

Tyler Marioni's Big Store Window Imagines a Chilling Future Where Science Promises to Perfect Humanity

Fast-paced dystopian thriller explores pharmaceutical power, eugenics, scientific certainty, and the consequences of allowing technology to define human worth

NEW YORK, NY, UNITED STATES, August 24, 2026 /EINPresswire.com/ -- What happens when

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Librarians and readers seeking a futuristic, compelling story of transformation, struggle, and possible evil forces will find *Big Store Window* frighteningly realistic and thoroughly compelling.”

Midwest Book Review

society is offered the chance to eliminate human imperfection—and the institution making that promise is powerful enough to shape what the world believes?

In [Big Store Window](#), a new dystopian thriller by [Tyler Marioni](#), a spectacular unveiling in New York City's Times Square introduces the world to *The Window*: a ten-story glass structure filled with captivating human-like figures modeling everyday life. Patrick Turner, founder and CEO of pharmaceutical giant P.T. Global Innovation, presents it as nothing less than a museum of humankind's future.

At the center of that future is a deceptively simple promise: an injection that will allow parents to have flawless, defect-free children.

Doctors, scientists, celebrities, world leaders, and news organizations embrace the breakthrough, and pregnant women around the world eagerly seek treatment. But as P.T. Global's influence grows, so do questions about its methods, its intentions, and the consequences of allowing one corporation to determine which human traits are desirable—and which should disappear.

Cole Edwards, a troubled 28-year-old former P.T. Global employee, recognizes the danger. Reuniting with his former lover, Julia Sommers, Cole becomes part of a growing resistance racing to challenge Turner's campaign before an artificially engineered generation becomes reality.

“Tyler has taken some of the most consequential questions facing society—our trust in science, the power of corporations and media to shape public opinion, and the temptation to use

technology to ‘improve’ humanity—and built a genuinely compelling thriller around them,” said Gordon McClellan, founder and publisher of [DartFrog Books](#). “What makes Big Store Window unsettling is not that its world feels impossibly futuristic. It’s that much of it feels close enough to imagine.”

Midwest Book Review praised the novel for precisely that quality, calling it “frighteningly realistic and thoroughly compelling” and highlighting Marioni’s use of a memoir-like narrative style, which gives the unfolding story “a sense of immediacy and personality.”

Told through Cole’s perspective, Big Store Window combines the momentum of a conspiracy thriller with deeper questions about scientific infallibility, pharmaceutical marketing, eugenics, personal autonomy, and the meaning of human worth. As Cole observes of P.T. Global, his fear is not simply of the organization itself, but of “its stranglehold on the world.”

The result is a novel about more than a dangerous technology. It is about who gets to define progress—and what can happen when a society becomes so convinced that it is improving humanity that it stops asking what might be lost along the way.

About the Author

Captivated by meaningful storytelling from a young age, Tyler Marioni later developed his writing style while studying the art of Public Relations and Advertising at Rowan University. Drawing inspiration from past, present, and presumed future archetypes, Marioni explores ideas shaped by current events, history, philosophy, ancient scripture, media, and cinema. These influences fuel his curiosity and compel him to create thought-provoking stories that examine the forces shaping individuals and society.

About Big Store Window

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