



A three-tier, internally LED-illuminated presentation where products are uniquely merchandised on compressed felt custom-configured and layered pads

## INTERNATIONAL FEATURE

# Designed for the Muses

*The New York-based Museum of Arts & Design (MAD) is America's premier institution dedicated to the collection and exhibition of contemporary designs and crafts in a wide range of media. Having started off as the Museum of Contemporary Crafts in 1956, the name was subsequently changed to American Craft Museum in 1986 before settling into its current identity in 2002. In December 2008, MAD moved to a new address at Two Columbus Circle in the borough of Manhattan and part of the extensive space is a 1,350 sq. feet (125 sq. metre) The Store at MAD. Designed by JGA, The Store at MAD concept creates an engaging environment reflective of the Museum's mission, echoing its use of glass, light and form.*

**T**wo Columbus Circle is an address that has been at the centre of a rich and diverse debate over the years. Post 1964, it was often referred to as the 'lollipop building' based on a derisive architectural critique referring to the distinctive ground level columns of architect Edward Durell Stone's design. The counterpoint was that it represented a reinterpretation of the prevailing architectural style of that time. In any case, the building itself slipped into disrepair after it was shut down in 1969. In the early 2000s, the building made a reappearance in architectural debate after being referred to variously as a landmark and a historic building. Its state of dilapidation notwithstanding, the site triggered off a preservation debate when MAD announced its decision to repurpose the building as its new address.

All the architectural debate, old and new, aside, The Store at MAD seems to have hit all the right notes with The Wall Street Journal referring to it as 'easily the most high-end Museum gift shop in the country.'

"With a focus on the implicit and subtle transformation of materials, this retail environment is a natural place for consumers to look for objects from serious to whimsical, functional to esoteric, and complex to

simple", says Ken Nisch, Chairman, JGA. "The iconic "lollipop" columns exposed within the shop interior from the building's structural legacy provide pattern and mass to the space with both a shadowy exterior presence and strong geometric interior rhythm and form. While carving an identity of its own and complementing the merchandise, the subtle, yet iconic environment integrates the building's past as well as its present, becoming a transformational object itself."

Positioned off the main lobby at the heart of New York's Westside cultural district and wrapped on three sides by the building's new glass façade, The Store becomes the perfect setting to showcase the Museum's unique assortment of saleable art and merchandise.

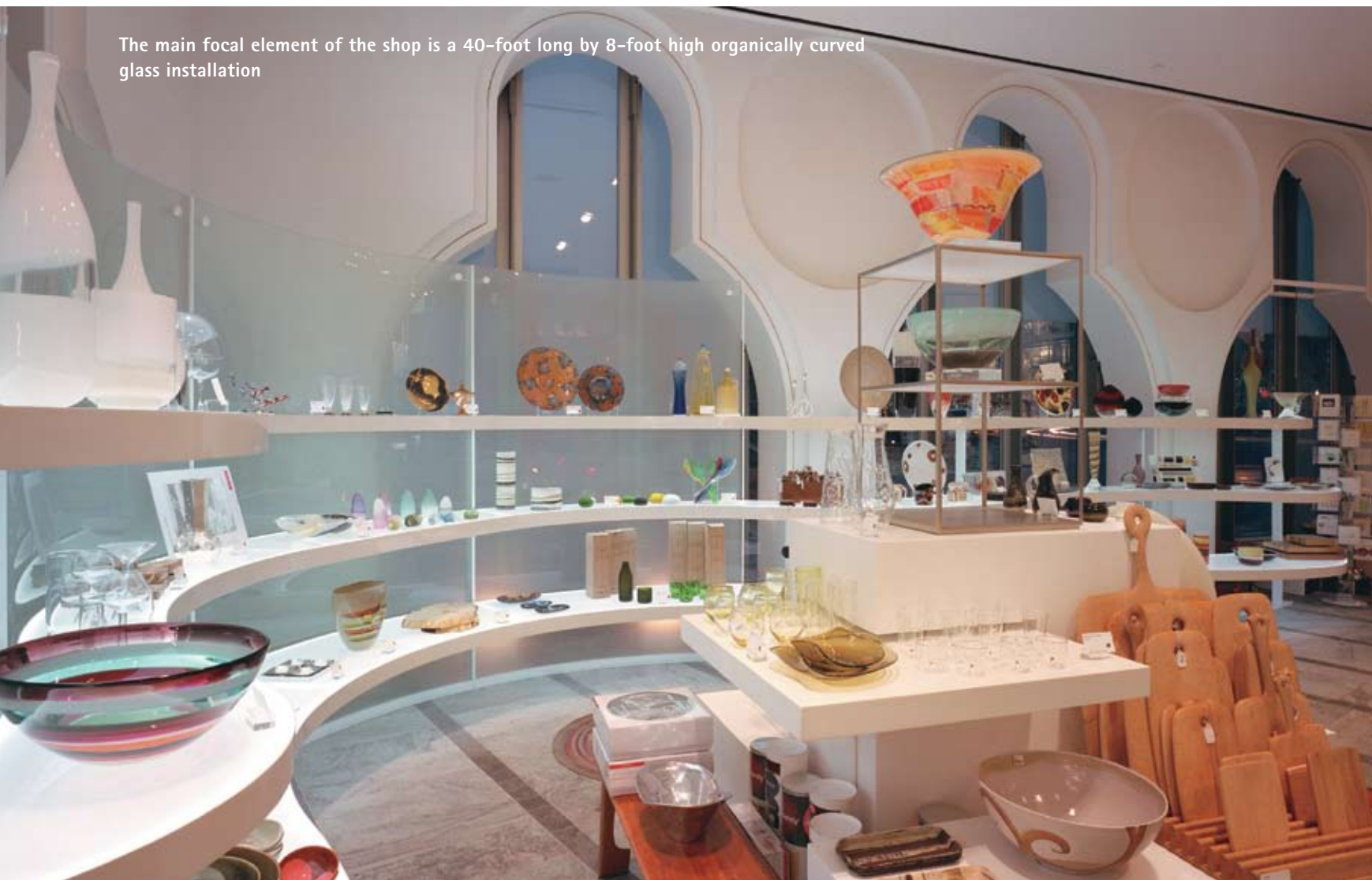
The main focal element of the shop is a 40-foot long by 8-foot high organically curved glass installation that integrates merchandising accessories such as shelving and lighting. Through its translucency, the nature of the glass provides a hint of the colorful art glass and figural merchandise through shadowing to the street, particularly in evening hours.

"During the day, the accent lighting is augmented by natural daylight, heightening the color and translucency of the objects

The 42-foot circumference of the ellipse features a center functional island for storage of additional pieces, a service point and an opportunity for focal displays



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An elliptical curved glass showcase, faced in Corian and Starfire glass, features handcrafted and one-of-a-kind wearable art



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from an interior perspective in a way that provides both a neutral and complementary background to these one-of-a-kind pieces" explains Gordon Eason, Creative Director, JGA. "It becomes an iconic and highly identifiable signature object to the store visitor."

An elliptical curved glass showcase, faced in Corian and Starfire glass, features handcrafted and one-of-a-kind wearable art, primarily jewelry, in a three-tier, internally LED-illuminated presentation where products are uniquely merchandised on compressed felt custom-configured and layered pads. The 42-foot circumference of the ellipse features a center functional island for storage of additional pieces, a service point and an opportunity for focal displays.

A display system featuring a series of platforms, levels and cubes occupies the center of the shop. This assembly of flexible and movable blocks accommodates an ever-changing collection, from functional household products (cutting boards, trays, etc.) to larger design objects such as lighting and furniture.

Perimeter cabinets constructed of Corian accommodate the display of products ranging from handbags to books. A perimeter rail system accommodates a variety of functions

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including movable, full height mirrors, as well as a series of hanging brackets and merchandising accessories inspired by Shaker simplicity with contemporary styling. The system accommodates the display of objects such as hats, scarves and a variety of other decorative objects and wall décor within the merchandise mix.

The main cashwrap has a wraparound shape and two pieces allowing for additional service area when needed. The counter, as well as its adjacent merchandising area, supports a display of exhibit, impulse and gift items that specifically relate to the Museum's identity

"The basic palette is solid and translucent whites and crystal clear glass accented with neutral metals", says Nisch. "Enriched through a series of material choices ranging from Corian solid surface, translucent glass, natural felt case pads and crystals, the palette features a range from the soft, post-industrial character of the case pads, to the sparkle and shimmer of the shop's focal Swarovski crystal sculpture."

"Because of the museum's mission to explore how craft, art and design intersect, The Store at MAD is in a unique position", says Franci Sagar, Director and Vice President of Retail

and Brand Development at MAD. "We have been able to push the boundaries of being a "museum shop" and instead, we are a "specialty store" offering a presentation of product that crosses over into many diverse categories."

Since moving to its new location in December last, The Store at MAD has already become a premier shopping destination for New Yorkers, Hollywood celebrities, diplomats and royalty ●

#### Design

JGA

#### JGA Design Team

Ken Nisch - Chairman

Gordon Eason - Creative Director

#### Architect

Allied Works Architecture

#### General Contractor

Sciame

#### Mechanical & Electrical Engineers

Arup

#### Lighting Designers

Illuminating Concepts

#### Lighting Manufacturers

Amerlux

#### USA Illumination

Bruck

Raku

#### Flooring

Stone Source

Interface

#### Fixtures

National Mallfront

Fleetwood Fixtures

#### Graphics/Signage

Pentagram

#### Furniture

Suite New York

#### Accessory Displays

Amuneal

#### Showcase Pads

Johanna Daimer e.k.

#### Photography

Laszlo Regos Photography