

FAST COMPANY

How to Create a \$50 Million Real Estate Experience

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The design agency HUSH choreographed a digital sales gallery for Zaha Hadid's 520 W 28th luxury condos. On a 10-foot-tall screen, visitors can spy views from the units.



A gallery filled with 3-D printed models of Hadid's past buildings lets people know that they're buying into a significant body of architectural work.