Audio-Technica TECHNICA HOUSE



Audio-Technica, a producer of innovative audio experiences for more than 60 years, recently opened TECHNICA HOUSE – New York, a unique marketing salon dedicated to connecting the various artistic communities - music, art, fashion, cuisine, and more - that make the city sing. This one-of-a-kind collaboration space, located in the heart of SoHo, sparks creativity by celebrating both the Japanese aesthetic and Audio-Technica’s human-centered “Always Analog” philosophy.

Inside TECHNICA HOUSE, guests will discover the AT-ONE Studio, home to AT-ONE Radio, an original podcast series for and about creators. Specially designed to foster authentic human connections, the studio is equipped with Audio-Technica’s BP40 broadcast microphones and critically acclaimed ATH-M50x professional monitor headphones. The studio is isolated from the bustling SoHo neighborhood with a wall-to-wall and ceiling-to-floor sound treatment, providing an ideal recording environment for podcasts.

Invited guests are also welcome to enjoy a well-appointed listening lounge, which features a large vinyl library along with a variety of Audio-Technica headphones, turntables, and even the company’s high-end NARUKAMI headphone amplifier. Visitors can unwind with others by listening to records through room speakers or

Phoca PDF

use any of the Audio-Technica headphones for a more personal experience.

Less expected for many, no doubt, will be the salon’s AT-ONE Kitchen, a demonstration space for Audio-Technica’s sushi machine brand - AUTEC, a manufacturer of commercial sushi robots. Starting with the turntable-inspired ASM50 Nigirikko, the world’s first automatic sushi maker for home use, AUTEC has grown to produce a full line of robotic devices to meet the needs of sushi businesses throughout the world.

Collectively, these energizing spaces seek to bring diverse, creative people and ideas together as one - AT-ONE, a name derived from Audio-Technica’s original product, the AT-1 phono cartridge. Just as that product revolutionized the music industry in 1962, TECHNICA HOUSE aims to cultivate a new era of collaboration among NY creatives. Currently open to invited guests only, the recently inaugurated TECHNICA HOUSE – New York plans to offer rental opportunities in the future.

www.technicahouse-nyc.com
www.audio-technica.com

Phoca PDF