



New bookstore makes its debut

June 28, 2010

by [Anna Sanders](#)

The days of the crowded, dimly lit textbook search are over. This June, NYU opened a newly renovated bookstore at 726 Broadway, combining both the Main and Professional bookstores.

Though the store has only been open for a month, NYU Bookstores director Phil Christopher said the initial reactions to the store have been overwhelmingly positive.

"We love it," he said. "I think they just like the whole sense of openness in the space."

The new bookstore is close to 24,000 square feet, about 3,000 to 4,000 square feet larger than the combined old Professional and Main bookstores. The aisles are wider and there is more room to browse now.

The larger space has allowed the bookstore to host several events, including a book reading, that would not have been possible before.

While total comparable sales are not available, Christopher has said the new location has increased the revenue expectations. Already though, sales to non-NYU buyers are up.

"There have been quite a bit more non-NYU people shopping the store," Christopher said. "Whether they are local community or tourists, it's a little difficult to [tell]."

The new location is close to another bookstore: Shakespeare & Co. Booksellers at 716 Broadway. Rebecca Labrecht, general manager of the company's Broadway location, said Shakespeare & Co. has not noticed any effect on their sales as a result of the NYU Bookstore.

"It's definitely nice to have just more life on Broadway," she said. "We're hoping it will increase foot traffic along Broadway in general."

Stern sophomore Helen Nguyen welcomed the change.

"I especially like the higher ceiling because I didn't feel like I was being suffocated," she said. "I feel like it's also brighter in there than the old bookstore. Definitely a Barnes and Noble ... NYU style."

The university has yet to decide what to do with the old space the Main Bookstore occupied on Greene Street and Washington Place.