

The Museum of Modern Art

MoMA DESIGN STORE HONG KONG TO OPEN IN FALL 2019

MoMA's First Design Store in Greater China to Open in K11 MUSEA

NEW YORK, May 30, 2019—The Museum of Modern Art announced its first Design Store in Greater China to open at K11 MUSEA in Fall 2019. MoMA Design Store Hong Kong will feature an exceptional selection of global design objects and gifts inspired by MoMA's collection. The store will offer a thoughtful selection of MoMA Publications and books, MoMA-exclusive products and limited edition products developed specially for the Hong Kong store. The 6,000 square foot store, located in the heart of the city's Victoria Dockside redevelopment, will pay homage to Hong Kong by infusing local elements into the store design in collaboration with local architect Edge Design that embody the city's unique spirit. Upon opening, it will become the largest MoMA Design Store in Asia, where MoMA has two other Design Store locations in Tokyo and Kyoto.

"We are excited to open the new MoMA Design Store Hong Kong. With our first flagship in Greater China, we look forward to welcoming a wide community of local and international customers who can explore innovative good design. In K11 MUSEA with Adrian Cheng, we have the ideal partner to create a unique art-driven retail experience and empower people to see how design and creativity can enrich our daily lives," said Thomas Randon, General Manager, Retail Division, The Museum of Modern Art.

As an extension of The Museum of Modern Art's educational mission, MoMA Design Store exemplifies good design with a well-edited selection of products highlighting the latest in materials, production, and design concepts from around the world. All of the products at the MoMA Stores are reviewed and approved by MoMA's curators, some are represented in the Museum's design collection, and many are MoMA exclusives.

MoMA Design Store Hong Kong will feature an immersive store environment that elevates local materials and workmanship. Guests will enjoy a contemporary setting that encourages them to fully explore the store and discover the array of beautifully designed items. MoMA ambassadors will be on-hand to share the design stories behind each product and help guests gain an intimate understanding of what constitutes "good design." Gift wrapping, pre-order and free delivery services will also be available to further facilitate a seamless retail experience.

Open from August 2019, the new MoMA Design Store Hong Kong will be located in K11 MUSEA, the passion project of Adrian Cheng that will be the crown jewel of K11's museum-retail concept, curated to offer visitors the best-in-class immersive retail experience along a reinvigorated Tsim Sha Tsui harbour front.

MoMA

ABOUT THE MUSEUM OF MODERN ART

Founded in 1929 as an educational institution, The Museum of Modern Art is dedicated to being the foremost museum of modern art in the world. Through the leadership of its Trustees and staff, The Museum of Modern Art manifests this commitment by establishing, preserving, and documenting a permanent collection of the highest order that reflects the vitality, complexity and unfolding patterns of modern and contemporary art; by presenting exhibitions and educational programs of unparalleled significance; by sustaining a library, archives, and conservation laboratory that are recognized as international centers of research; and by supporting scholarship and publications of preeminent intellectual merit. Central to The Museum of Modern Art's mission is the encouragement of an ever-deeper understanding and enjoyment of modern and contemporary art by the diverse local, national, and international audiences that it serves.

ABOUT MoMA DESIGN STORE

MoMA Design Store offers curator-approved products that bring quality, creativity, and design innovation to everyday living. Every purchase supports groundbreaking exhibitions at The Museum of Modern Art (MoMA), a wide range of education programs, and the preservation of the Museum's collection. In 1932, MoMA was the first art museum to establish a curatorial department dedicated to Architecture & Design, and by mid-century, it was playing a leading role in defining and promoting the values of "Good Design", which MoMA Design Store continues to champion.

ABOUT K11 MUSEA

K11 MUSEA is a unique retail destination, designed to enrich the new consumer's daily life through the power of creativity, culture and innovation. It is the latest innovative development by K11 Group, a concept brand founded in 2008 by renowned entrepreneur Adrian Cheng. The Cultural-Retail concept K11 MUSEA, set to open in Q3 2019, will anchor the new 3 million square foot art and design district Victoria Dockside, revitalising Hong Kong's harbour front.

K11 MUSEA is set to be a world-class, art and culture-led retail destination, which speaks to the growing consumer expectation of naturally immersive experiences of art, culture and commerce. Inspired by 'A Muse by the Sea', the architecture was led by James Corner and Forth Bagley, in collaboration with over 100 other international and local architects, artists and designers. The building itself features over 50,000 square feet of green walls, new green building pre-certifications including the U.S. LEED (Gold) and the Hong Kong BEAM Plus (Gold) standards.

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