

# CHIP CHICK



## Microsoft Opens Flagship Store on Fifth Avenue

By [Chance Kinney](#) · On October 26, 2015

Microsoft is undergoing an image transformation, and there's no better way to slough off the stodgy image of the '00s than to start rubbing shoulders with trendy, upscale buyers and sellers. Today, **Microsoft opens the doors of their new flagship store** on Fifth Avenue and 53rd Street, and it's going to be Windows Disneyland from the sounds of it.

The new store is 22,369 square feet of pure Microsoft — it's a good thing they're building so many of their own devices to fill up all that space. Microsoft now has over 100 retail stores worldwide as part of their pursuit of cool, something Apple has achieved seemingly without effort. Opening retail locations hasn't always done that trick for other companies — there

were PlayStation stores, once — but with the buzz surrounding the Surface and the Surface Book, the time might be right for Microsoft to finally get their hip card.

While they're in the area, Microsoft is throwing a little the way of non-profits active in the community. To celebrate the store's opening, Microsoft is giving \$3 million in technology grants combined to 14 organizations, including Staten Island MakerSpace, Brooklyn Children's Museum, PowerMyLearning, and the Women's Housing Economic Development Corporation.

Now that the ribbon has been cut, New Yorkers are welcome to come on down and score deals on Microsoft gear. While they're probably all gone now, there were also free tickets to a Pitbull show at Rockefeller Center tonight for the first 1,000 people in the store. I don't know, maybe you can find some of those 1,000 still floating around near the store.

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