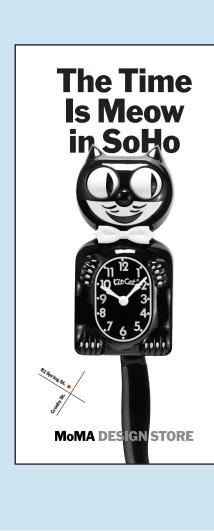
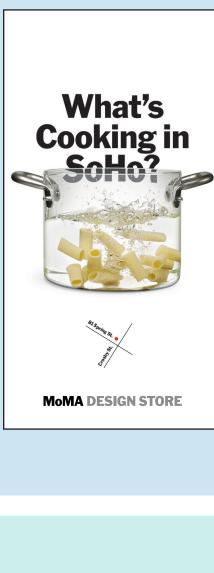
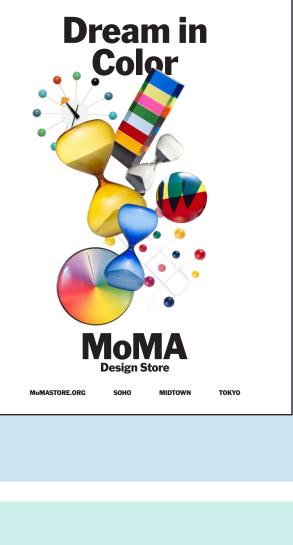
MoMA Design Store Outdoor Ads Outdoor advertising for MoMA Design Store.

Shown on billboards, phone kiosks and posters by subway entrances.









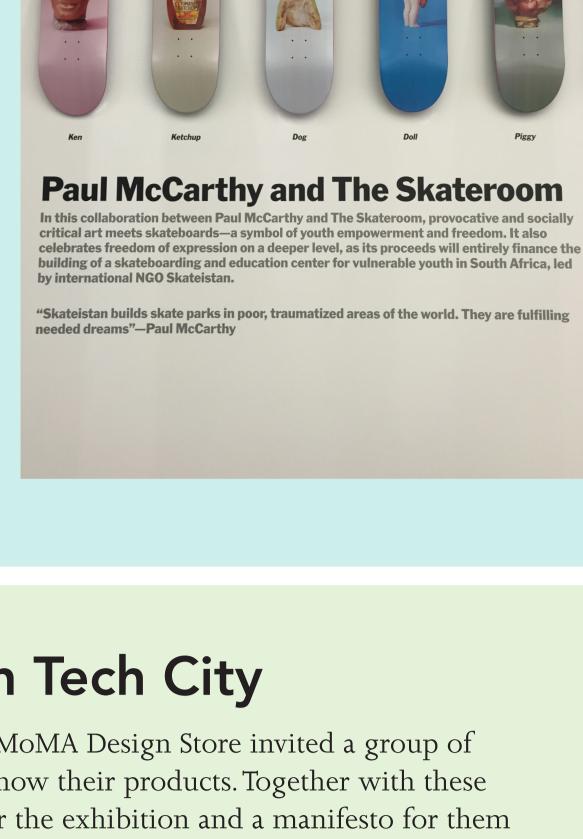
printed newsletter and in-store wall-scape

Paul McCarthy Skateboards for MoMA

Created multi-channel storytelling campaign for exclusive

launch of skateboards by artist Paul McCarthy including a





We are the new makers of British hardware

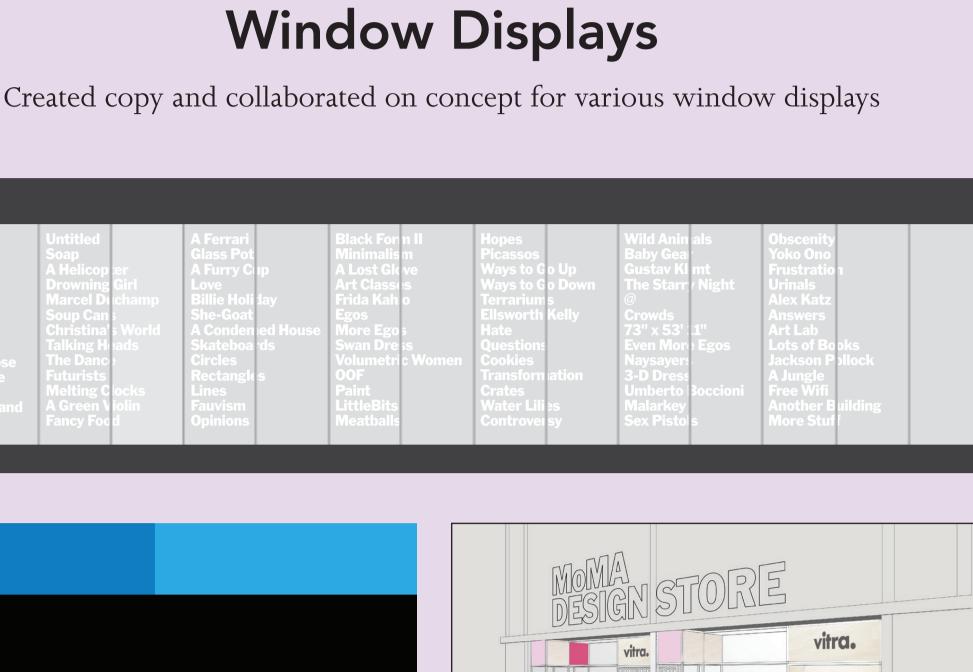
We sell globally

We support each other locally We work multi-disciplinarily

We tackle large questions

TECH CITY We solve big problems We design with and for people This is a movement -The Designers of London Tech City

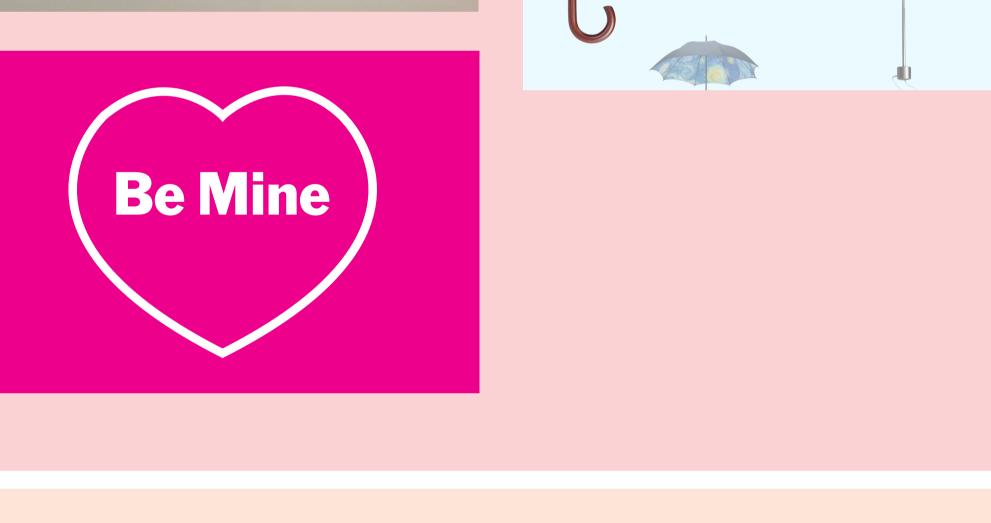








Los Angeles **New York** Zurich Swiss Railways Clock **Go Under Cover!**



Catalog

Fall 2015 catalog. Selected pages shown.

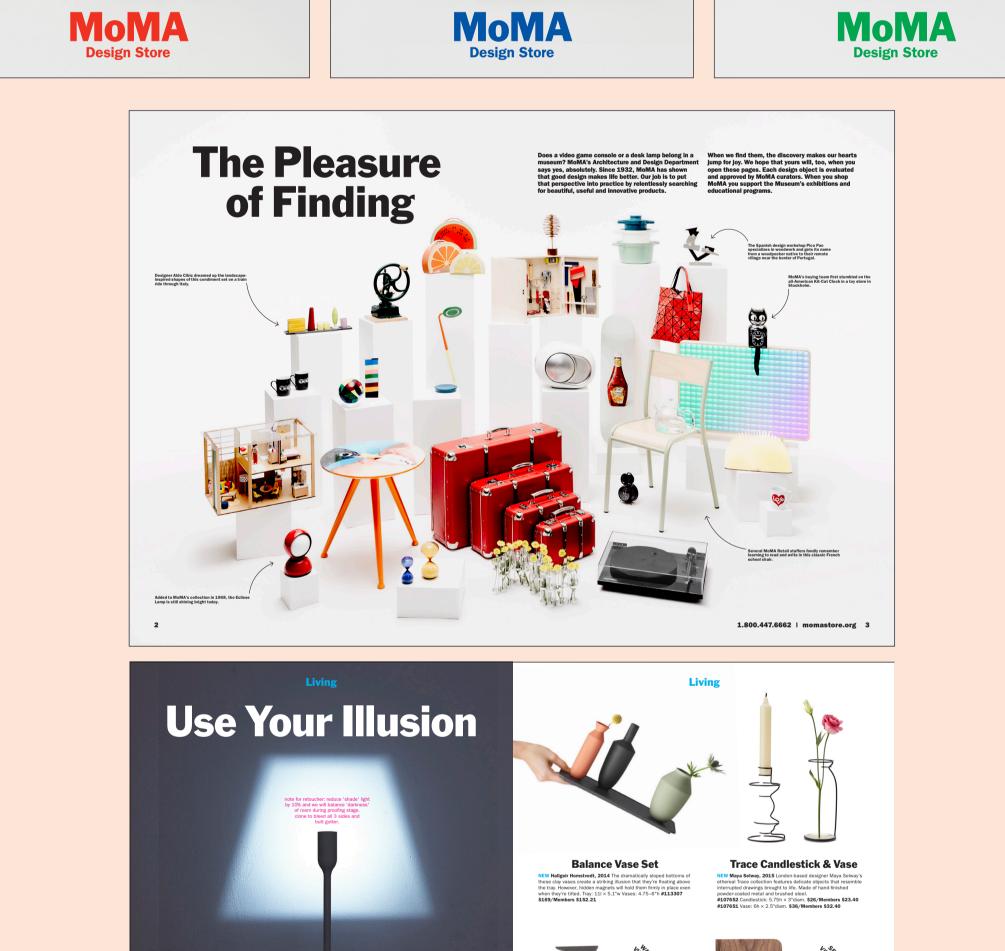
Playfully

Rigorous

Save 20% on all umbrellas.

Joyfully

Unexpected



El Balancin Stacking Game

IEW Pico Pao, 2014 The object of this game is to create improbable shapes that defy gravity. The pieces in El Balancín (The Seesaw) are f seemingly random geometric forms that can interact in endiess ormations. The box contains 26 composite wood pieces and

▲ WARNING: CHOKING HAZARD—Item contains small parts, not for children under 3 years.

Blankets NEW Alexander Girard, 1961–1971 100% merino lambswool 79! × 53°w #113282 Double Heart #113283 Diagonals \$485 each/Members \$436.50

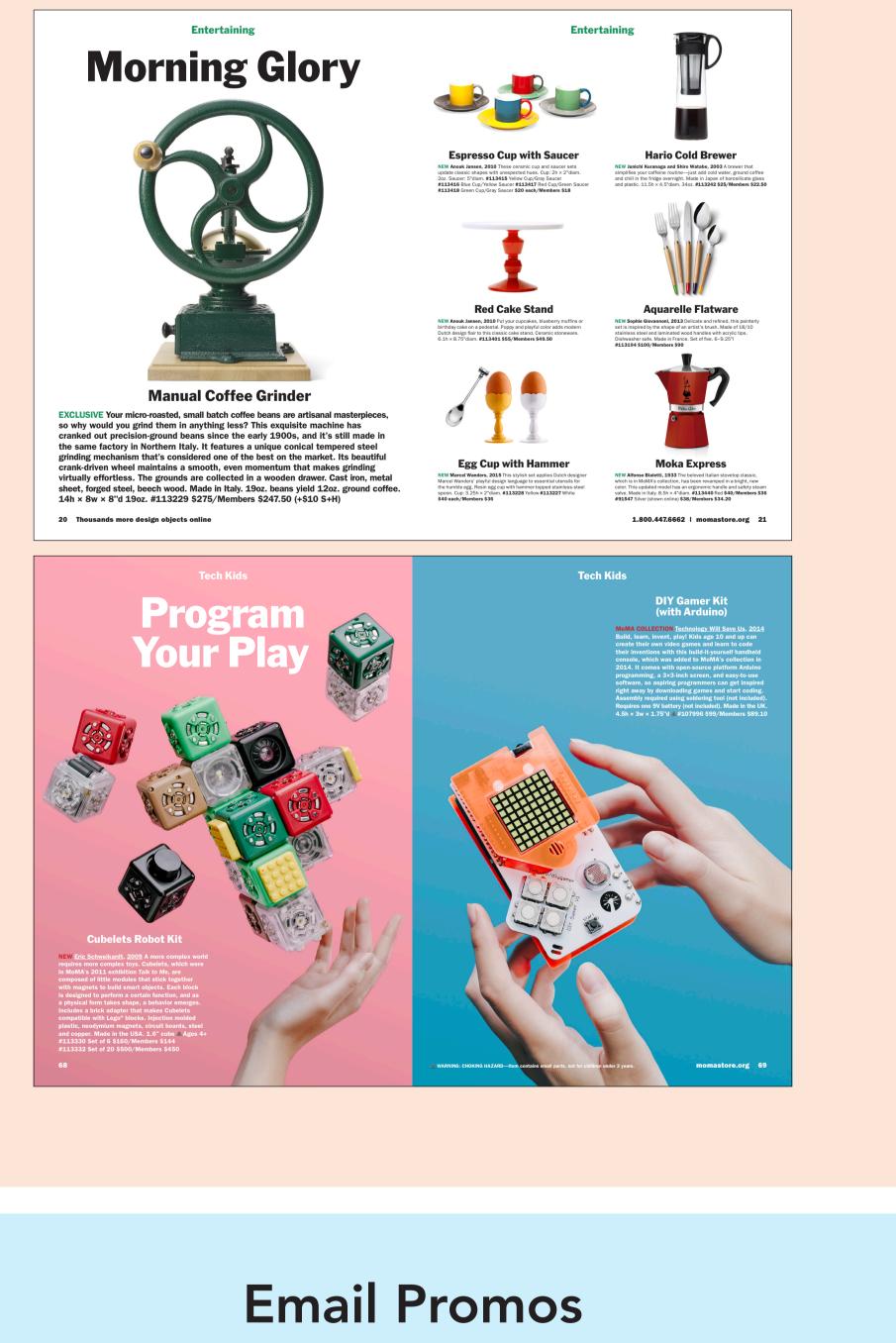
Wooden Dolls

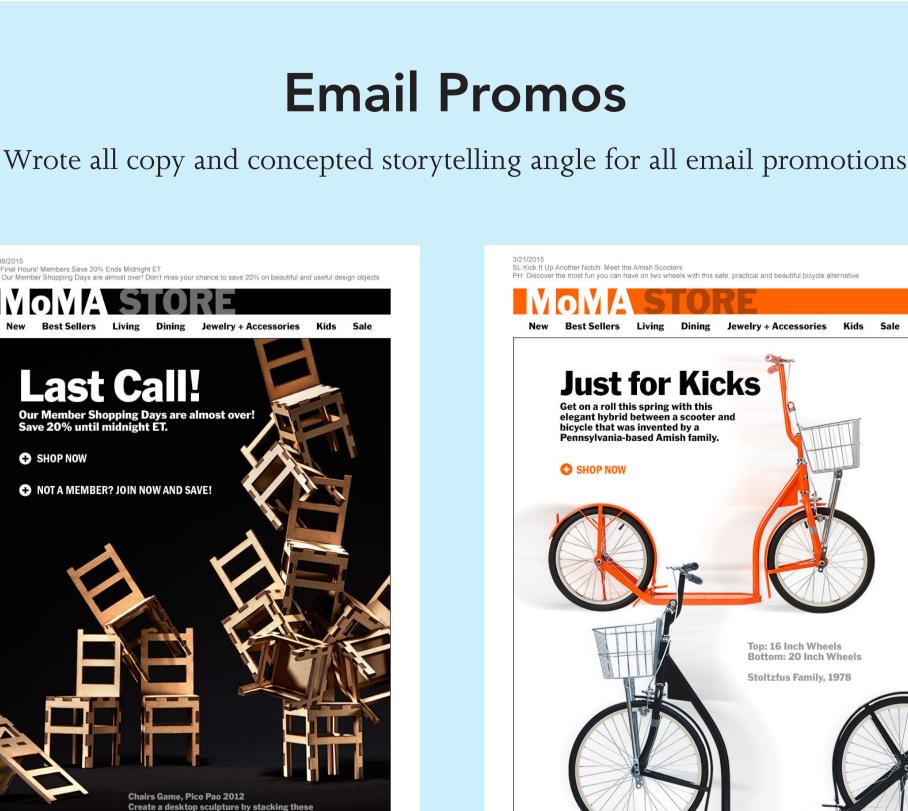
Lumio Book Lamp

wan, 2013 A different type of "reading lamp," the Lun be a hardcover book bound in lasercut wood, but its form opens to illuminating possibilities. It's modern,

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Small Wonders

♦ SHOP NEW KIDS PRODUCTS

Rise and Shine

SHOP MIXED METALS

From left: 1. Gramovox Bluetooth Gramophone. Pavan Bapu, 2013 2. Form Tea Set. Tom Dixon, 2013 3. Champagne Sabre. Karim Rashid, 2013 4. Kara Walker Pitcher. Kara Walker, 2014

The Creative

From left: 1. Lomo' Instant Camera with Lenses 2. DIY Gamer Kit (with Arduino). Technology Will Save Us, 2014 3. Petzval Portrait Lens 4. Ozobot

Only at MoMA

◆ SHOP MoMA EXCLUSIVES

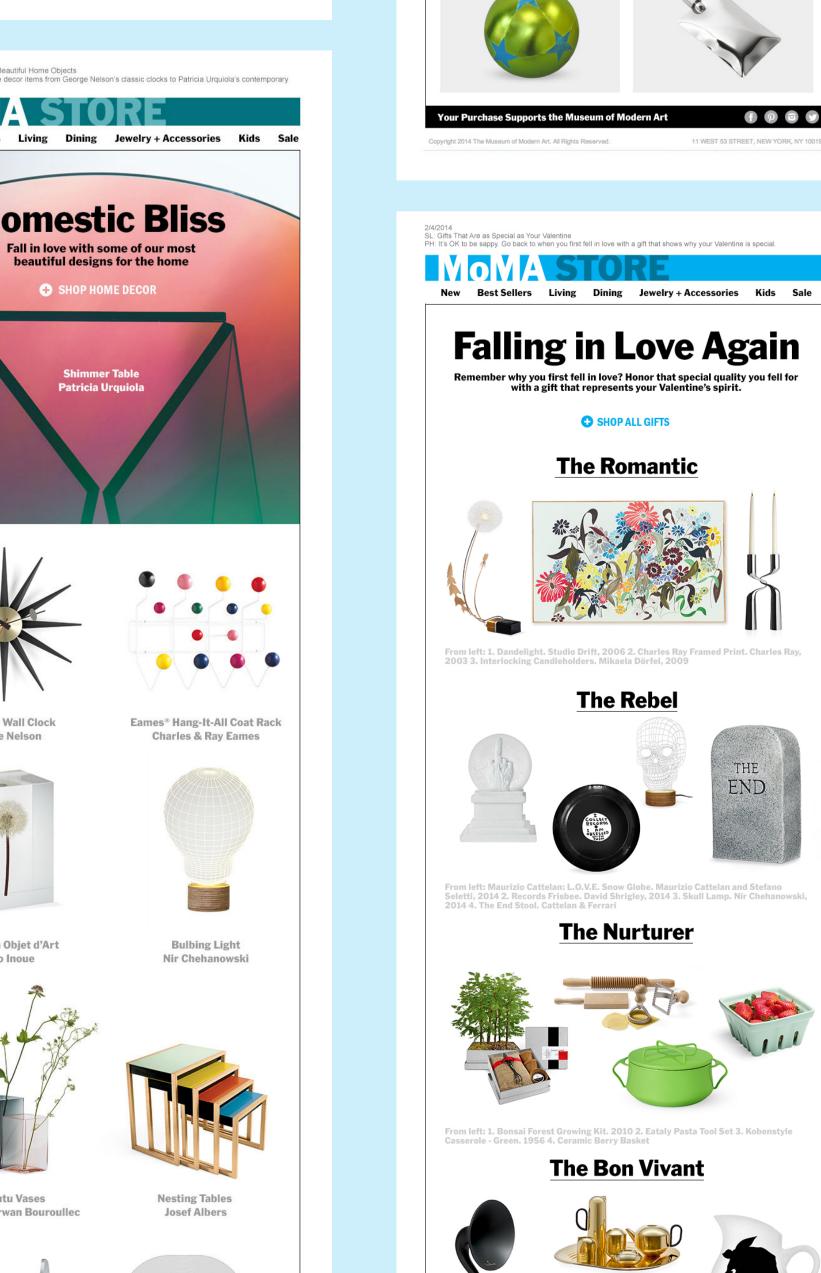
f 0 0 y

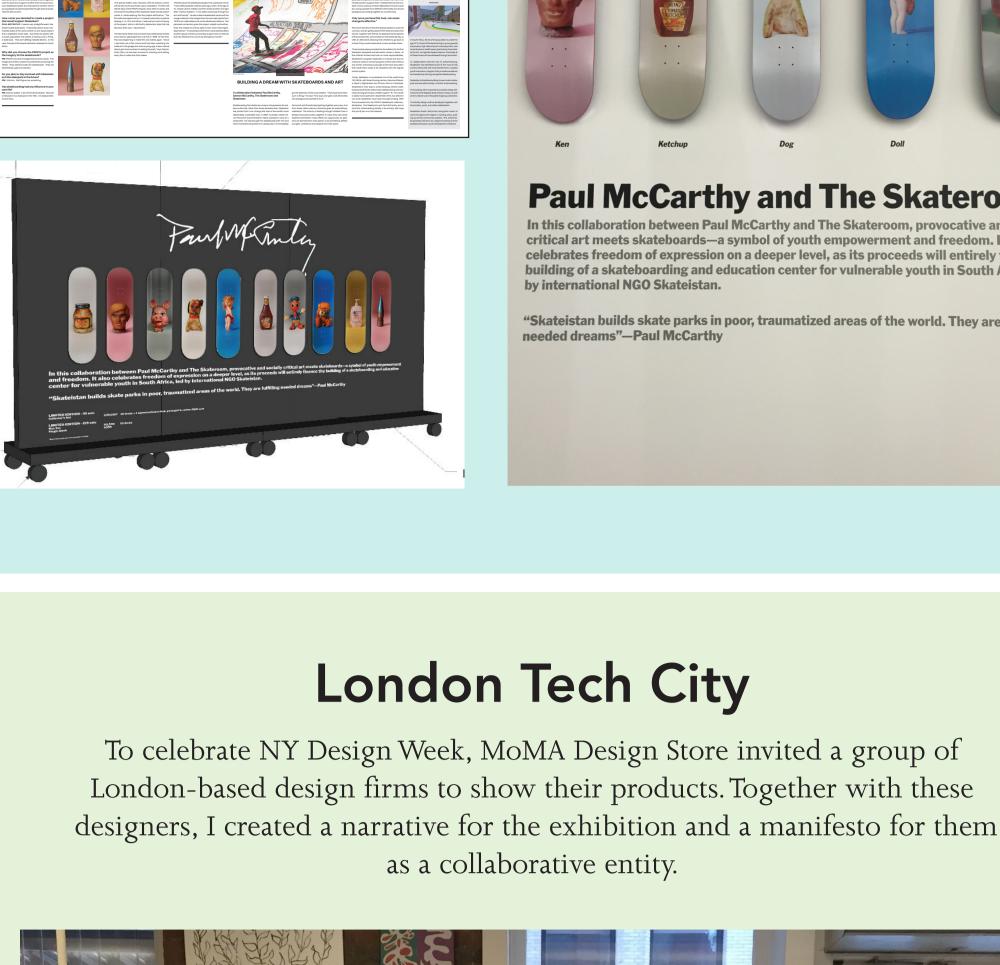
11 WEST 53 STREET, NEW YORK, NY 10019

100 New Designs

Your Purchase Supports the Museum of Modern Art

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These brands are part of a close-knit community that provides support, inspiration, resources and a sense of purpose. London Tech City marks the first time that this group has been formally

recognized as a budding movement.

- **This Building**
 - DESIGN STORE **Sundays In Soho**
 - **Visit MoMAStore.org/StoreEvents for more info.** In-Store Signage A selection of in-store signs, from product stories to sale promotions. Each sign was conceived with the intention of telling a story, even in the simplest of terms.

Skateroom x

supports youth-empowering organizations.

\$500 (Set of 3 decks) \$500 (Set of 3 decks)

striking red second hand that was shaped after the stationmaster's hand-held signal. A classic was born. More than 3,000 Swiss train station clocks are still

ticking today in all Swiss train stations.

MoMA Exclusive in red

Jean-Michel Basquiat

Before Jean-Michel Basquiat rose to art stardom in the early 1980s, his work was already legendary on the streets of Soho. Under the tag SAMO®, Basquiat's fragmented poetry and poignant symbols established a visual vocabulary that continues to inspire a new generation of graffiti artists today. In this MoMA-exclusive collaboration between The Skateroom and The Estate of Jean-Michel Basquiat, past and contemporary street culture come full circle.

The Skateroom is a platform for promoting, selling and producing art on skateboards that

Meet one of the most iconic timepieces of the 20th century. In 1944, designer and engineer Hans Hilfiker created a modernist clock with an easy-to-read black and white face for the Swiss Federal Railways. Three years later, the model was enhanced with a

Large (Red, Steel) \$455 Small (Red, Steel) \$215

Untitled - Skull, 1981 In Italian, 1983

Created and concepted all copy and storytelling in MoMA Design Store's Simply Unconventional





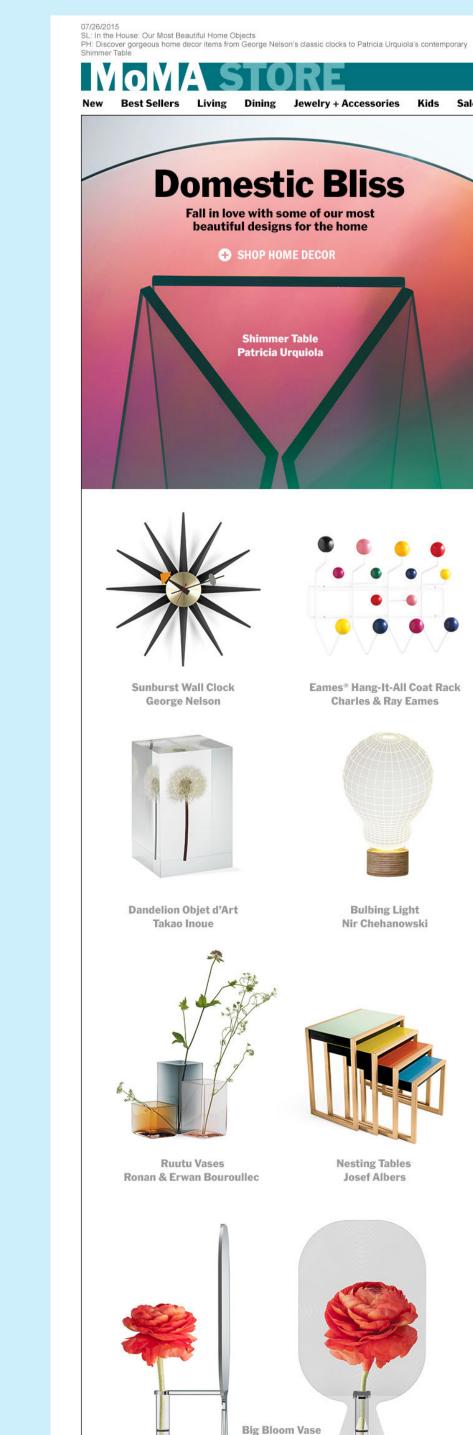
Trays NEW Alexander Girard, 1952–1974 Food safe laminated plywood. Hand wash. #113385 Diamonds Tray \$100/Members \$90 #113387 Love Tray \$75/

Members \$67.50 #113386 Grid Tray \$95/Members \$85.50

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SHOP NOW **◆** NOT A MEMBER? JOIN NOW AND SAVE! Chairs Game, Pico Pao 2012 Create a desktop sculpture by stacking these miniature chairs into gravity-defying shapes. Your Purchase Supports The Museum of Modern Art MoMA Member Shopping valid 06/05/15 12:01 a.m. ET through 06/08/15 11:59 p.m. ET. Offer valid in U.S retail venues for MoMA members only. Cannot be combined with other offers or discounts. Offer not valid on purchase of memberships, gift cards, or prior purchases. MoMA member discount applies to retail prices. Other restrictions apply.



Charlie Guda

Getaway Goods

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