

New York Report

June, 2026

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* Project 1: Audible Story House

1. Audible Story House

Project Overview

Held in New York in May 2026, Audible Story House was a limited-time immersive installation created by Audible, the world's largest audiobook service. Conceived as a “bookstore without books,” the project reimaged audio storytelling within a physical environment. Located in the Bowery district, the three-story venue invited visitors to explore narratives by inserting audio cards, known as Story Tiles, into listening stations positioned throughout the space. Each card provided access to a three- to five-minute audio sample, allowing visitors to discover a variety of stories as they moved through the venue.

A defining feature of the project was its deliberate reduction of visual stimuli, placing sound at the center of the experience. Unlike conventional digital libraries or streaming platforms, the Story Tile system encouraged visitors to engage more intentionally with the act of discovery. Rather than functioning as a traditional exhibition, each area was conceived as a dedicated listening environment. A particular highlight was the listening lounge equipped with Dolby Atmos technology, where sound moved three-dimensionally above, below, around, and behind the listener, creating an enveloping sensory experience. Equally distinctive was the spatial narrative structure, which allowed visitors to choose their own routes and uncover stories throughout the venue.

Throughout the exhibition period, the space also hosted author talks, live readings, and workshops, serving as a platform for community engagement centered on audio content. By merging the traditionally separate acts of reading and listening, Audible Story House demonstrated how storytelling can extend beyond content consumption and become an immersive spatial medium.

Project Details

1. Audible Story House
2. Pop-up Store
3. Open Date: May 1st, 2026
3. Location: 260 Bowery Ground Floor, New York, NY 10012
4. Target Customer: All
6. Website: <https://audiblestoryhouse.com/>

Location Map





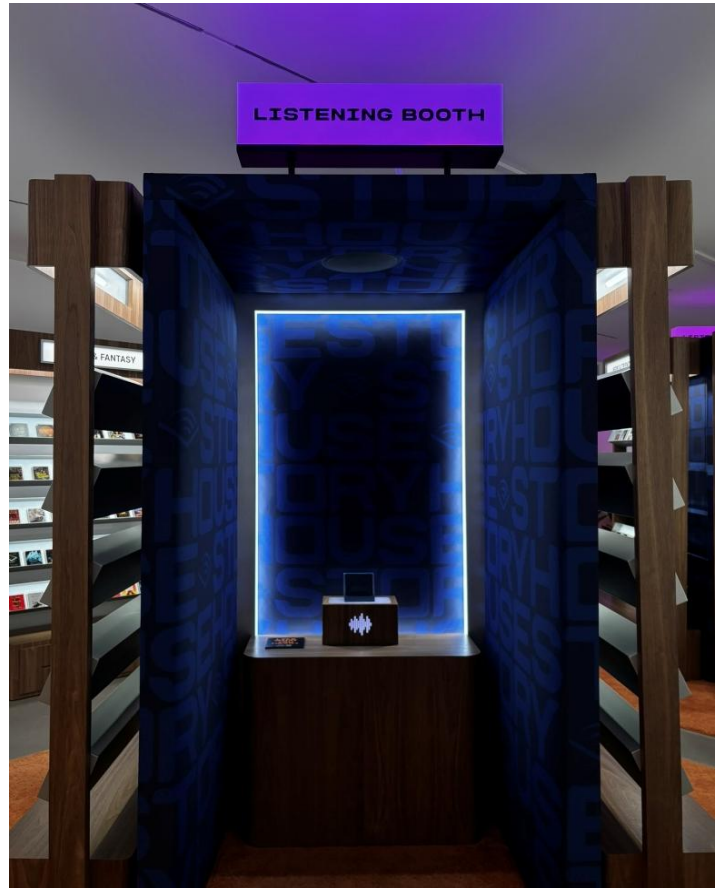
Audible Story House, a three-story pop-up experience in New York's Bowery district on the Lower East Side, was open for one month only.



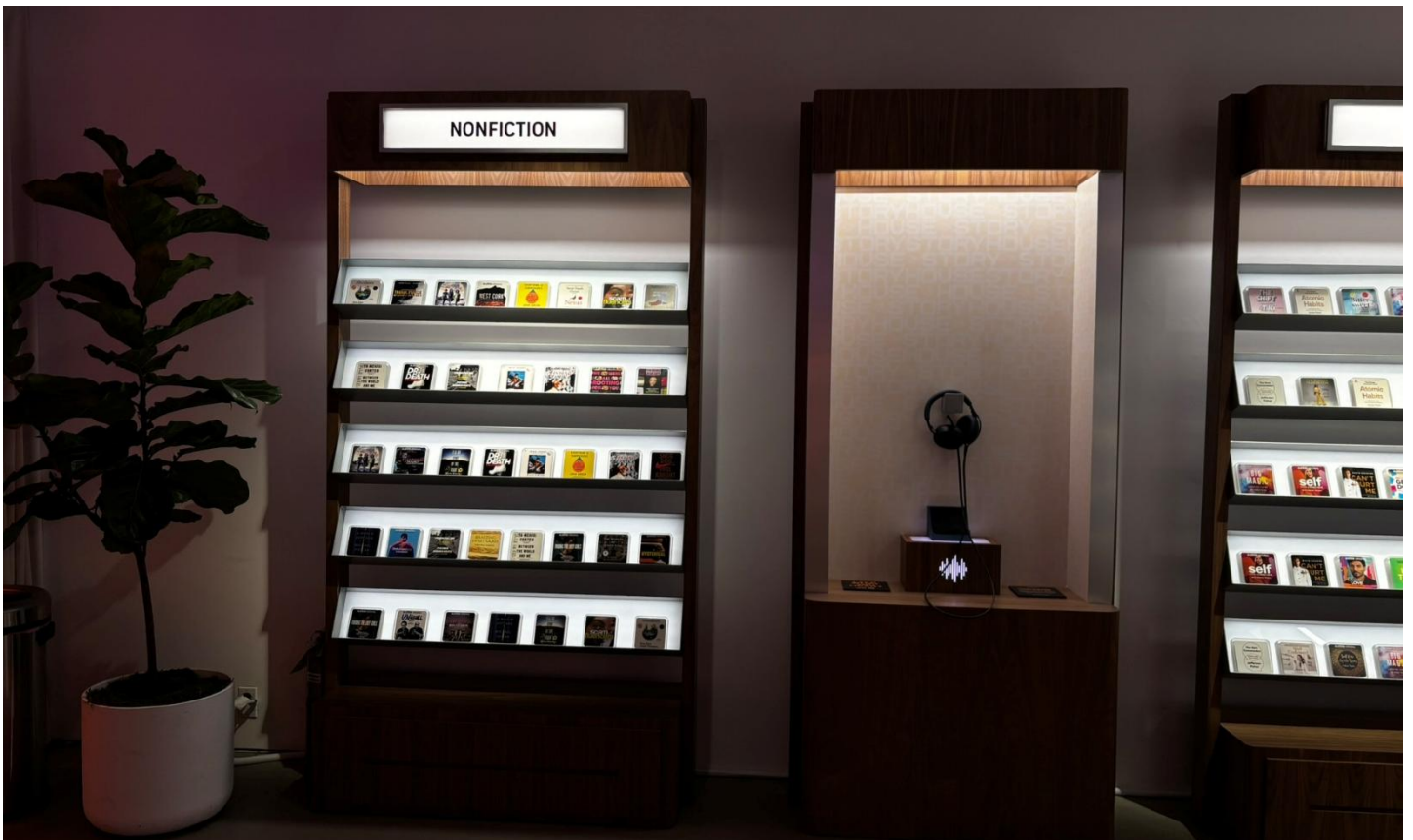
Audible, one of the world's largest audiobook services operated by Amazon.



The project was developed in collaboration with partners including Dolby Atmos, the coffee shop Land to Sea, and Sony.



Story Tiles, audio cards that allow visitors to explore stories, displayed throughout the venue inspired by the concept of a “bookstore without books.”



The Listening Booth at the center of the space allows visitors to insert a Story Tile and preview a three- to five-minute excerpt from each audiobook.



In the gallery area, which doubles as an event space, a variety of audiobooks are played on a rotating schedule.



A cozy lounge where audiobook readings provide the ambient soundtrack.



The second floor features The Listening Bar, a space designed for experiencing audio content.



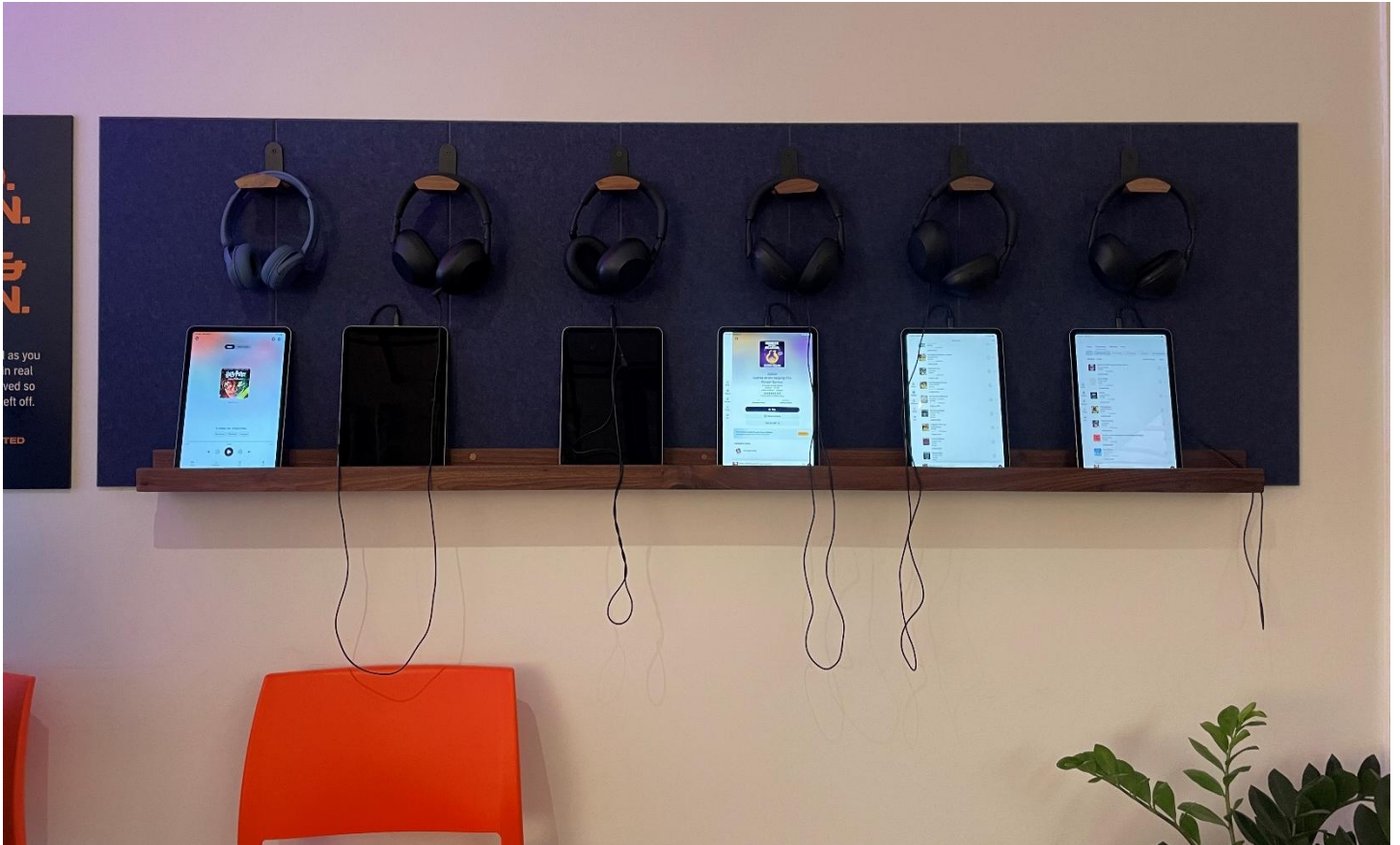
Acting as both bartenders and librarians, staff curate audiobook recommendations tailored to each visitor's interests and mood.



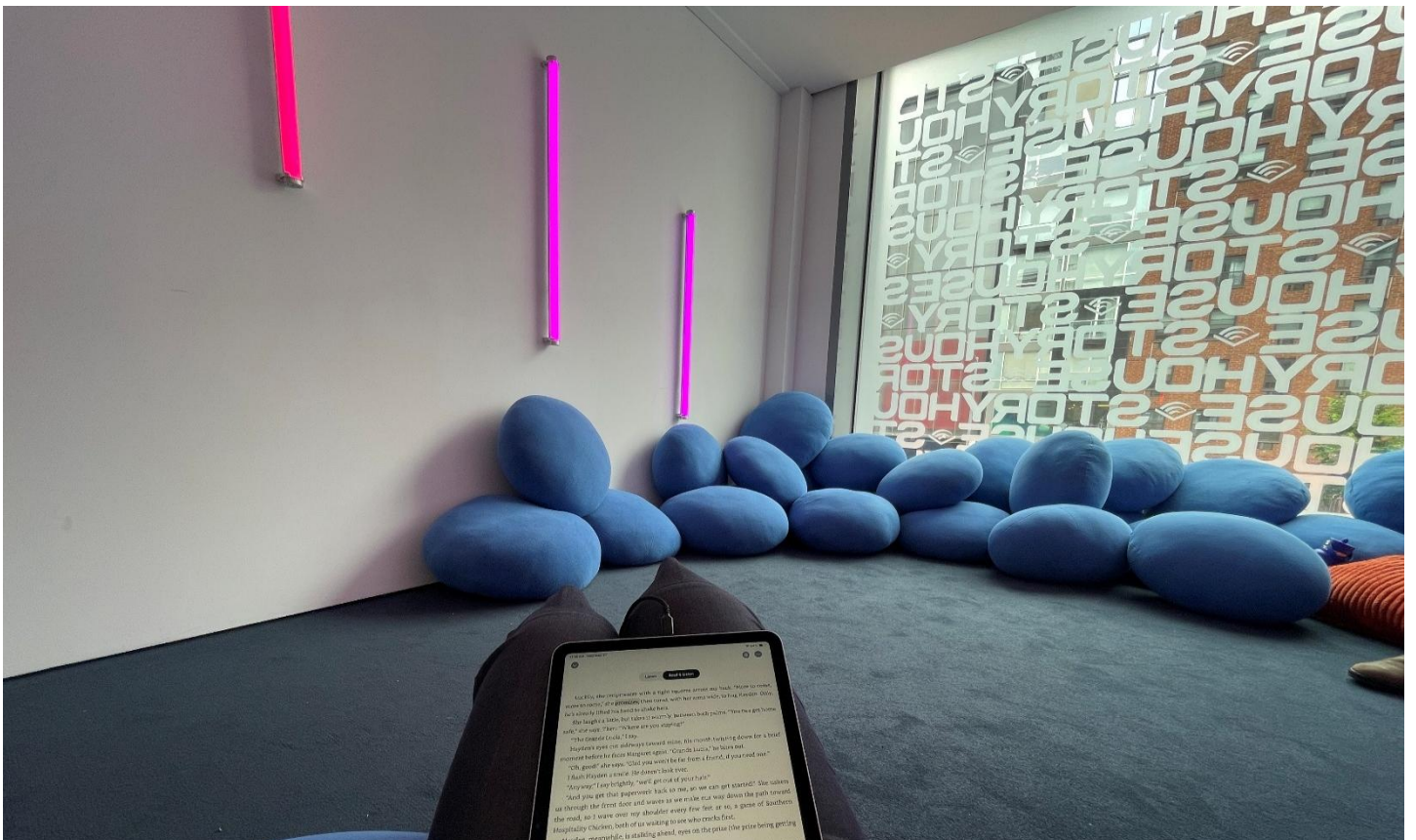
The café features coffee from Land to Sea, a well-known coffee shop in New York.



The availability of Wi-Fi encourages visitors to linger and spend more time in the space.



The Studio, where visitors can explore the Audible app using iPads and speakers.



Designed as a private space where visitors can fully immerse themselves in the world of each story.

THE
Dolby Atmos
LOUNGE



WHERE SOUND TRANSPORTS YOU

A listening lounge in the basement equipped with Dolby Atmos technology.



Spacious sofas by designer Pierre Paulin provide a comfortable setting for immersive listening experiences.



In a space where sound extends in every direction, visitors can enjoy the unique sensation of being completely enveloped by audio.