

ARTS AND ENTERTAINMENT

## Istdibs moves into new physical space

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*Istdibs opens new showroom in TerminalStores. Image credit: Istdibs*

By STAFF REPORTS

Online marketplace Istdibs is focusing on an experiential omnichannel strategy with a new gallery in New York.

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Located on 11th Avenue in Chelsea, Istdibs' showroom will feature 50 exhibitors from around the world, heightened customer service and designer collaborations. The gallery opened this past weekend on Feb. 13, with a special inaugural Saturday and an ongoing installation.

Online to in-store

Among the installations at Istdibs is The Line of Beauty, produced by LA design studio The Archers, which features 17th and 21st century busts in a single arabesque. The exhibit will be ongoing in the new gallery.

Boutique design firm in New York Change & Co is also featured in Istdibs' gallery with its own installation, Kind of Blue. The installation is comprised of contemporary pieces in a light-hearted space with a touch of blue.

The Istdibs gallery, located in Terminal Stores, will be open Monday through Friday from 10 a.m. to 6 p.m.

[View this post on Instagram](#)

We're excited to announce a whole new way to experience @1stdibs! Stop by for our Grand Opening on 2/13 to shop, touch, see and be inspired by antique, vintage and new creations from 50 exhibitors at our gallery in #NYC. You won't want to miss this one-of-a-kind shopping experience. Head to the link in our bio to learn more about the #1stdibsgallery.

A post shared by 1stdibs (@1stdibs) on Feb 11, 2019 at 3:22pm PST

### *Instagram post from 1stdibs*

Other exhibitors featured in the space include J&D Oriental Rugs, Aero, Greenwich Living Antiques, Equinocial, Lost City Arts, Sasha Bikoff, The Swanky Abode and more.

While the physical space is set up similarly to a gallery, customers are able to purchase and interact with products.

The online marketplace also recently focused on the range of styles its vintage and modern pieces can complement in a new book.

"Rooms of Distinction" features the work of 50 interior designers and architects, showcasing the ways they have used 1stdibs' furniture and art in projects. While 1stdibs' digital channels are chock full of design inspiration, this book translates this content approach to print ([see story](#)).

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