

**MoMA DESIGN STORE TO OPEN NOVEMBER 2007  
IN TOKYO'S OMOTESANDO DISTRICT**

**First MoMA Store Outside U.S. Developed In Partnership With Sanyo**

**NEW YORK, Aug. 15, 2007** – The Museum of Modern Art's first retail store location outside of the United States is scheduled to open Nov. 2, 2007 in Tokyo's Omotesando district. The extension of a retail relationship between MoMA and Sanyo, the newest MoMA Design Store will debut on the third floor of the new GYRE commercial development planned to open Nov. 2 at the corner of Omotesando and Kyu Shibuya River Promenade (also known as Cat Street). The Tokyo location joins three existing store locations in New York City.

"Establishing a retail footprint in Tokyo is a logical extension of the MoMA Design Store brand given the strong affinity of the Japanese for modern art and good design," said Kathy Thornton-Bias, General Manager of MoMA Retail. "The rapid growth in sales generated by MoMA's Japanese-language online store gives us high expectations for this latest retail venture."

Occupying approximately 4,500 square feet, the MoMA Design Store will feature MoMA's signature selection of merchandise including MoMA-exclusive products and items represented in the Museum's design collection. The product assortment will include tabletop, desk, and personal accessories, jewelry, furniture and lighting, children's merchandise, art reproductions, books, and paper goods. The store will also feature an area dedicated to wedding gift registry, known in Japan as *hikidemono*. In addition, the MoMA Design Store will offer access to information on the programs and exhibitions of The Museum of Modern Art and MoMA membership via five, 42-inch LCD monitors utilizing the same dynamic visual display system used in the lobby of the Museum.

The MoMA Design Store's Tokyo location has been designed by renowned 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; Mori Art Museum, Tokyo, Japan. Mr. Gluckman previously designed the three retail spaces within the renovated and expanded Museum of Modern Art, which reopened in Manhattan in November 2004.

"The design of the Tokyo store presented different challenges than those of the main store in New York," said Richard Gluckman. "The relationship to Omotesando Street demanded careful attention to the

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window wall and the perception of the store from the ground level and the pedestrian bridge. The design of the interior plan is derived from the building design of MVRDV. We continued the spiraling motion of the building within the layout of the store, responding to and respecting the architectural form of the building.”

The store’s graphic design was done by a New York-based design studio, 2x4, Inc., with major projects including Prada store (NY, LA); Brooklyn Museum, New York, NY; and Mori Arts Museum, Tokyo, Japan.

The Museum of Modern Art’s retail business relationship with Sanyo dates to 2004 when Sanyo was licensed to launch a Japanese-language version of MoMA’s online store at [www.momastore.jp](http://www.momastore.jp). More recently, Sanyo launched a MoMA Design Store site optimized for mobile devices.

**Primary Credits:**

Architecture: Gluckman Mayner Architects

Richard Gluckman – Principal

Edowa Shimizu, Doel Fresse – Project Architects

Graphic Design: 2x4, Inc.

General Contractor: Nomura Co., Ltd.

**Store Opening Hours and Locations:**

5-10-1 Jingu-mae, Shibuya-ku, Tokyo, Japan

11:00 a.m. – 8:00 p.m. daily

Online store: [www.momastore.jp](http://www.momastore.jp)

Mobile store: [m.momastore.jp](http://m.momastore.jp)

**About GYRE**

GYRE is a seven level commercial development in the Omotesando-Harajuku area, developed by Takenaka Corporation. It is located at the corner of Omotesando and Kyu Shibuya River Promenade. The building features a torqued, predominately glass exterior and was jointly designed by Takenaka Corp. and Dutch architectural firm MVRDV (Rotterdam, Netherlands) with “eddy and rotation” as the design concept. In addition to the MoMA Design Store, the tenant mix will include prominent international brands such as Chanel, Bulgari, and the popular Paris wine bistro, Le Pre Verre. Visit [www.takenaka.co.jp/takenaka\\_e](http://www.takenaka.co.jp/takenaka_e).

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**About Sanyo**

Name of operating company: Sanyo Electric Co., Ltd.

President: Seiichiro Sano

Incorporated: April 1950

Head Office: 5-5, Keihan-Hondori 2-Chome, Moriguchi City, Osaka 570-8677, Japan

Capital: 322,242 million yen (As of March 31, 2007)

Number of Employees: 11,032 (Parent Company) (As of March 31, 2007)

**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 in New York; online stores for U.S., Japanese, and Korean markets; a mail order catalog; 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 MoMA's curatorial departments to select and develop products and publications that reflect the Museum'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 [MoMAstore.org](http://MoMAstore.org).

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