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Wired Pop-Up Store NYC Opening 2011 (Pictures)

Take a Lap Around the Geek Chic Wired Pop-Up Store

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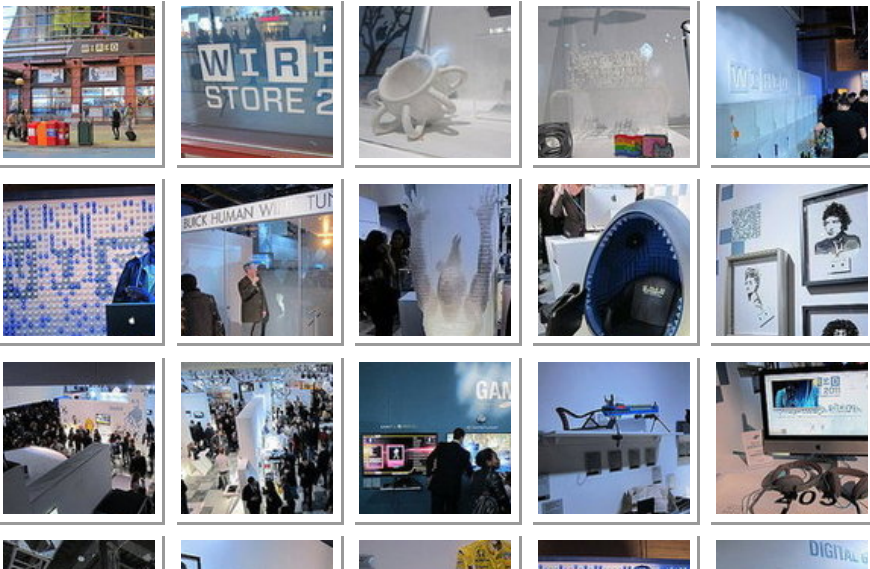
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Posted November 18, 2011 1:50 pm by [Marisa Tom](#)

To my fellow gadget-obsessed gals, start-up enthusiasts, and tech-savvy set, let the geeked-out **Wired** pop-up in Times Square (42nd Street and Broadway) be your holiday season BFF. The highly anticipated [holiday store](#) is officially open today, and if you can only think of one reason to head to Midtown's busiest tourist trap hub, this is it. By the grace of the geek gods, we got to hobnob with some of New York's brightest tech stars and, um, Sir Ben Kingsley — knights love forward-thinking inventions, too — at yesterday's opening-night shindig and do a fair amount of "what's in store" reconnaissance. Most importantly, though, we took great pleasure in roaming the **Wired** space, staking out our new start-up obsessions (hello [Shapeways!](#) hello 3D-printed jewelry!), checking out the insane array of digital doodads, and picking up some handy holiday gifting ideas all in one fell touring swoop. Click through to catch up on last night's action and peep some pretty rad gadgets, too.

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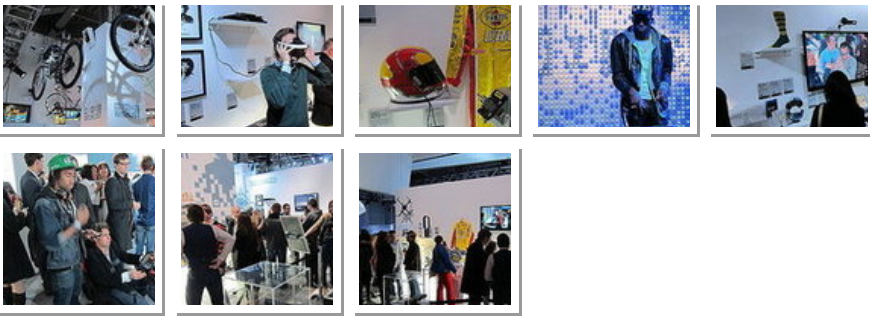
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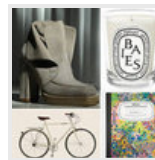
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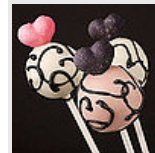


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