

Review 3:

Turntable Lab

To say that record stores are back might be an understatement if you uttered it in the storefront of Turntable Lab. One of New York City's premier record stores for over a decade Turntable Lab, or more acronym friendly TTL, has been serving DJ needs from the corners of the internet since 1998 and their store in New York's NoHo neighborhood since 2001. Disenfranchised by the seedy big chain supply stores and inadequate record stores the founders – Anthony Cattarina, Jasper Goggins, Peter Hahn – built their seemingly dead technology empire from the ground up thanks to a business model that lent itself to knowledge, customer service, and ground breaking new music. Able to mediate exclusive releases to thousands of fans, and even more DJs, TTL has the distinct ability to know what is important while also relevant in the music business. Their crates of records in the storefront make first time visitors salivate and dusty finger collectors envious. Meticulously arranged, anyone from a first time record buyer to world famous DJs frequent the store and the website daily.



The store itself is a garden level storefront underneath a few stories of residential apartments on 7th Avenue. A sense of ease envelops customers as they walk down into the lair of record players, mixers, headphones, cases, and of course thousands of records. Listening turntables and mixers are readily available to those who need a few listens to make sure their choices are sound. A host of sorts sits behind the counter with a friendly greeting to nearly every customer unless their totally engrossed in the Youtube video of some DJ or song booming through the studio monitors littering the ceiling of the small space. Though they may physically have a tight space the area that TTL occupies is large in the DJ community.

Expansion has been an integral portion of TTL's continued success, even through the slumping recession over the past few years. Incidentally the number of vinyl record sales has increased dramatically over the past ten years as fans have begun to search and buy better sounding products. TTL has been only so happy to stock the needs of their customers and make the most of their own research and knowledge of great sounding speakers, many types of headphones (so much so they created Headphone Lab as a spinoff) and the multitude of turntables for the casual listener to many seasoned DJs. The company doesn't stop there though as they also carry bags for Manhattan fashion to globe trotting DJs, many cases, needle cartridges, and a multitude of hip hop culture staples – i.e. graffiti magazines and markers, classic concert DVDs and more. They continue to see growth in the community, the number of DJs and avid fans grace their store and are grateful to show you to exactly what you need, or just let your fingertips grace cardboard sleeves, head nodding, and enjoy the crisp summer day.

The location has seen many check ins from famous artists and DJs who routinely stock up on equipment and records; such as A-Trak, Peanut Butter Wolf, J. Rocc, Gaslamp Killer (a former employee actually) and plenty more. Their now famous pixelated Mike Tyson poster playing backdrop to the artists and over the shoulder of whoever may be working the counter and keeping an eye out for any customer in need or looking lost. The real power though for TTL



is its great web presence through its website turttablelab.com and subsequent other pages. It has anything and everything that a musician needs from production equipment to mouse pads and most important for a record store – exclusive vinyl records. The managers and owners are on constant phone conversations and emails with record pressings making sure that they are the first with a new pressing and more times than naught, the retailer with the most. Constantly updated the site feeds into two sister sites extremely well, one for digital music sales, the other a headphone lab and exclusive retailer of great sounding and great looking headpieces. Their music player on their digital sales site allows for visitors to listen in on brand new releases while still shopping and adding consequent tracks to their respective shopping cart, echoing the process that so many go through in the shop itself.

Turntable Lab has and will be a force in the music community for many years. Friendly service in their aesthetically pleasing store and three great websites exemplifies just how hard the owners have worked to craft a real experience that is felt in the physical and digital world. One that makes highly experienced DJs feel respected and new comers welcome. Clean design and modern décor will make many visitors repeat customers, and the mark of a great business, also tell all their friends to check it out any time their in front of a computer, or happen to wander 7th street in NoHo.