

BEHIND THE SCENES

THE CONSTRUCTION OF THE 2009 LIONEL STORE AT ROCKEFELLER CENTER BY STUART RANKIN, 87-25191

In mid-October 2009, Lionel announced that they would be opening a retail store in New York City at the Rockefeller Center complex from November 1, 2009 through January 5, 2010. They even established a website for the store, www.LionelNewYork.com. Through the great working relationship that your METCA Officers have with Lionel (the author would like to specifically thank Tom Nuzzo, Lionel's Events Manager), we were granted access to the store while it was being set-up on October 27, 2008. For more info on Tom Nuzzo, see the *Sidebar* later in this article.

Many of you may have visited the store yourself or seen photos of the completed store on the various model train websites. However, no one has seen photos of how the store was put together. Through an agreement with Lionel, we are proud to present to you, our METCA Members, an EXCLUSIVE look at how TW TrainWorx can transform a vacant New York City storefront into the first ever Lionel Store (and in record time, no less).

As they say, a picture is worth a thousand words, so instead of trying to describe how the store was created, I've compiled this photo-essay that should tell the story. ENJOY!!!



The view of the outside of the Lionel Store. There is no indication of the magic that this happening inside. Note the reflection in the windows of Radio City Music Hall which is right across the street.



Once inside, a look back at the blacked out windows. When the store opened, these large windows allowed passers-by to see the operating layout in the window. Who is that guy under the layout? See the *Sidebar* later in the article.



The cash register area was a temporary workbench.



Joe Fea on the left. Roger in center. Tom on right.



Lionel Electric Trains in NEON. WOW!!!



Empty display cases soon to be filled with goodies.



The large banner begins to unroll. What excitement.



Joe, Roger Farkash, and William Finkel stand back to admire the work of Roger and TW TrainWorx.



Hey, wait a minute, the banner is too long. That's OK, it's nothing that a sharp utility knife can't fix. Nobody will ever know. It turned out PERFECT.



The completed store after it opened. METCA Member Erol Gurcan discusses the finer points of Lionel Trains with the very friendly and knowledgeable store staff.

SIDEBAR - LIONEL'S TOM NUZZO



The photo to the left shows Lionel's Tom Nuzzo hard at work. Tom plays with (umm, I mean, works with) more trains than most of us can imagine. As Events Manager, Tom is responsible for maintaining approximately 50 independent loops of track on layouts displayed throughout the METCA region. Grand Central Terminal, FAO Schwartz, Macys, Newark's Gateway Center, the Lionel Store (and others)...Tom is responsible for keeping them all in top operating condition. He does that very well.