



## The Nelson-Atkins Museum of Art Museum Store

Kansas City, Missouri

### A Bold Transformation

#### CHALLENGE

Kansas City's Nelson-Atkins Museum of Art began expanding in 1993, and by 2007 had increased its size by a total of 165,000-square-feet. We were asked to join the museum's new vision for retail, with the intention of enhancing the value of a visit, helping to spread the word about the museum, increasing revenue from retail sales, and designing a new 1,200-square-foot store.

#### SOLUTION

Our approach blended seamlessly with Steven Holl's bold architecture for the new building. We studied the sequences of visitor orientation, resulting in a flowing plan to activate all parts of the store, moving visitors effortlessly through a folded space while presenting a variety of compelling product stories. Walls fold, planes intersect, vistas expand and narrow, ceilings tilt, backlit glass floats—all dynamic elements that encourage shoppers to engage with the merchandise.

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