



MoMA retail.

Curating the future.

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Overview





Overview

MoMA is known globally as setting the bar for contemporary art museums, with its unique collections, pioneering vision and impeccable heritage of being the first museum devoted to modern art.

As an **icon of the museum world**, it is one of the most visited contemporary art institutions in the world.

With a retail platform housed both within its museum buildings, in stand alone stores and online e-commerce operation, it is in the enviable position of being a globally **recognised heritage 'brand'** with a dedicated consumer base.

Technological innovation and digitalisation is transforming the world at an incredible rate. Retail now is at a tipping point where it has to make a seismic shift to transform the way in which it communicates with its consumers. For retailers to maximise the potential, of their offering they have to revolutionise the way they communicate their offering to their consumers. For MoMA as highly respected art and design based retailer there is the potential develop the retail offering to create **a pioneering, experiential, global multi channel, cross platform digitalised, retail concept store operation** that builds on the inherent valuable qualities of the museum, that will set the benchmark for not only museum retail but be viewed as **the gold standard of global cultural art and design retail.**



Vision
/vi-zhun/

1. The ability to see.
2. The image or insight of how something could or should be in the future.

Vision

“MoMA retail: future proofing heritage.”

- **The MoMA store** has to be an event and carry the same excitement and anticipation as a visit to the museum.
- Fluid and **contemporary curation** of the retail offering, seamlessly integrating the core values of the artworks with the product offering,
- The aim is to create extraordinary, unique, relevant and **experiential retail environments** that inspire and inform the visitor and enable a continuity of the emotional connection made with the artworks on show.
- Creating themed, exhibit related retail environments that create **immersive experiences** for the visitor, facilitating the **seamless transition** from **visitor to consumer**
- Transforming the essence of works of art into an event, by distilling them into a retail experience and providing **a unique collection** of existing, commissioned and own designed **‘must have’ take-out products**.
- The implementation of a platform for **digital online, off-line integration**, while creating **compelling experiences with integral digital mobility** and portability but where the tech does not take center-stage.
- Maximising the use of the physical environments within the museum building to **expand the reach of the store** and its **cross platform retail offering**, via installation led experiences and digital platforms.

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Future modern



Future modern

“Heritage is about the future and what you do with the future”

- Distilling the essence of the timeless heritage of great works of art, and extracting their contemporary relevance in the creation of an innovative product offering that represents them.
- The conceptual art on show at MoMA leading to conceptual retail environments that explore and utilise all elements of their surrounding architectural environment.
- A curated collision of the expected and the unexpected to excite, evoke, educate and entertain.
- An interactive guided navigation of the consumer via a multi sensory journey, exploring the intersection between art and retail, and the transition from visitor to consumer.
- Creating a platform for a unique, digitalised and personalised curation service to enhance the visitor experience and enable them to partake of a bespoke product offering.
- Expanding the retail presence of MoMA into new territories via stand alone digitalised POS installations.

Spaces

Creating
Spaces



Creating Spaces

“MoMA retail has the potential to become the most visible and successful global pioneer of 3D, holographic design retailing.”

MoMA Retail has the ability to create themed environments within its museum buildings and stand-alone stores that create immersive experiences, enabling the visitor to explore all the elements of the works on show in the Museum. Creating installation based, exhibit related selling environments with an integrated cross platform digital platform via these proposed bespoke environments:

- Pop up curated, installation based retailing exhibits
- Establishing themed zones e.g a library installation to sell books
- Showroom only areas, with digital virtual stores to purchase online
- An ever changing blank ‘big white space’ to feature Newgen art and design talent
- A ‘Local’ zone featuring a curated collection of art and design made locally to the location of each store
- Maximising the potential of the exterior of the buildings and its windows via pioneering commissioned displays.
- Extending thereach of the themed retail offering through to cafes and restaurants within the museum.
- Using the public areas between the museum and the retail offering to connect the user experience



E-xperience

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E-xperience

“E is for everywhere”

All shopping increasingly takes place within an e-commerce ecosystem that includes not just online and offline, but mobiles, tablets and TVs. All commerce is being affected by e-commerce, and in return e-commerce will be affected by the same general trends that define consumer behavior across all mediums, online and in traditional retail.

- Retail is now an **E-xperience economy** and needs to communicate stories, incorporate depth of knowledge via transparency over origins and provenance and facilitate **POINT-KNOW-BUY** consumers to discover, engage and be better informed.
- Establish a seamless navigation throughout MoMA for the visitor via an interactive mobile guided journey. breaking out of four walls to create a vibrant digital interiorscape.
- Digitally connecting people, places, products and exhibits with the retail offering to encourage an ‘interactive interaction’.
- Use new technology to harness the emotional connection by the visitor established within the exhibits and monetise that via the retail offering, via cross platform communication and digital integration.
- Develop special apps.for exhibitions that connect themes from the exhibits with the retail offering and physical limited time, related events.



Curation

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Curation

“why more is less.”

Curation is now more relevant than ever in retail, not just because of information overload but also because of the increasing over saturation of choices and the associated risks of lack of attention and distraction of the consumer.

- MoMA is perfectly positioned to taking curated retail to the next level creating themed collections inspired by current exhibits, and zoning permanent collections to avoid visual pollution and facilitate easy discovery of relevance for the consumer,
- Stores increasingly look like museums, art galleries, and antique emporiums: consumers are looking for something with a seal of approval, but also something with soul, with character, with stories attached that is presented in an edited-down, accessible collection,
- Consumers are looking to invest in things that speak to them emotionally, that have a story behind them. At the same time, though, they still want a brand to edit and curate the world for them, as long as they believe they have the freedom to choose.
- Creating unique curated multi sensory integrated shopping experience unique to MoMA' via story telling', to impart 'authenticity' and facilitate 'discovery'.
- Guest curation using artists, influential design makers and online tastemakers.
- Adaptive personalised curated cross platform shopping functionality.



Innovation

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Innovation

“To meet the rapidly changing demands of today's consumer, retailers need to constantly offer something new and innovative”

- **Creating a continuous programme of one of a kind exhibit related events** within bespoke experiential environments
- Developing **co-branding opportunities** to create a unique product offering
- **Product development via creative collaboration** with artists and designers
- **Own brand exclusive** product range
- **Limited editions of re-issued** design icons
- **Revolutionary portability** of the retail offering
- **Exporting events** across multiple platforms
- **Creating a conversation** between the product offering and the content of the retail environment
- **Promoting and Supporting Local** design talent and offering exclusive small batch production.
- **Implementing a policy of sustainability and social benefit** throughout the retail operation
- Showcasing **Newgendesign talent**
- Encouraging **customer's emotional connection** with the experience
- **3 dimensionalising** the offering both instore and online.
- **Expert well trained customer service** to facilitate a seamless retail experience for the consumer with an open platform to encourage a two way dialogue with customer feedback.

Transformation



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Transformation

“A visionary re-thinking of modernity”

MoMA's assets in the form of its collections, exhibitions, events, iconic buildings, stand alone sites and retail offerings, provide **extraordinary possibilities** for providing a deeper and richer cohesive integrated, experience to the public. Like a modern day forum, MoMA is a place which fuels creativity, where communities can gather to explore, debate, share, experience, socialise, and be entertained.

As real and virtual destination, MoMA has the potential to further develop opportunities for the visitor for discovery, involvement, and emotional response in an environment where the retail experience carries the same vision and value as the museum experience.

Rather than purely presenting works of art, **MoMA** can actively **create new platforms to engage its visitors in experiences** that develop the fundamental connection between art and people; connecting the past, present and future through its unique immersive experience..


MoMA has the opportunity to build on its inherent **covetable provenance of excellence** and design authority, by subtracting the obvious, abstracting the essential and **turning existing perceptions upside down.**

By implementing its pioneering conceptual, multi channel, cross platform global vision, **MoMA** has the potential to **future proof its heritage** and take its place centre stage, as **the world's most visionary Museum of Modern Art,**



Case Study

Yayoi kusama



Case
Study

Yayoi kusama

is the perfect artist to demonstrate how to maximise the full potential of an integrated cross channel, multi-platform holographic retail offering.

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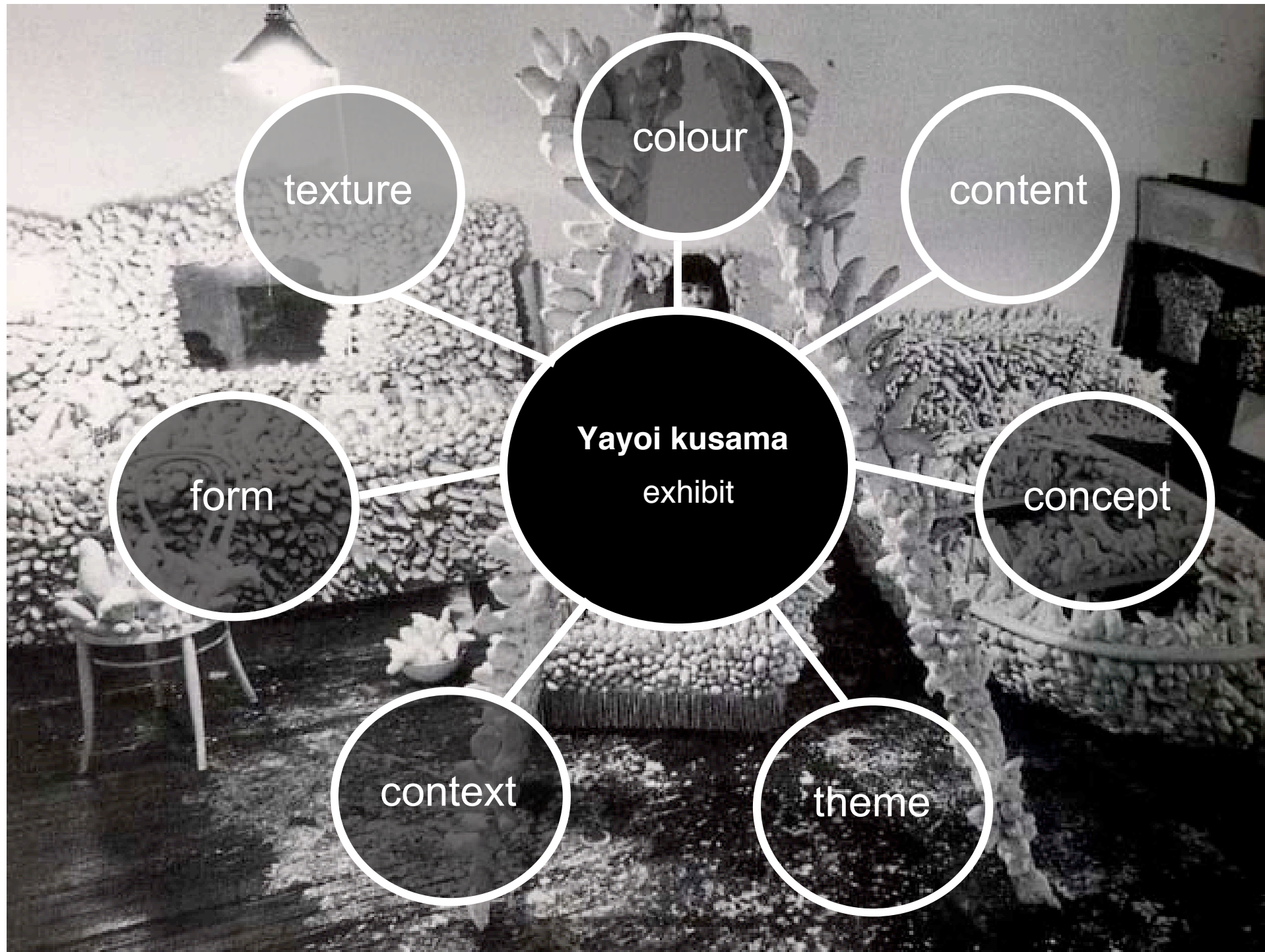


Case Study

Yayoi kusama

“

Deconstructing the core elements of an exhibit into texture, colour, content, form, concept, context and theme, provides the platform for a **curated retail offering of themed, exhibit-inspired collections**, set within a **holographic, multi sensory experience of relevance and meaning**, that builds upon the **emotional, connection** made by the visitor with the exhibit. ”



texture

colour

content

Yayoi kusama
exhibit

form

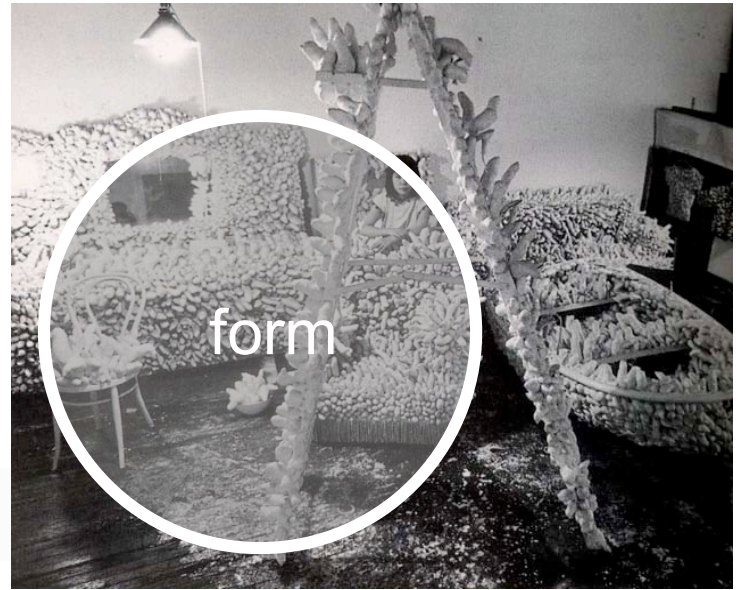
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context

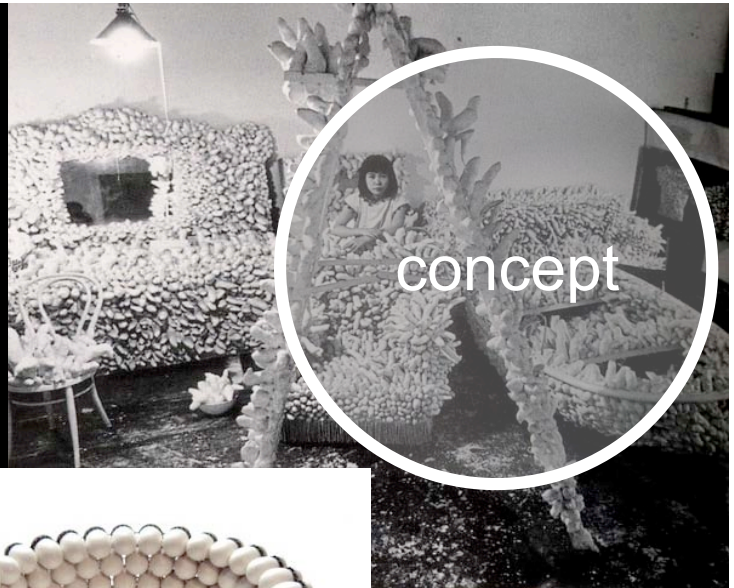
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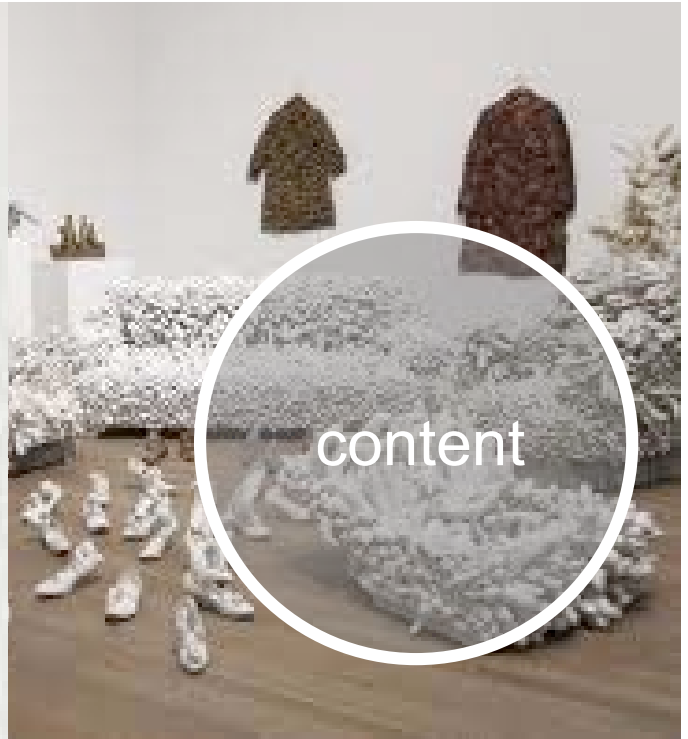
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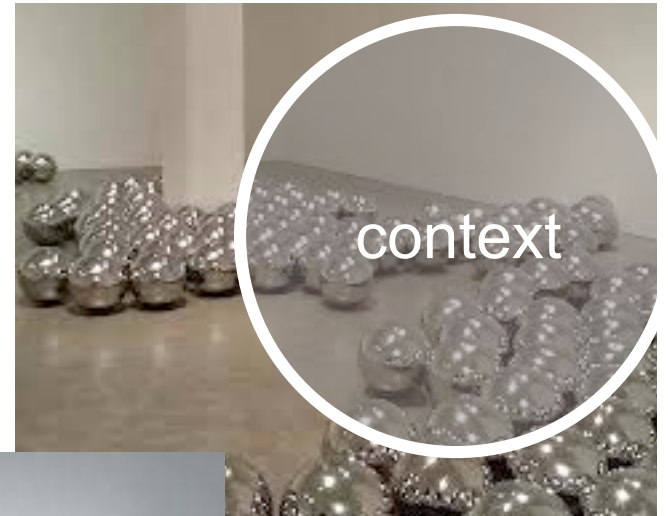
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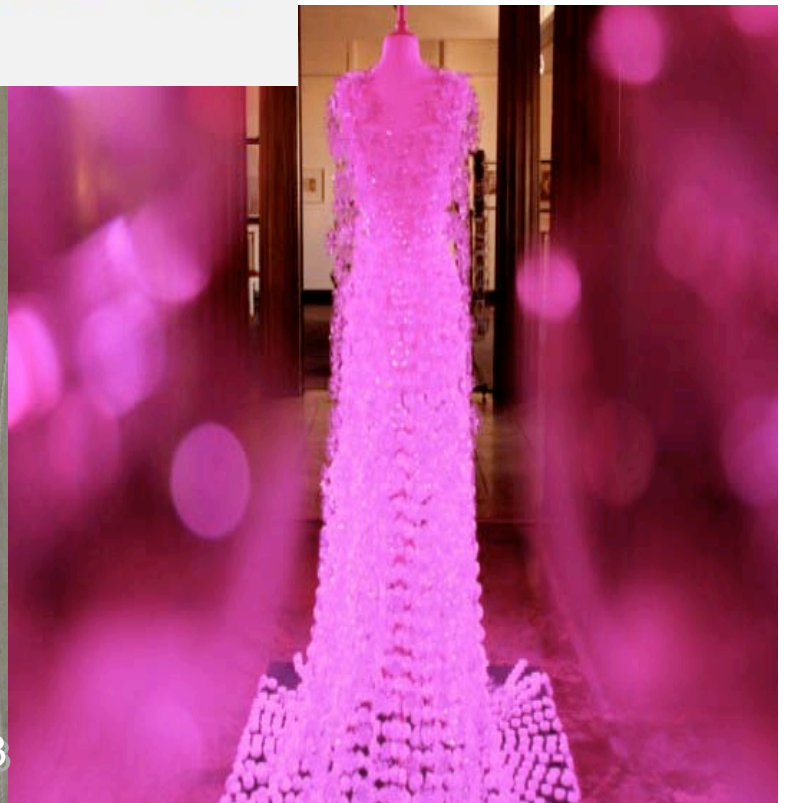
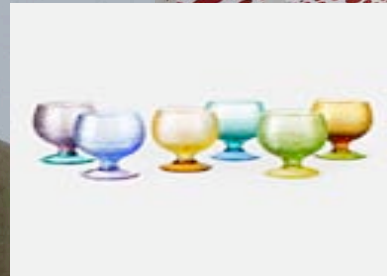
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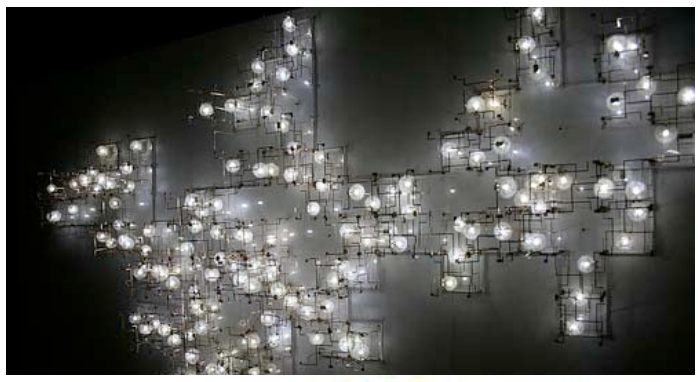
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Concept, content and images © Orianna Fielding 05/01/2013



theme



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