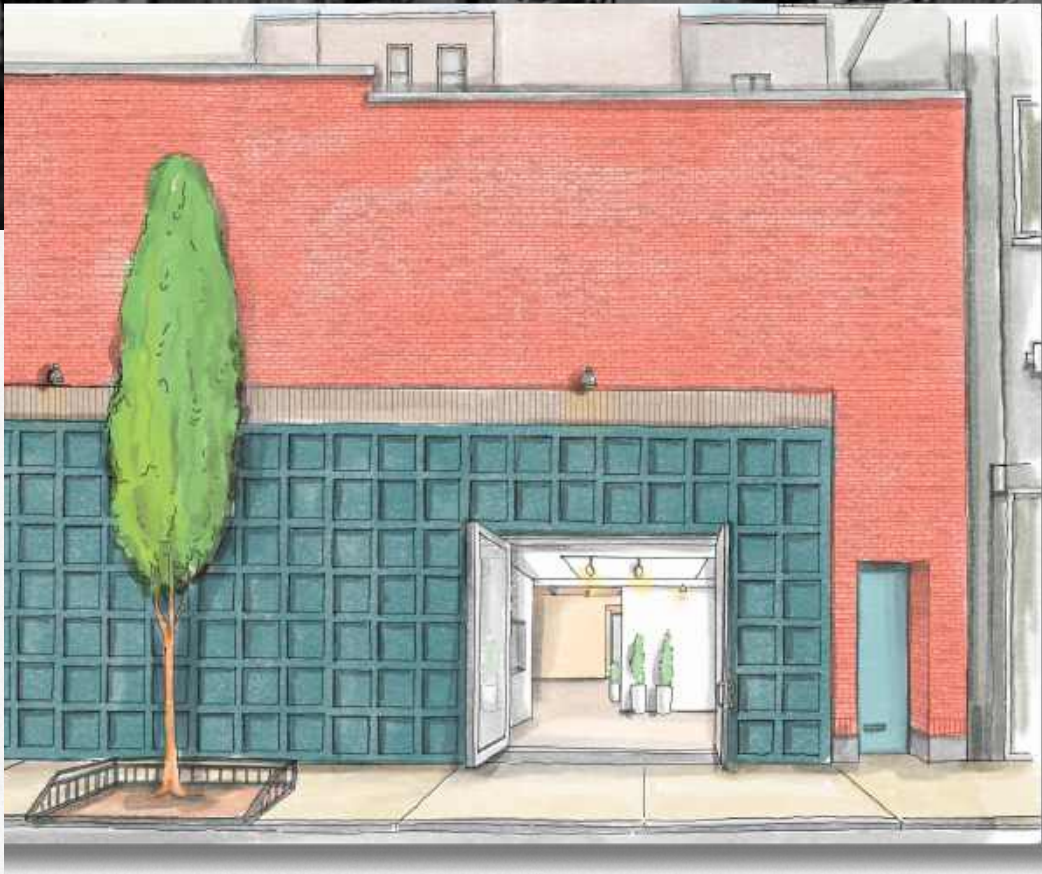
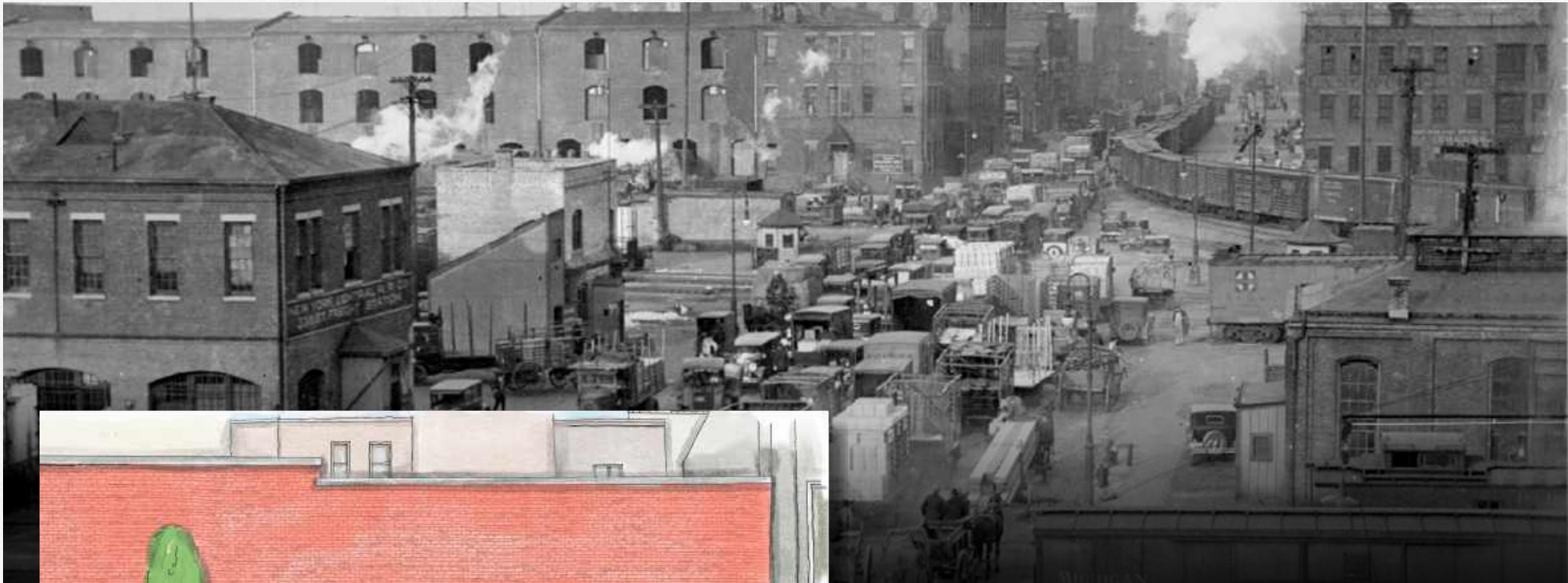
**Auto Show**  
279 Standing



**Reception**  
279 Standing

SAMPLE FLOORPLANS

Studio525  
NEW YORK



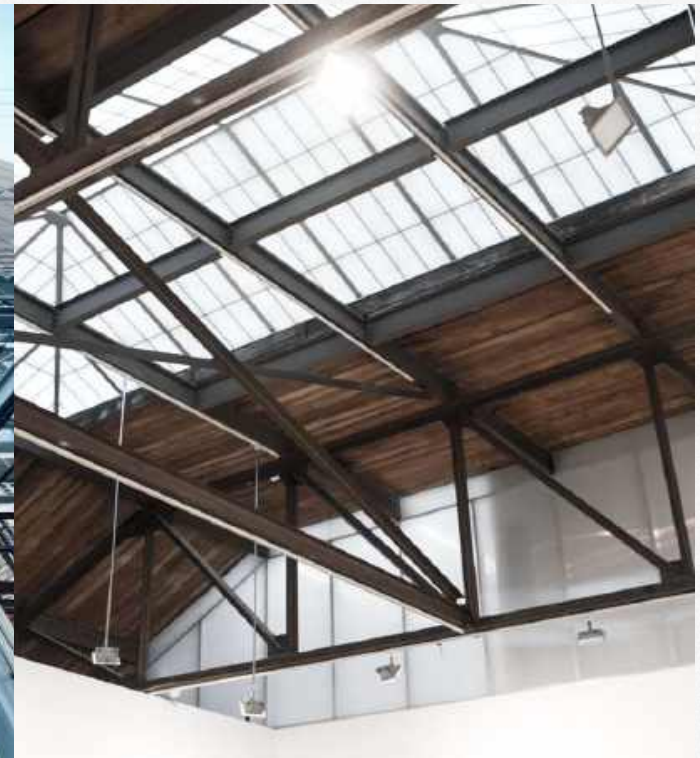
## The History of Studio 525

Studio 525 is situated on a historic block in the West Chelsea Highline Arts District.

Reigning for decades as a bustling hub for the transportation of goods in and out of the city, this incredibly dynamic neighborhood is deeply rooted in a history of architecture, manufacturing, railroad and industrialization.

Completed in 1936, Studio 525 was initially built as a warehouse with a red brick exterior that remains today. The original warehouse doors have since been replaced by a long stretch of green mahogany panels that have become an iconic insignia for Studio 525.

*TOP: Chelsea streets, est. 1914  
LEFT: Studio 525 Rendering, 2024*



## STRUCTURAL EXPRESSIONISM

# Influencing Creativity through Architecture

Structural expressionism has influenced contemporary architecture by encouraging transparency, honesty in materials, and a celebration of engineering prowess. It has paved the way for modern sustainable design practices by making structural efficiency and the use of industrial materials central themes in architectural design.

*LEFT: Centre Pompidou, France*

*MIDDLE: New York Times Building, NYC*

*RIGHT: Studio 525, NYC*

### EXPOSED STRUCTURE

The building's structural components, such as beams, columns, trusses, and support systems, are left exposed and highlighted rather than concealed. This creates a sense of honesty and transparency in the design, where the means of support are visible and celebrated.

### USE OF INDUSTRIAL MATERIALS

Structural expressionism often incorporates materials such as steel, concrete, and glass, which are associated with industrial construction. These materials are used in ways that showcase their inherent qualities, such as the strength of steel or the sleekness of glass.

### TRANSPARENCY AND LIGHTNESS

Structural expressionist buildings often employ large expanses of glass and other transparent materials, creating a sense of lightness and openness. This transparency allows natural light to penetrate deep into the building, enhancing the interior environment.

### FUNCTIONAL AESTHETICS

The style emphasizes the beauty of functional elements. For example, the joints, bolts, and welds that hold the structure together are often visible and integrated into the overall design, contributing to the building's aesthetic appeal.

# Free Design Space

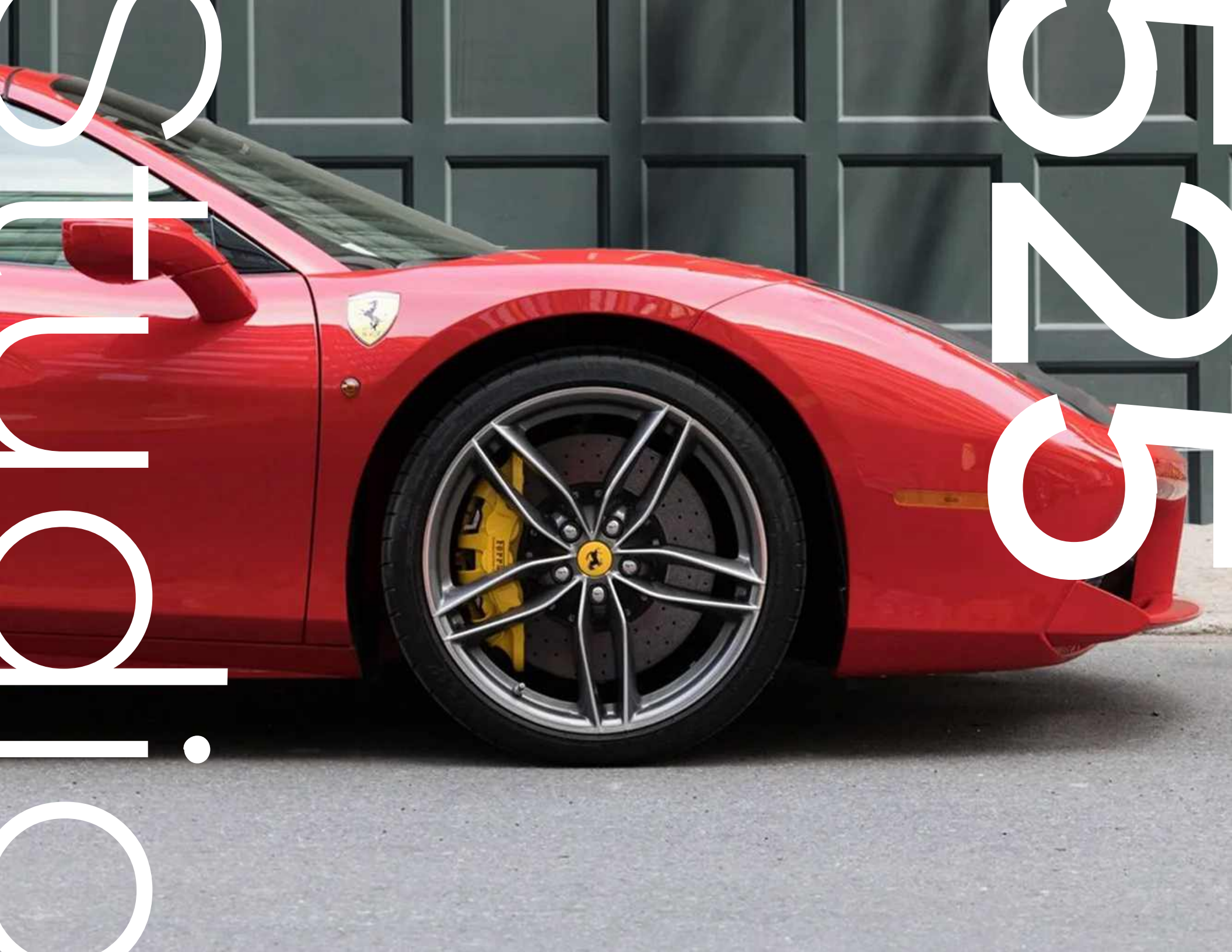
Use this space to plan out your next event at Studio 525



# Let's Get Creative

We can't wait to see your vision come to life at Studio 525





Studio**525**  
NEW YORK



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STUDIO525NYC.COM

