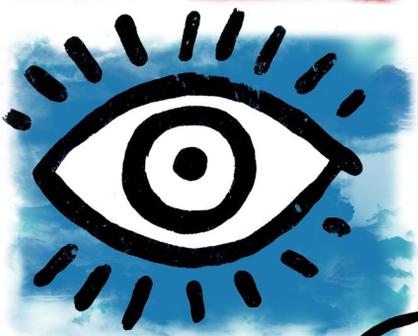


10·CORSO·COMO

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NEW JERSEY

SOUTH STREET SEAPORT



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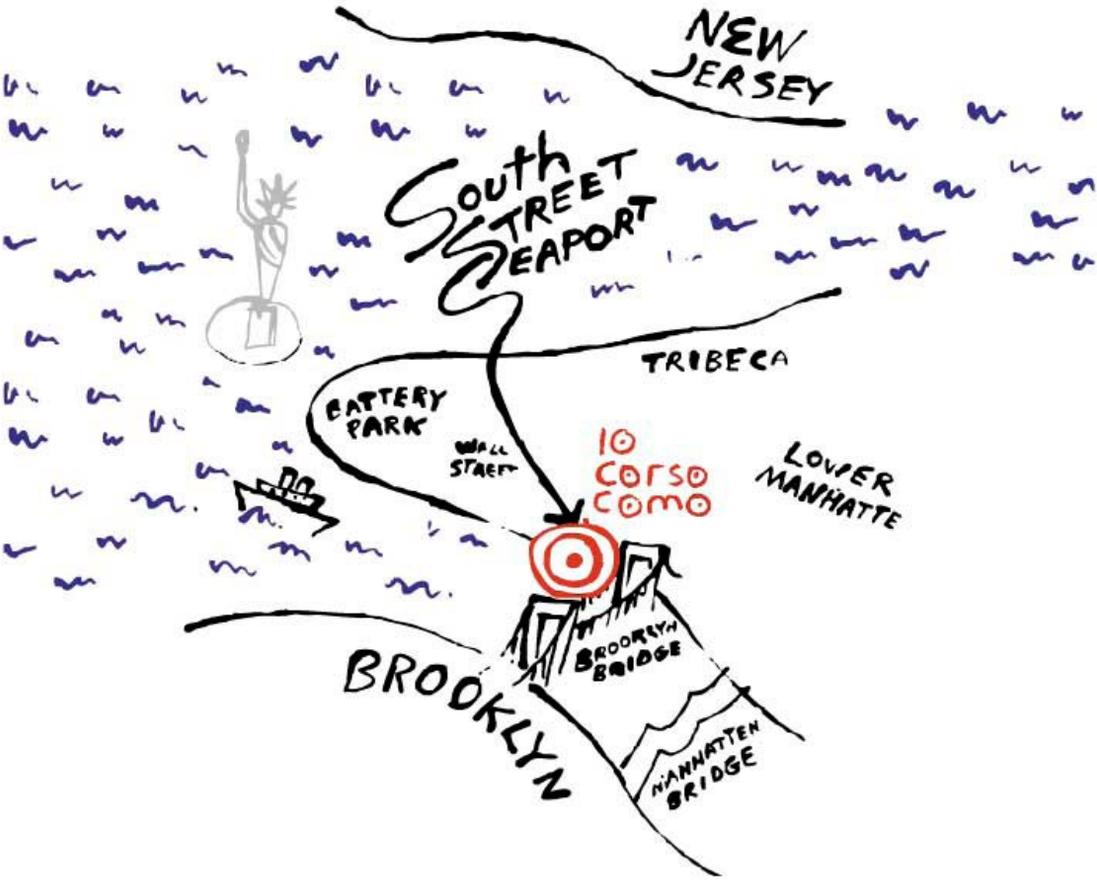
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**10 Corso Como to Open its Only U.S. Location at the
Seaport District on September 7th
An Official Opening Event on September 6 Will Celebrate the
World's Original Concept Store Coming to New York's
Revitalized Waterfront Neighborhood**

10 Corso Como will open its only U.S. location at the historic Seaport District this September, marking a milestone in the Lower Manhattan neighborhood's transformation into a cultural, culinary and entertainment hub. To coincide with New York Fashion Week, an all-day celebratory launch event on Thursday, September 6 will present a blend of art, music, fashion, design, cuisine and culture.

Founded in Milan in 1991 by former fashion editor and publisher Carla Sozzani, 10 Corso Como pioneered the retail concept destination, creating the radical experience of a "virtual 3D magazine" – a curated mix of cultural mediums in a single place.

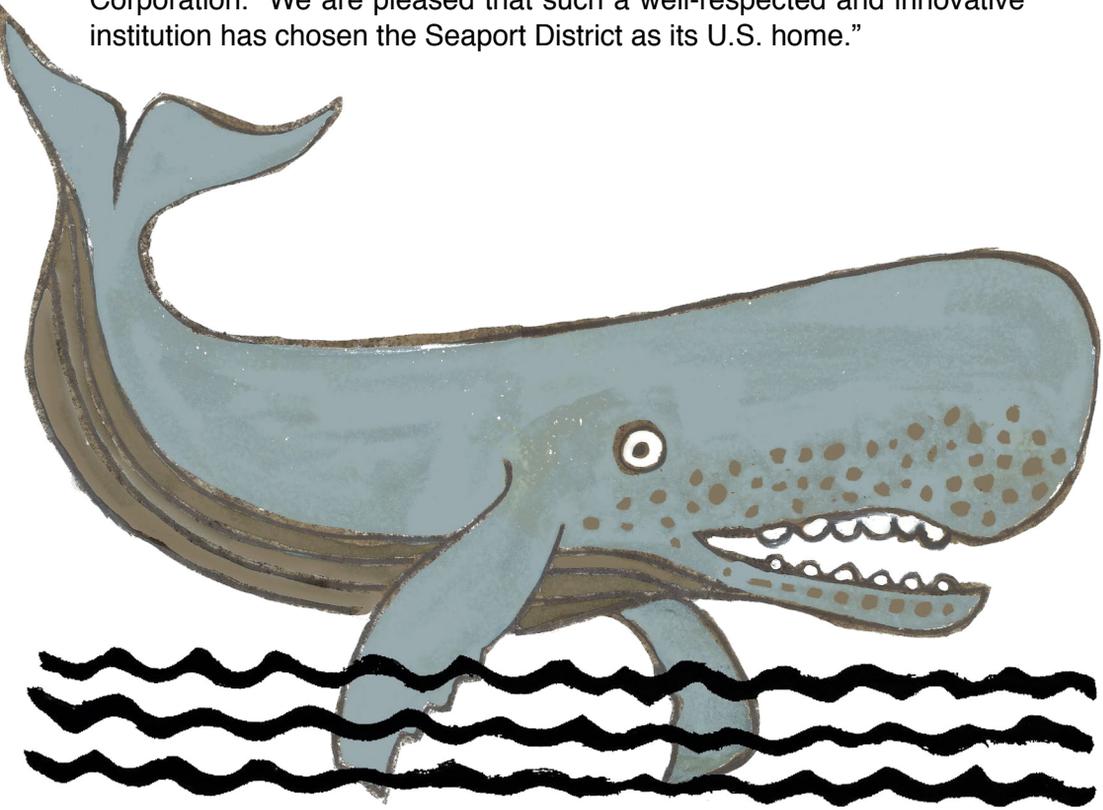
"I am very excited to introduce 10 Corso Como to New York. Almost 30 years after we opened in Milan, to be a part of such an inspiring resurgence in one of the city's oldest artistic and commercial neighborhoods is a dream," said Ms. Sozzani, founder of 10 Corso Como.

Promoting its philosophy of "slow shopping", 10 Corso Como's new location will anchor a community of culture and commerce in the revitalized Seaport District. It will occupy the entire first floor of the historic Fulton Market Building and will introduce the unique visual aesthetic of American artist Kris Ruhs – who created the signature look of all 10 Corso Como locations in Milan, Seoul, Shanghai and Beijing – to the city. "I see no boundaries between design, fine art and the art in the gardens," said Mr. Ruhs. "To keep building the 10 Corso Como world and grow its personality even stronger, to keep writing its story, is our passion."

The 28,000-square-foot space will feature an Italian café and restaurant, fashion, design objects and books, as well as an art and photography gallery and a garden.

10 Corso Como joins the array of new offerings across food, entertainment, fashion and culture being curated by The Howard Hughes Corporation at

the Seaport District. “Conceived as a living magazine that inspires visitors to explore a dynamic retail landscape, Carla’s vision for 10 Corso Como is emblematic of the “Port of Discovery” being created at the Seaport,” said David R. Weinreb, Chief Executive Officer of The Howard Hughes Corporation. “We are pleased that such a well-respected and innovative institution has chosen the Seaport District as its U.S. home.”



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