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Gaga's Little Tweeters Jingle at Barneys

Posted on December 3, 2011 by Rob Medich

You've probably already heard that Gaga Claus has come to town—specifically, to Barneys New York, where the pop goddess has commandeered an entire floor of the Madison Avenue store and turned it into her own [Holiday Workshop](#). What you may *not* know is that the Lady and the retailer have decked the halls of the Twitterverse as well, creating a forum through which the jolly can wish the world a very Gaga holiday.

Head over to Barneys Window No. 2 (we'll make it easy on you—it's the one with the "What's your wish?" sign), and you'll see "The Gaga Constellation," an interactive display developed by digital agency [The Science Project](#). Aside from the cg-rendered film (below) in which the cosmos converge to form a Lady Gaga likeness (just in case you ever doubted she was *literally* a megastar), you'll see the sign, "Tweet your wishes to [#gagastars](#)." Follow these directions, and your holiday tweet—if it's selected—will moments later appear on the window's 12-foot by 6.5-foot laser phosphor display. Needless to say, out of towners (North Polers, for instance), can also Tweet to Barneys window by using that hashtag.

"Each tweet is really a little love letter—to New York, to Lady Gaga, to the holidays and to the revelry and hope they represent," says Jeremy Bergstein, Science Project chief of strategy, in a press release quote. (As press release quotes go, we must say, this one has nice, smooth, just-right-spiked eggnog quality to it.)

In that spirit, we tweet:

Lady Gaga: No chimney in our apartment. Please ask doorman for admittance.

Love, FUEL. #gagastars

The Gaga Constellation



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