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Press Release

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IMMEDIATE

Tech-Savvy First-of-its-Kind Retail Space Opens at 14 St-Union Square

Concept Uses Digital Space to Market High-End Products in 150 Square Feet

A new retail concept that takes advantage of New Yorkers' renowned skills in all areas high-tech has opened in the MTA New York City Transit subway system, the first retail space of its kind that makes the most of limited square footage by engaging customers via digital screens.

The New Stand, which sells high-end personal and home products in addition to publications, made its debut at the end of November in the L Line mezzanine at 14 St-Union square, capitalizing on the digitally adept ridership of the Canarsie Line. The 150-foot space within the station's paid area was formerly a traditional newsstand.

Unlike existing traditional newsstands within the subway system that tend to be variations of a walk-up counter design, New Stand is a brightly lit curated store with enough room for product displays, a register and multiple digital screens. In lieu of the newspapers, magazines and sweets sold at traditional newsstands, New Stand carries items such as art supplies, bags and food made available through brand partnerships.

The store's digital aspect allows it to market more products to customers, expanding its selection beyond the space's physical footprint. Customers can use the screens to view the store's electronic library or connect with brands via social media. Through New Stand's partnership with brands and publications, it also can offer items at a more competitive price or with packaging unique to the store.

New Stand has entered into a 10-year lease with the Metropolitan Transportation Authority (MTA) beginning spring 2015.