

The Museum of Modern Art

MoMA DESIGN STORE SOHO TO UNDERGO RENOVATION, REOPENING IN FALL 2025

The Spring Street Store Will Close to Customers on May 16, 2025

NEW YORK, APRIL 21, 2025—The Museum of Modern Art announced today that MoMA Design Store Soho will undergo a major renovation led by architects Peterson Rich Office. The store, located at 81 Spring Street, will close to the public on May 16, 2025, and reopen to customers in Fall 2025. MoMA Design Store’s midtown location at 44 West 53rd Street, stores located inside MoMA at 11 West 53rd Street, and the website store.moma.org will remain open to shop during the renovation.

“MoMA Design Store plays a vital role in extending the Museum’s mission beyond its walls—connecting our audiences to the values of good design through everyday experiences,” said James Gara, Chief Operating Officer, The Museum of Modern Art. “This renovation strengthens that connection, creating a renewed cultural and retail destination rooted in both MoMA’s legacy and Soho’s creative energy.”

The renovation will reimagine the 6,600-square-foot, two-story space to better reflect how visitors engage with retail and design today.

“The new Soho store will be a more flexible, immersive, and intuitive environment. We’re not only better showcasing the products we believe in, we’re strengthening the store’s relationship to the Museum while offering moments of joy and discovery to everyone who walks through our doors,” said Jesse Goldstine, General Manager, MoMA Retail.

MoMA is working closely with Peterson Rich Office to restore and reimagine the Soho space, which opened in 2001. The redesign will balance historical preservation with modern functionality, honoring the building’s 19th-century craftsmanship while enhancing the visitor experience. Original cast iron columns and masonry walls—long concealed by previous renovations—will be revealed, and modern lighting systems will cast these features in dramatic relief. Thoughtful display structures and intentional negative space will allow the building’s character to breathe, alongside flexible merchandising systems designed to foster a more dynamic, immersive shopping environment.

A key architectural transformation includes relocating the Spring Street entrance to its original location and reopening the storefront windows to create a more welcoming experience and establish a direct visual connection between the store and the surrounding neighborhood. Visible from Spring Street, the store’s expansive north wall will feature a

large-scale, commissioned artwork that will serve as a defining focal point for the store and a dynamic presence in Soho's streetscape.

New in-store displays will highlight current exhibitions and programming at the Museum, deepening the connection between the store and MoMA's broader curatorial vision. These displays will offer a downtown space where visitors can encounter the Museum's perspective on art and design, discover timely themes, and engage with MoMA beyond the gallery walls. Whether visiting Soho or 53rd Street, customers and Museum-goers alike will find a shared language of creativity, innovation, and inspiration.

This next chapter for MoMA Design Store builds on a legacy nearly a century in the making. In 1932, MoMA became the first art museum to establish a curatorial department dedicated to architecture and design, and by mid-century, it was helping define and promote the values of "good design"—principles MoMA Design Store continues to champion today. MoMA Design Stores offer curator-approved products that bring quality, creativity, and innovation to everyday living, and every purchase supports groundbreaking exhibitions, education programs, and the preservation of the Museum's collection. MoMA Design Store's midtown location at 44 West 53rd Street, stores located inside MoMA at 11 West 53rd Street, and the website store.moma.org will remain open throughout the Summer.

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