

**MoMA DESIGN AND BOOK STORE OPENS IN
RENOVATED AND EXPANDED MUSEUM OF MODERN ART**

Retail Spaces Designed By Architect Richard Gluckman

NEW YORK, November 15, 2004 – The Museum of Modern Art will unveil three new retail spaces when its renovated and expanded location in midtown Manhattan reopens to the public on Saturday, November 20. On the first floor, the MoMA Design and Book Store features books, art reproductions, and design objects, while MoMA Books on the second floor offers a more scholarly assortment of exhibition catalogues and other publications from around the world. An exhibition shop on the sixth floor offers products related to temporary exhibitions.

“MoMA’s retail offerings are better integrated with the mission of the Museum than ever before,” said Kathy Thornton-Bias, general manager of MoMA Retail. “The MoMA Design and Book Store showcases the design objects and learning resources for which we are known around the world. The new reading room and special exhibition shops are not only retail venues but also ways to enhance Museum visitors’ understanding and enjoyment of modern and contemporary art and design.”

The Museum’s retail spaces were designed by New York architect Richard Gluckman of Gluckman Mayner Architects. A major component of the firm’s practice is the design of art galleries and museums, with notable projects including Dia Center for the Arts, New York, NY; The Andy Warhol Museum, Pittsburgh, PA; Museo Picasso, Malaga, Spain; and the Mori Art Museum, Tokyo, Japan. Throughout the Museum, the retail architecture has been designed to provide an experience continuous with architect Yoshio Taniguchi’s elegant and subtle design for The Museum of Modern Art.

The Museum Stores

The **MoMA Design and Book Store** on the first floor of the Museum provides 5,800 square feet of retail space with entrances on West 53rd Street and in the main Museum lobby. Along the 75-foot glass facade, high and low walls of bookshelves feature more than 2,000 titles and signal the primary role of the Museum as a vehicle of scholarship. A quartet of monumental, freestanding fixtures anchor the space and display a range of design objects. Along the perimeter of the space, an open wall is dedicated to art reproductions from the Museum’s collection and recessed niches display portable design objects, gifts, and MoMA souvenirs.

Throughout the store, a palette of materials including green terrazzo, cement board, recycled rubber, anodized aluminum, and wood veneer complement Yoshio Taniguchi's overall scheme and provide a subtle background for the changing array of merchandise.

MoMA Books is the result of an innovative collaboration between MoMA's Publications, Education, Retail, and curatorial departments to select content and create a reader-friendly environment. Located on the second floor of the Museum overlooking the main lobby, this 1,550-square-foot space includes reading tables to provide a tranquil environment for concentrated study. More than 1,000 titles are available with no more than 30 percent overlap with the book selection on the main level.

On the sixth floor of the building, a smaller 550-square-foot store offers products related to temporary exhibitions including posters, catalogues, and paper products. Centrally located near the elevators and escalators, this shop features freestanding fixtures and a wall of flexible shelving to enable the space to be scaled to the size of a particular exhibition.

Larger design items, such as lighting and furniture, as well as a greater selection of design objects, jewelry and accessories, continue to be available at the **MoMA Design Store**, located across the street from the Museum at 44 West 53rd Street and at the **MoMA Design Store, Soho**, at 81 Spring Street. The Soho store also features an architecture and design bookstore and North America's only MUJI store.

For more information on the reopening of The Museum of Modern Art visit www.moma.org; for press information and downloadable images visit www.moma.org/press.

About MoMA Retail

MoMA Retail supports The Museum of Modern Art's mission of educating the public about modern art and good design. What began in 1939 as a small sales desk in the Museum's lobby is today a substantial business that consists of three store locations, a mail order catalog, an online store, and a wholesale division. The proceeds from these venues provide significant support for MoMA's public programs.

In keeping with this close connection to the Museum, MoMA Retail works with the curatorial departments to select and develop products and publications that reflect MoMA's programs and collections. It offers the public thousands of products, from publications and art reproductions, to a large selection of industrial design objects, including furniture and lighting.

Visit www.momastore.org.

MoMA Design Store

For Immediate Release

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Hours and Locations for the MoMA Stores:

MoMA Design and Book Store

11 West 53rd Street
9:30 a.m.-6:30 p.m. daily
9:30 a.m.-9:00 p.m. Friday

MoMA Design Store

44 West 53rd Street:
10:00 a.m.-6:30 p.m. daily
10:00 a.m.-8:00 p.m. Friday

81 Spring Street:
11:00 a.m.-8:00 p.m. daily
11:00 a.m.-7:00 p.m. Sunday

Shop online at www.momastore.org

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