

# The Museum of Modern Art

For Immediate Release  
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## THE MOMA DESIGN STORE SCHEDULED TO OPEN OCTOBER 1989

In October 1989, The Museum of Modern Art will open The MoMA Design Store, a retail space devoted to the sale of furniture and design objects. The new space, which will consist of approximately 3,000 square feet, will be located directly across from the Museum at 44 West 53 Street.

Since its inception, the Museum has sought to introduce the public to good design through exhibitions, publications, and its design collection. Additionally, its stores have sought to make well-designed, functional objects accessible to the public.

The present Museum Store, located in the lobby and lower levels of the Museum, sells art publications, paper products, design objects, posters, and slides. Furniture, lamps, and some home products are located in The Museum Store Annex, at 37 West 53 Street.

The MoMA Design Store will replace the Annex, providing a more appropriate setting for the display of products for which the Museum is best known--those directly related to the Museum's collection. The plan will also permit the expansion of the publications, posters, and slide areas in the present location, which will be renamed The MoMA Book Store.

The MoMA Design Store, designed by Hambrecht Terrell International, will carry an expanded selection of home furnishings; small design objects for home, office, and travel use; tools; toys; and personal accessories. Among its offerings will be authorized versions of furniture and lighting designs by such

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notable architects and designers as Alvar Aalto, Mario Bellini, Marcel Breuer, Le Corbusier, Charles Eames, Eileen Gray, Takenobu Igarashi, Ludwig Mies van der Rohe, Jørgen Møller, Isamu Noguchi, Dieter Rams, Richard Sapper, and Frank Lloyd Wright.

All revenues from the Museum's stores directly support the operations and programs of The Museum of Modern Art.

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